RECRUITING AND RETAINING VOLUNTEERS
Three Steps in the Volunteer Life Cycle

- Recruiting Volunteers
- Training Volunteers
- Retaining Volunteers
Recruiting Volunteers - Overview

- Bringing in new volunteers is crucial to the success of any chapter or network
  - New volunteers:
    - Re-energize the chapter and bring new ideas to the table
    - Help carry the work load
    - Bring in other new volunteers
    - Bring in new community connections and resources
Needs to be constantly occurring throughout the year – not just before the June 1st deadline!
Recruiting Volunteers – How?

- Ask!
  - Ask them to get involved and volunteer
    - If you don’t ask, they probably won’t offer!
    - Be specific
  - Assume that they are interested in volunteering
  - Make it easy for them to say yes
  - Advertise the need for new volunteers throughout the chapter year
  - Use current volunteers as recruiters
    - Strong volunteers attract strong volunteers
Volunteer recruitment events

- Host events throughout the year that are specific to volunteer recruitment
  - Open House model of Dallas and Houston
  - Host a volunteer interest fair 30 or 45 minutes before your next happy hour or board meeting
Following up is crucial!
- Always follow up with any potential volunteer
  - Shows you are interested and that they are needed
- Don’t wait until you need them
- Use them
Training Volunteers

- Volunteers need training
  - Sets expectations
  - Defines their responsibilities
  - Greater buy-in to the chapter
Trainng Volunteers – How?

- Have scheduled volunteer training meetings
- Consider a volunteer buddy system
- Consider appointing a volunteer chair
Integrate them into the chapter culture
• Training
• Make them feel a part of the chapter and the chapter’s success
• Make them feel needed and wanted

Thank them

Treat them well
• Respect their time
• Treat them with flexibility
• Trust them
How you can enact these changes in your own chapter?