

# Volunteer Recruitment & Retention

## Volunteer Recruitment

The first thing to consider is who is your audience? Who are you trying to target? Students, retired people, working professionals, people looking for work and want to boost their resume? This will influence where and how you promote the volunteer opportunities.

Here are some potential promotional opportunities depending on your audience:

- At the food box distribution
- Through Pillar Non-Profit
- At family centres or community centres
- At high schools
- Volunteer fairs (especially at Western & Fanshawe)
- Employment centres

Not only do you need to consider who you are targeting, you also must consider their motivations for volunteering as this will influence how you market these opportunities as well. Here are some of the most common reasons for volunteering:

- Affected by the cause/believe in cause
- Boost resume
- Learn and share new skills
- Connect to their community
- Their friends are doing it
- Meet new people
- Have fun
- People who are purpose driven

When promoting this opportunity don't ask your volunteers to help your organization, emphasize the impact they will have on the cause. Inspire them with stories of real people they will be helping and real challenges that their work will be addressing. Throughout this description highlight the following:

- Statement of client need
- How volunteer can help
- The benefits to volunteer

## Volunteer Retention

Once you have secured volunteers an orientation session is recommended. Here is what an orientation session should include:

- A warm welcome
- Some background information on LGFB and your organization
- Include your volunteer policies and procedures in the orientation
- Task description & how this helps the organizations mission
- A tour of where the volunteer will be working
- An introduction to the person the volunteer will go to for help/further instruction
- Summary of all this information in paper format in case the volunteer forgets

You might also want to provide your volunteers with the following training:

- Data entry and an Excel tutorial
- Public speaking
- Safe Food Handling
- On-site training

Once the volunteer begins their work it is vital to ensure that the volunteer position is worth their time:

- Try to match the position to their skill set
- Provide the volunteer with all the tools they need to complete the assigned task
- Make sure there is enough to keep them occupied

Finally here are some additional things you can do to encourage volunteers to stay:

- Work to build a sense of community among the volunteers. The volunteer should feel connected to each other and not just the organization.
- Recognize their contribution (volunteer of the month/ thank you/stories that highlight the difference they have made)
- Allow them to try new roles
- Be diligent about tracking the volunteers hours if they have requested you to do so. There are tracking sheet templates available in the volunteer folder.