

HOW TO RECRUIT, MANAGE, AND MAINTAIN NONPROFIT VOLUNTEERS

**PRESENTED BY
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THE WORD WOMAN LLC**



Michelle Nusum-Smith started **THE WORD WOMAN LLC** in 2010 after nearly 20 years in the nonprofit sector.

THE WORD WOMAN LLC supports new, emerging and established nonprofits as well as government agencies and individuals to achieve their goals by providing a full range of high-quality, professional yet affordable consulting, coaching and training. Whether you are thinking of starting a nonprofit or you are the leader at an established organization, our team is ready to help you Do Good!

THE WORD WOMAN LLC team offers over 50 years combined experience in:

- **NONPROFIT STARTUP**
- **BOARD DEVELOPMENT AND STRATEGIC PLANNING**
- **MARKETING AND COMMUNICATIONS**
- **PROGRAM DEVELOPMENT AND MANAGEMENT**
- **VOLUNTEER RECRUITMENT AND MANAGEMENT**
- **FUNDRAISING AND GRANT WRITING**



**Michelle Nusum-Smith,
Owner & Principal**



WHO'S HERE?



Introduce yourself and tell about your role in volunteer management.





LEARNING OBJECTIVES

- ▶ **The various types of volunteers**
- ▶ **How to assess your volunteer needs**
- ▶ **Resources for recruiting volunteers at various levels and skillsets**
- ▶ **Volunteer position descriptions.**
- ▶ **Volunteer training.**
- ▶ **Volunteer appreciation.**

Types of Volunteers

Traditional or “Regular Volunteer”

An individual volunteering on one of your projects., be it directly with beneficiaries, in the office or in planning or implementing a fundraising event.

Internship/ Gap Year Volunteer

An individual (usually a student) volunteering in a formal program to provide support while career experience and skills useful in professional placements.

Online Volunteer

An individual volunteering virtually from their home/office at their convenience. Projects may involve helping with social media, website or designing some material, mentoring youth, proofreading, translation, etc.

Micro Volunteer

A subset of online volunteering, the micro-volunteering combines small actions by many people to create big impacts. Short (actually very short) projects done online.

Why do people volunteer? Why do they quit?



Paid Staff vs Volunteers

Managing volunteers is similar to managing paid staff, except that volunteers don't expect compensation.



Volunteers don't expect to be paid, but they have expectations!

Volunteer Expectations

- Treated with respect
- Trained (as needed)
- Supervised
- Provided with feedback
- Rewarding experiences
- Appreciation



Volunteer Needs Assessment

Before conducting your needs assessment, review your organization's mission, vision and current strategic plan.

- What are you trying to accomplish?
- How do volunteers fit into your organization's or program's mission, strategies, goals?
- How could volunteers best meet the program's needs to achieve your goals?

Dig deeper with more questions...

Volunteer Needs Assessment

- What specific activities do you need to accomplish?
- What specific activities would like to accomplish if you had more time and assistance?
- Which activities can volunteers help us accomplish?
- What specific skills and resources are need to complete the activities?



Keep in mind your ...

- ✓ **Strategic priorities**
- ✓ **Programming and operations needs**
- ✓ **Space limitations**
- ✓ **Deadlines**
- ✓ **Workload**

Why Should Volunteers Serve Your Cause or Organization - Benefits

Determine the unique benefits of serving your organization, particularly benefits that correspond to people's key motivators. This includes the need for:

- Experience
- Connections
- Achievement
- Personal rewards
- Social approval
- Expression of personal values, etc.

Who Manages the Volunteers?

One (or more) people should have formal responsibility (written into their job description) to manage volunteer resources. This includes directly managing volunteers and/or providing guidance, support, resources and tools to staff who supervise volunteers.

Their duties may include some or all of the following:

- *Plan the volunteer program/service*
- *Organize the volunteer program/service*
- *Engage volunteers*
- *Lead the volunteer program/service*
- *Control the volunteer program/service*



The person(s) responsible for managing volunteers may be paid staff or volunteers. A nonprofit with a large number of volunteers that serve for extended periods of time or on an ongoing should have paid staff manage its volunteers.

Position Descriptions

All nonprofit volunteers should receive a written job description.



Clarity is what every volunteer needs to meet your expectations.

Sections of the Volunteer Position Description

Job Title Give a sense of identity and helps paid staff other volunteers to understand their particular role.

Work Location Where will the individual be working? Can the work be done at home or on-site?

Purpose of the Position State the expected impact of the assignment.

Responsibilities and Duties Explain the specific responsibilities and obligations of the role.

Sections of the Volunteer Position Description

Qualifications Clearly state the qualifications, including education, personal characteristics, skills, abilities and experience.

Commitment Expected How much time is expected? Include length of service, hours per week, and hours per day.

Training List what training the volunteer will receive.

Include name and contact information of the person who will supervise the volunteer, the organization's Volunteer Coordinator, and guidance on how to get more information or express interest.

Volunteer Recruitment

Identify real and virtual communities most likely to have members with the skills and motivations you desire, then select marketing tactics targeting specific communities appropriate for the positions you are seeking to fill.

Engage your existing volunteers that have exceeded your expectations to help you reach potential volunteers in their networks.

What real or virtual communities might you explore for potential volunteers?

What kinds of groups like to pitch in to make a difference?

Avoid the “Cattle Call”

Generic advertising results in...

- frustrated potential volunteers who cannot determine whether there is a good “fit”
- volunteers feeling unappreciated or underutilized.
- staff trying to place volunteers in lower priority or custom-developed positions while the organizations highest priority needs remain unfulfilled.

Targeted advertising results in...

- fewer inappropriate applicants and less time to weed through them
- more qualified applicants
- an image of professional volunteer recruitment and management practices



Suggested language:
“To learn if this position is right for you...” or “ We are currently seeking applicants for...”

Volunteer Interest Form/Application

- Name
- Email/Phone
- What about (Nonprofit Name)'s mission appeals to you personally?
- What skills/experience do you have? (Provide a list of options)
- Title or Type of Volunteer Opportunity
- How frequently do you want to volunteer?
- For how long/often do you want to volunteer?
- When are you available to volunteer?
- Attachment (i.e., resume, license, certifications)

Volunteer Recruitment Tools and Resources

Social Media

- Facebook
- Twitter
- [Linkedinforgood.linkedin.com](https://www.linkedin.com/company/linkedinforgood)

Community Resources

- Local United Way
- Schools, colleges, universities, and organizations that require students to perform community service
- Colleges and universities that have nonprofit management programs or classes in the specialty you need, e.g., grant writing courses – professors may match students with local nonprofits to provide practical experience

Volunteer Listing Sites

- [Idealist.org](https://www.idealst.org)
- [VolunteerMatch.org](https://www.volunteermatch.org)
- [Allforgood.org](https://www.allforgood.org)
- [Createthegood.org](https://www.createthegood.org)
- [Volunteer.maryland.gov](https://www.volunteer.maryland.gov)
- [Businessvolunteersmd.org](https://www.businessvolunteersmd.org)

Training Volunteers

All volunteers, no matter their skillset or length of service, should receive training.



Just as every paid member of your staff needs some training and orientation, so does every volunteer you bring on board.

Types of Volunteer Training

Basics Training Includes overview of “Nonprofit 101” (appropriate for novice volunteers)

Organization Specific Training All volunteers, no matter their skillset or role, should receive training about your nonprofit.

What is your mission?

Why do you exist?

How have you grown or evolved over the years?

Discuss your vision, how you want to make the world a better place, your plans for the future.

Include the organizations hierarchy and leadership, explain who is doing what, provide guidance on who volunteers should direct their questions or concerns.

Job-specific Training Whether one-on-one or in a group (multiple volunteers doing the same job), always review the job duties and, where applicable, provide detailed written instructions for performing each task.

Support, Motivation and Growth Opportunities

Providing volunteers support, motivation and growth opportunities is the best way to keep them engaged. Volunteers who receive constant feedback, positive reinforcement and recognition for their work stay motivated. There are formal and informal ways to motivate volunteers:

- One-on-one feedback
- Appreciation Events/Awards Ceremonies
- Volunteer Hierarchies

Always plan the work volunteers will perform. No one wants to do “busy work”.

What strategies do you use to keep your volunteers motivated?

Recruiting and Managing Event Volunteers

- Gather volunteer data on a volunteer interest form.
- Written volunteer job descriptions -- give meaningful responsibilities.
- Calendar and schedule the volunteer assignments as soon as possible.
- Event one-day volunteers like to be communicated with, involved and made to feel a part of the organization.
- Spotlight your volunteers.
- Uniformed look.
- Always feed volunteers!
- Recognition.
- Debrief and evaluation.



Keeping Volunteers Coming Back!



1. **MAKE IT PERSONAL** Find out what motivated them to serve your organization and what they'd like to get out of the experience so you can ensure you meet their expectations.
2. **CLARITY** Be clear at the start about your expectations. If possible, distribute a Volunteer Handbook.
3. **BE FLEXIBLE!!** Ensure your volunteers don't feel burdened by getting a general commitment of their hours but allow minor adjustments and incorporate a "back up" system.
4. **MAKE IT FUN!!** Don't lock a volunteer in a room photocopying for hours.
5. **SHOW THE LOVE!** You can't say "Thank you" enough. Create an organization-wide culture of volunteer appreciation.

Volunteers and \$\$\$ Donations!



Volunteers are almost twice as likely to donate to charity as non-volunteers.

Nearly 80% of volunteers donated to charity compared to 40% of non-volunteers.

*Thank
you*



FACEBOOK GROUP

Do-Gooders Connect (Nonprofit Resources)

Search “Do-Gooders Connect” and request to join.

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