

Volunteer Recruitment, Management, and Retention

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VOLUNTEER
LOUISIANA

Mission: *Help strengthen
Louisiana's communities through
volunteerism and national service*

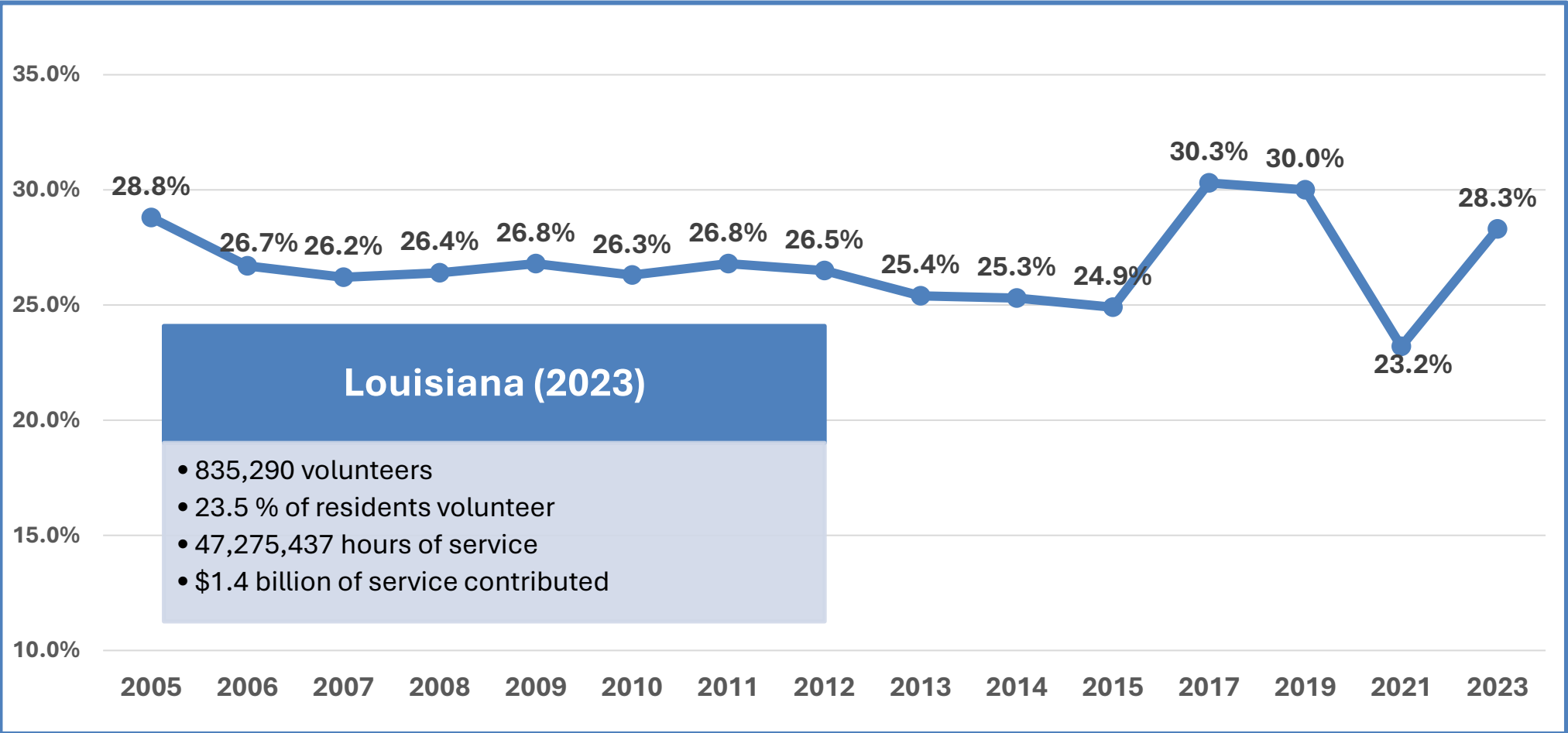




Core Activities:

- AmeriCorps
 - Funding Agency for AmeriCorps Grants
- Disaster Resilience
 - Coordinate unaffiliated volunteers and facilitate disaster preparedness trainings
- Volunteerism
 - Volunteer Training and Recognition

U.S. Volunteer Rates



Johnson, Rose. 2024. AmeriCorps Civic Engagement and Volunteering (CEV) Dashboard. Washington, DC: AmeriCorps Office of Research and Evaluation. Accessed November 2024 from <https://data.americorps.gov/stories/s/AmeriCorps-Civic-Engagement-and-Volunteering-CEV-D/62w6-z7xa>.

Today's Big Message: Be Intentional!!



Be Intentional

Step 1: Conduct a Volunteer Needs Assessment



- 1) What are my organization's current goals and activities? What are the gaps/needs?**
- 2) What are my organization's future strategic growth goals and activities (what are we trying to scale, improve, or add)? What are the gaps/needs?**
- 3) How can volunteers (skilled and unskilled) help meet those needs? Do I need episodic volunteers, recurring volunteers, or both?**



**Sample
Affiliate
Activities**

Cleanups	Restoration	Beautification
Recycling	Awareness	Education

**Sample
Skilled
Volunteer
Activities**

Marketing/Comms	Designer	Photo/Video
Grant Writer	Horticulturalist	Consultant



Activity

Begin a volunteer needs assessment for your organization



Be Intentional

Step 2. Develop a Volunteer Recruitment Strategy

Part 1: Find your message



Why do people volunteer?

- Contribute to causes they care about
- To make a difference in their community

Develop recruitment pitches that include the impact of the work and organization as well as task and commitment descriptions

Sample Messages

Example 1: Food Pantry Volunteer

- **Help local families put healthy meals on the table** by volunteering just a few hours a week. Together, we're building a stronger, more resilient community where no one goes hungry. Volunteers greet clients, sort donations, and distribute food during pantry hours — a commitment of about 3 hours a week.

Example 2: Tutoring Volunteer

- Your time can **open new doors for a struggling student**. Our organization is dedicated to ensuring every child has the tools to succeed. Tutors commit to meeting with one student for one hour a week, providing academic support and encouragement.

Be Intentional

Step 2. Develop a Volunteer Recruitment Strategy

Part 2: Find your audience



Targeted Recruitment

Who would have the skills and interest to do this assignment?

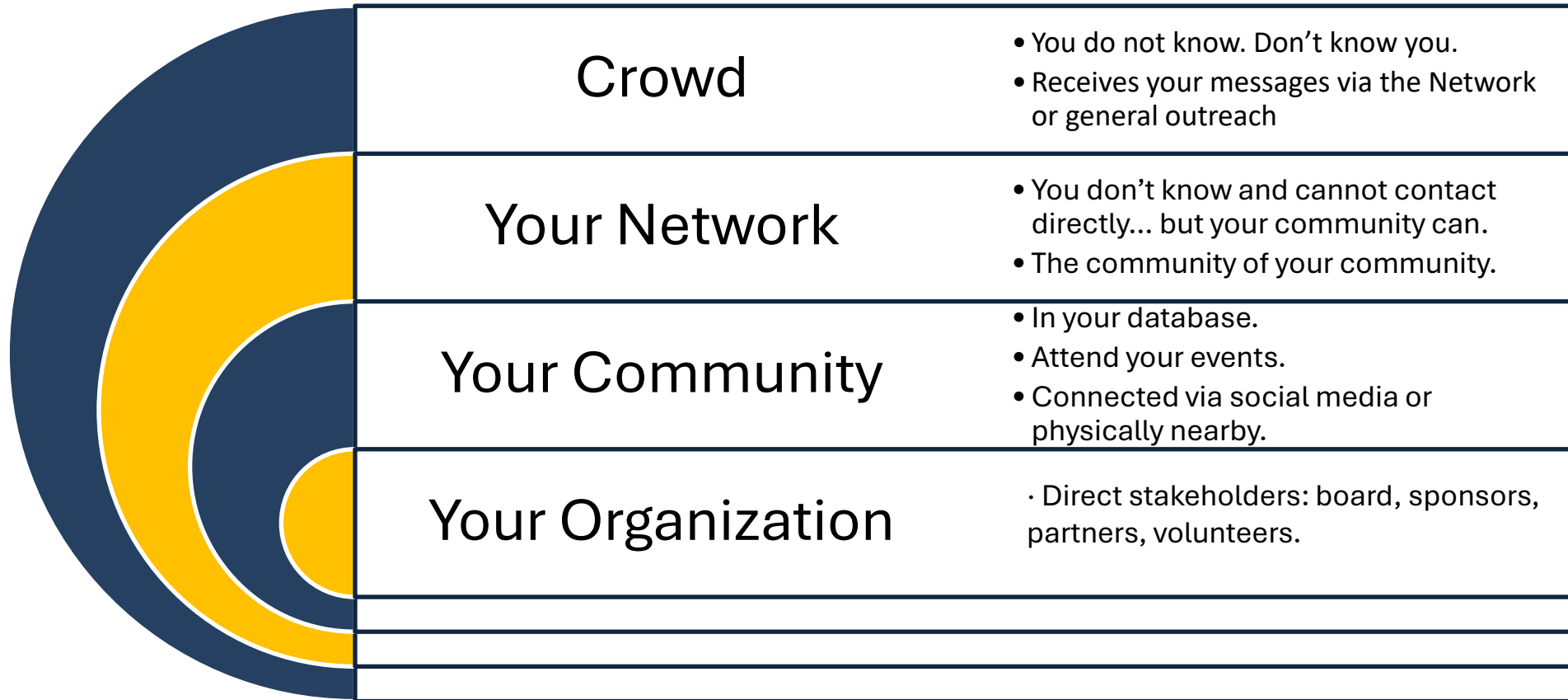
Where will you find them?

Who knows them?

Who will make the outreach?



Leveraging Your Circles of Influence: Inside Out



Network/Crowd Partners

- Garden Clubs
- Environmental Clubs
- Student clubs
- Religious organizations
- Arts & cultural organizations
- Chambers of commerce
- Service clubs
- City or parish officials
- Cooperative Extensions
- Veterans' groups
- Influencers

Network/Crowd Outlets

- Local newspaper
- Local radio station
- Social media (especially for events)
- Flyers
- Coffee shops
- Local organization newsletters
- Senior center bulletin boards
- Faith-based organization bulletins
- Online search engines
- Volunteer centers
- Festivals

Activity

Begin the volunteer recruitment worksheet for your organization



Be Intentional

3. Implement Volunteer Management and Retention Best Practices



**Effective Volunteer Management Is THE KEY
to Volunteer Retention!!**



What Makes a Volunteer Return?

Communication	Organization	Socialization
Impact	Recognition	Engagement



Clear Pre-Event Communication

- Description of Event
- Description of Volunteer Duties
- Dress Requirements/Expectations
- Materials/Supplies Expectations, Including Food, Water, Etc
- Work Location/Parking Instructions
- Time Commitment Expectations
- Point of Contact Name and Contact Information



On-Site Management

- Be Organized and Ready Before the First Volunteer Arrives
- Welcome the Volunteer and Introduce them to Others
- Conduct Orientation that Explains Mission and Connects It to the Service Event
- Conduct Training as Necessary
- Check In With Volunteers During the Event
- Conduct a Formal Closing that Includes Impact, Reflection, and Thank You
- Have Social Media Friendly Photo Ops



Post-Event

- Share Stories via Social Media
- Follow Up with Thank You
- Connect Volunteers with Your Communications Channels
- Invite Volunteers to Future Events
- Recognize Outstanding Volunteers



Activity

Review the packet on your table and begin your organizational review and assessment



Volunteer Recognition Resources

- **Louisiana Volunteer Service Award** - a certificate signed by Lt. Governor Billy Nungesser recognizing individuals who demonstrate excellence through volunteerism.
 - Anyone serving in Louisiana is eligible to receive this award.
- **Champions of Service Award** - recognizes outstanding volunteers who go above and beyond through a competitive award process.
 - Open to all Louisiana residents, nominations are open in January each year.



VOLUNTEERISM



Annual Champions of Service Luncheon

Let's Stay Connected



@volunteer_la



@VolunteerLA

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