

# Cycle of Retention

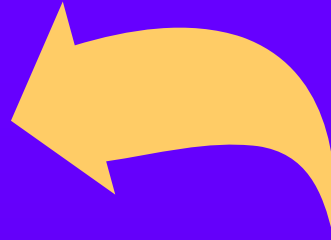


**Recruitment**

**Recognition**

**Volunteer  
Retention**

**Program  
Ownership**



## Why People Stop Volunteering

- Demands on time 65%
- No longer involved 32%
- Not well managed 26%
- Not good use of time 23%
- Not good use of talents 18%
- Tasks not clearly defined 16%
- Not thanked 9%





# Why People Continue Volunteering

- Good use of time 58%
- Good reputation 52%
- Better use of talents 50%
- Clearly defined tasks 41%
- Enhanced career skills 39%
- Thanked 31%



# Reasons for Policies and Procedures

- To ensure better compliance to rules and regulations.
- To determine action and set boundaries.
- To define lines of communication and accountability.
- To bring about program improvements and increase effectiveness.
- To establish values, beliefs and directions for volunteer involvement.
- To increase volunteer satisfaction and productiveness, and **enhance volunteer retention.**
- To demonstrate due diligence.



# Contents for Policy and Procedure Manuals

- Job descriptions
- Recruitment
- Orientation
- Training
- Volunteer recognition
- Performance review/evaluation
- Volunteer dismissal
- Grievance/complaint procedure



# Basic Criteria to Develop a Volunteer Job

- Useful, meaningful, significant work
- Flexible time
- Long-term vs. short term
- Staff conflict
- Available skills
- Supervision



# Key Components for Job Descriptions

- Job title
- Time parameters
- Qualifications
- Job duties/activities
- Working conditions
- Training requirements
- Supervision
- Benefits



# Objectives of Orientation

- Make the person feel welcome
- Develop positive perceptions about the organization
- Confirm the volunteer decision
- Reduce training time
- Put new volunteers at ease



## Elements of Volunteer Orientation

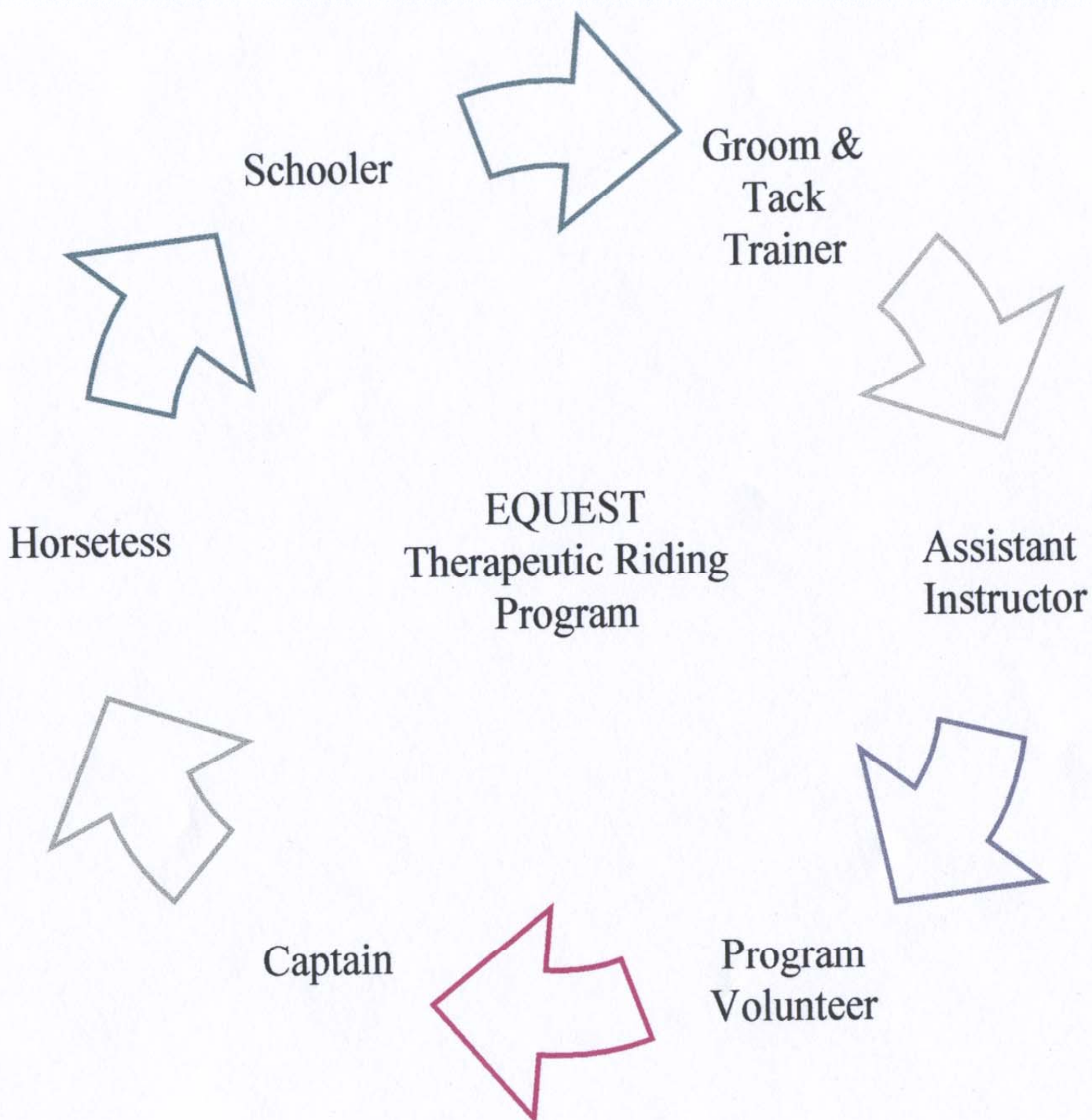
- Organizational history and services
- Mission, vision, values, philosophy and goals
- Organizational structure
- Interrelationships between departments/functions
- Organizational culture
- Dress codes
- Work arrangement policies
- Career development opportunities
- Performance evaluation system
- Overview of workplace policies
- Organizational events and activities
- Facility tour



# Program Ownership Benefits

- Ladder of opportunities
- Programs build on one another
- Ability to further develop knowledge and responsibility
- Increased comfort level of new volunteers
- Adaptability to different learning styles
- Evaluation
- Reduction of volunteer “burn out”

# Equest's Program Structure Ladder of Opportunities





# Philosophy

- Develop qualified volunteer
- Increased ownership of program
- Targeted recruitment of trainers
- Daily evaluation & recognition opportunities
- Creation of good organizational representatives



# Committee & Advisory Panels

- Ex-Volunteers as organizational representatives
- Purpose of committees
- Role of volunteer advisory committees



# Attrition Rates

- Indicators of what is going on in your agency
- Determining attrition rates
- Consider expectations of volunteer
- Consider expectations of organization
- Consider training

# Teaching Methodology

- What's, How's, Why's
- Constructive Criticism
- Specific Praise





# Training Agenda

- Detailed Guideline
- Tailor to Program
- Tack Room
- Procedures
- Often Asked Questions



# Implementation

- Practice Teaching
- Expectations
  - Number of Trainings
  - Meetings





# Contributions

- Teach in 6 Formal Trainings per year
- Mini-trainings weekly
- Relieve Staff
- Role Model
- Mentor
- Consistency



# Recognition

- T-Shirts
- Gold Name Tags
- Leadership
- Prestige

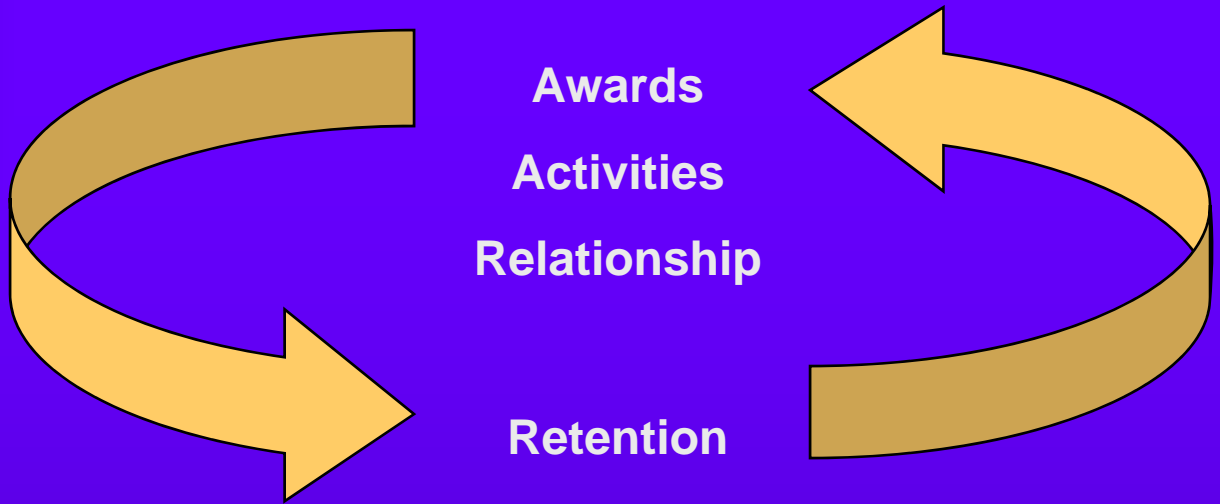




# Six Ways to Make People Like You

By Dale Carnegie

- Become interested in other people
- Smile
- Remember that a person's name is to that person the sweetest and most important sound in any language.
- Be a good listener...
- Talk in terms of the other person's interests.
- Make the other person feel important-and do it sincerely.



**NO ONE WANTS TO BE PATRONIZED.**

**A SIMPLE THANK YOU WILL DO.**



## **Low Retention**

- **Lack of support**
- **No praise**
- **Discrepancies between expectations**
- **Efforts not making a difference**
- **Too much routine**
- **Absent teamwork**
- **No prestige**
- **No personal growth opportunities**
- **Cannot take initiative**
- **Tension**



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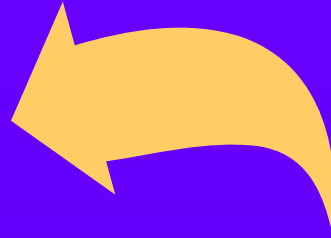


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**"Vision without action  
is merely a dream.  
Action without vision  
just passes the time.  
Vision with action can  
change the world."**

**Joel A. Barker**