

Recruitment and Retention

IDAHO DIRECTORS OF VOLUNTEER SERVICES

Presented by
Stephanie Meredith
Sage Alexander



AGENDA

- Welcome!
- Introductions & Goals
- Recruitment
- Retention
- Q & A



BEYOND THE BIO



Programs & Development
Sage Alexander

I love to fill my free time with creating and learning! You can find me tinkering with LEGO bricks or repurposing recycled materials into fun decor or gifts for others.

Born and raised Idaho Potato, I care about the community and love the Treasure Valley.



Chair
Stephanie Meredith

I love to learn! Tell me about yourself, your hobbies, the fun facts you know; I want to learn it all. Learning is a way for me to grow as well as to connect with people.

The Treasure Valley is my lifelong home, and watching the people in it bring themselves and their best is a daily source of joy.



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GETTING STARTED

What is your goal for today?

What does recruitment look like to you?

What are some challenges that retention faces today?

Recruitment



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RECRUITMENT

A program's reputation is the first glimpse into the world that is the volunteer program. All recruitment should be an exact reflection of what your program is.

- Create effective Job Descriptions and position breakdowns of opportunities
- Establish expectations and time commitments
- Create and Highlight leadership opportunities
 - Mentor Programs
 - Volunteer Lead orientations
- Welcome feedback
- Your active volunteers will be your best recruitment team. **Check in with your volunteers today for more tomorrow**
 - Provide resources to share information about the program
- Highlight all benefits, monetary and non-monetary!

Marketing is a different conversation. One that we can have another day!



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JOB DESCRIPTIONS

Communication of the position may change how people approach your program. Keep these things in mind for position descriptions!

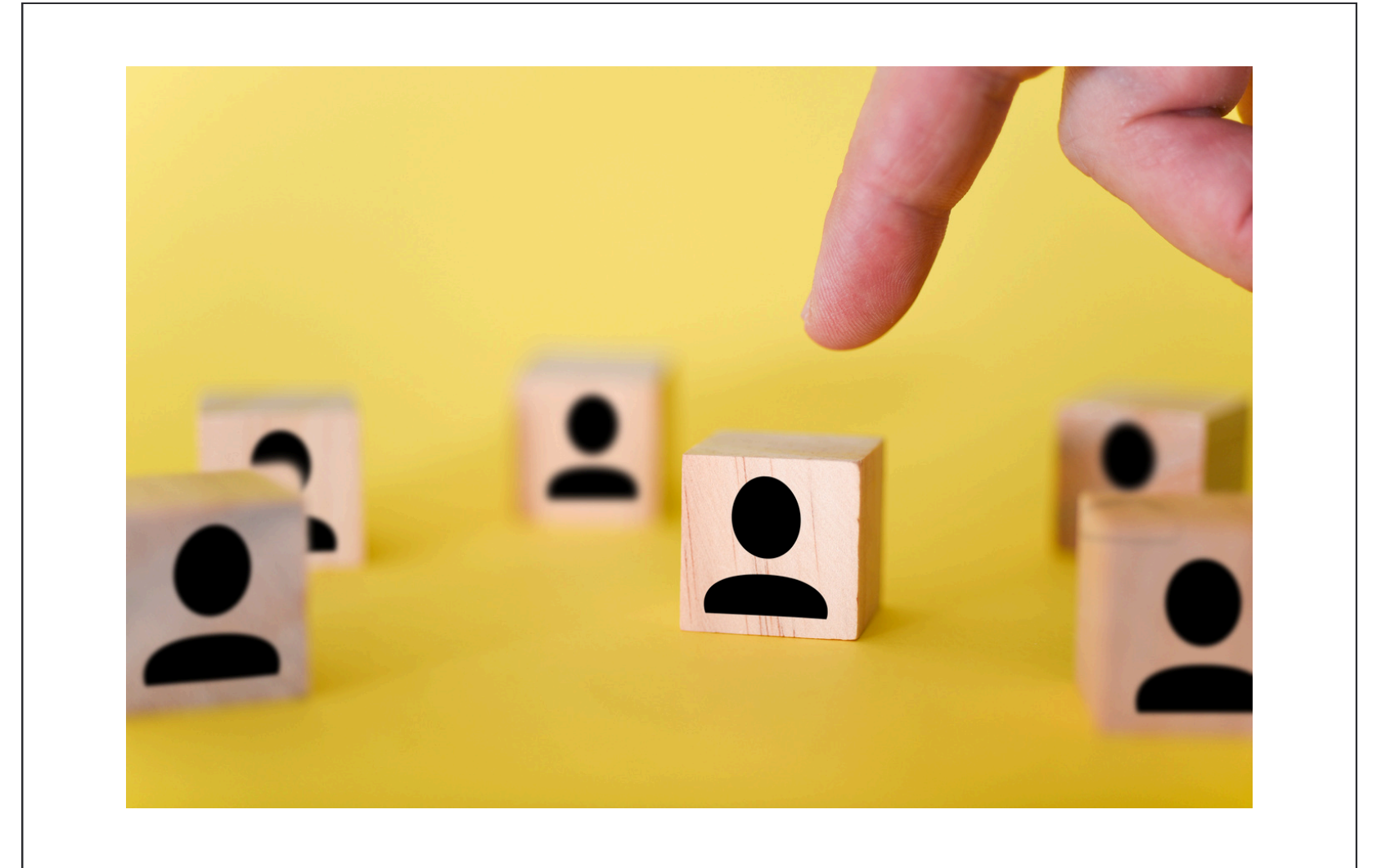
Sustainable - The message is truthful and able to be fulfilled while volunteering in the program. The messaging should also be usable after the current era of recruitment.

Transparent - There is a level of professionalism that is expected from an organization, but also a level of transparency needed for a volunteer to give their valuable time. **Why** are they volunteering?

In the Volunteer Space:

- Email communication or information sharing
- Request honest feedback and constructive support
- Provide reliable follow up with answers or solutions
- Share your personality and passions! Authentic you!

Custom to the Audience - Knowing the target audience will help customize the messaging and recruit the desired volunteer demographic. ** Event specific **



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Retention



RETENTION PRACTICES

Utilize volunteers' preferred recognition and benefit goals.

Identify volunteers' goals and intentions with the program .

Maintain fair and reasonable expectations of volunteers in the program with constructive onboarding and long term investment.

Building structure within your program to support manager and volunteer experience.



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RETENTION PRACTICES



Impact **Service Report**

A service report provides documentation of a volunteer's service. This can help with career incentives, high school graduation requirements, and service requirements for scholarships. Provide reminders of this resource as well as quick follow up on requests for reports or letters of recommendations.

Leadership **Opportunities**

Mentor programs, shadow shifts, and additional training about social communication, leadership practices, and personal growth will help volunteers stay interested and challenged in the program. Providing space to share passions or practice skills that are specific to them will help volunteers feel impactful and helpful.

Continuing or Non-Traditional **Education**

Enhancing the learning environment and providing additional trainings or lessons will continue to add to the value to the experience of volunteering.

Creative **Communication Skills**

Create multiple avenues of communication to keep everyone in the program effectively working together. Verbal, written, digital, and symbolic information may provide support to more volunteers than intended.



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REFLECTION ON QUESTIONS

What was your goal for today? How did we progress towards that?

What does recruitment look like to you now?

How are we going to get started today?



We are here to answer your questions!



Thank you!

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Stephanie Meredith, Chair
Sage Alexander, Programs & Development

