



VR3

Volunteer

Recruiting

Retention

Recognition

APHA Regional Club Standing Committee Presentation
Convention 2015

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Volunteers...

how we get things done

- All volunteer clubs
 - Officers, directors, committees
- Volunteer management needs to become a strategic consideration
 - Reactive approach yields poor results
 - Zero transition + zero training = **NEGATIVE PROGRESS**
- Board development committee?

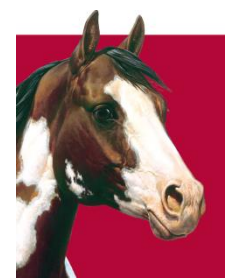




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Recruit

Retain

Recognize

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Volunteer Recruiting

- Members – new / existing
 - Former officers / board members
 - Industry
 - Supporting organizations
 - Service providers
 - Industry leaders
 - Discipline specific options
- ✓ Vets
 - ✓ Farriers
 - ✓ Trainers
 - ✓ Judges
 - ✓ Breeders
 - ✓ National directors
 - ✓ Horse councils
 - ✓ Feed / tack store owners
 - ✓ Extension agents
 - ✓ Insurance agents
 - ✓ Ag professionals
 - ✓ Youth leaders
 - ✓ 4-H, FFA

Who are we looking for?





Volunteer Recruiting

- Volunteers committed to club success and breed promotion
 - Officers and board members
 - Committee members / chairs
 - Admin roles
 - Leaders
 - Function specific – show duties, trail ride organizer, awards, etc.

What do we need?





Volunteer Recruiting

- Continuous / perpetual / every opportunity
- Club sponsored events
 - Meetings, shows, banquets
- Industry gatherings
 - Expos
 - Auctions / sales
 - Trail rides
 - Open shows

When and where do we recruit?





Volunteer Recruiting

- Communication is key
 - Personal invitation
 - Email, newsletter, social media
 - Industry publications
 - Enlist volunteers in recruiting other volunteers
- Expectations
 - Time requirement
 - Job descriptions
 - Meeting frequency / forums
 - Travel requirements
 - \$\$\$ cost, time & money

How do we recruit?



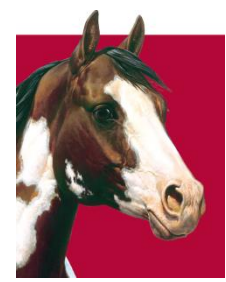


National Survey of Volunteer Programs

Most Useful Ways to Find Volunteers	Percentage
– Word of Mouth	71%
– Internet Recruiting Services	37%
– Live Presentations to Groups	33%
– Events	29%
– Newspaper Ads	29%
– Local Volunteer Center	17%
– Relationships with Local Corporations	15%
– Direct mail	8%
– Radio/TV Ads	8%

Source: Volunteermatch.org





Volunteer Retention

- Research indicates retention is a product of what organizations do directly for their volunteers
 - Motivation - why do people volunteer?
 - New skills – i.e. newsletter editor, website manager, show manager
 - New interest
 - Experience / resume builder
 - Networking
 - Training





Volunteer Retention

- Develop an effective volunteer / team environment
 - Common purpose
 - Trust
 - Clarify roles / responsibilities
 - Communicate openly / effectively
 - Appreciate diversity



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Volunteer Retention

- Experiences critical to volunteer retention
 - Assign volunteers to tasks that match their skills
 - Provide opportunities to share experiences with other volunteers
 - Support new volunteers
 - Inform volunteers through regular communication
 - Welcome and respect volunteers





Volunteer Retention

- Prevent burnout
 - Threshold for burnout is lower than paid staff
 - Provide clear expectations
 - Ensure work is meaningful
 - Communication – make it personal
 - Recognition – increase frequency
 - Interchange responsibilities



Volunteer Retention

- Ensure the experience is worthwhile
 - Screen volunteers to identify suitability and align experience / desire with tasks
 - Training and professional development opportunities
 - Allocate sufficient resources to support them
 - Recognition activities





Volunteer Recognition

- All volunteers want to know that their contribution is valued and not taken for granted
- We have a responsibility to recognize the work of our volunteers as meaningful and appreciated





Volunteer Recognition

- Make it a priority
 - Recognizing volunteer accomplishments is crucial to retain them AND attract others
 - Designate someone to be responsible for ensuring ongoing recognition of volunteers takes place
- Do it often
 - Recognition of volunteers should happen on a year-round, frequent and informal basis
 - begin with saying “Thank you” often!

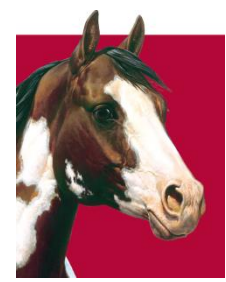




Volunteer Recognition

- Do it in different ways
 - Vary recognition efforts
 - informal thank you and spontaneous treats
 - formal events – banquets, dinners and awards
- Be sincere
 - Make each occasion you use to recognize your volunteers meaningful
 - seize the opportunity to truly reflect on his/her value to your organization





Volunteer Recognition

- Recognize the person, not the work
 - phrase recognition to emphasize the contribution of the individual, not the end result
 - “You did a great job!” as opposed to “This is a great job!”
- Make it appropriate to the achievement
 - a paper certificate accompanied by a private thank you may be appropriate for a few months of service
 - public dinner and engraved plaque may better suit 10 years of volunteerism





Volunteer Recognition

- Be consistent
 - expectations management - ensure whatever standards of recognition you establish can be consistently maintained in the future
 - holding a volunteer recognition dinner one year establishes an expectation for future volunteers
- Be timely
 - try to arrange recognition soon after achievement has been reached
 - delaying until weeks or months later diminishes the value of your gratitude





Volunteer Recognition

- Make it unique
 - get to know each of your volunteers and their interests
 - you will learn how best to recognize each individual, making them feel special and appreciated





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Questions?

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References

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