

INTRODUCTION TO VOLUNTEER MANAGEMENT

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Special Olympics
Pennsylvania



Role of the Volunteer Coordinator



- Responsible for recruitment, retention and recognition of local program volunteers.

Volunteer Managment

Recruitment, Recognition and Retention

Special Olympics
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Recruitment Overview

Determine the makeup of your community, and its community sectors. Some community sectors include schools, churches, neighborhoods, businesses, service organizations and clubs, youth groups, senior groups, media, grassroots groups, etc.

Having a thorough understanding of the sectors in your area will help you to be aware of who is available as a volunteer in your community. It is essential if you wish to target your recruiting to a specific population.

Develop and over all Volunteer Recruitment Plan with your team to discover what are your needs and how can you work together to find more volunteer help for your SOPA program



Retention Overview

Retention is when a volunteer remains with you for the period of time to which they committed to when beginning service.

So retention is an individual measure. It may also be a recruitment goal, since you will need to bring on board volunteers who are willing and able to commit for whatever time you have determined is your minimum need.

Retention is a useful measure of volunteer satisfaction in that unhappy or bored volunteers will simply leave. Therefore, low rates of unplanned turnover can be interpreted as a positive indicator and vice versa.



Recognition Overview

Volunteers want recognition that is sincere and authentic.

People appreciate a personalized thank you. Whether it is with words highlighting the impact of a volunteers' contribution to SOPA or a small personalized token or gift – it being sincere and customized makes a difference.

An informal group outing as a way to be recognized, highlighting the social appeal to volunteering, especially for young people. Picnics, potlucks and small get-togethers were highlighted as being a very meaningful way to recognize volunteers- something that is not costly, but that brings people together in an informal way.

Building a Plan



A volunteer management plan provides your program with clear objectives and strategies to support volunteer recruitment and retention efforts.

Supporting, recognising and rewarding volunteers is vital for the ongoing viability of your program. The development and implementation of this plan should be the combined effort of your team.

Overall the volunteer management plan will assist in achieving an effective structure and management practices.



Step 1 - Recruitment

RECRUITMENT

Checklist	Strategy or Action	Timeline	Action Officer
RECRUITMENT			
Source ideas to conduct volunteer recruitment within the local community	Develop a set of actions around recruitment, spanning a specific timeframe, and identify useful ways to integrate within the community and promote the organisation's volunteer roles.		
Have clearly defined opportunities for volunteer involvement in the organisation	Assess the organisation's capacity and identify where volunteer roles are required, both long term and short term (ad hoc) volunteers. Tailor recruitment needs on the basis of the assessment.		
Identify creative ways to attract volunteers	Research ways in which other organisations of a similar nature attract volunteers. Focus specifically on promotional tools which attract the age and gender which is required.		



Step 2 - Retention

Retention

Checklist	Strategy or Action	Timeline	Action Officer
RETENTION			
Maintain and sustain community partnerships	Maintain links with community organisations to help source additional resources when required.		
Communicate effectively with volunteers	Provide pathways to communicate information to volunteers. Develop useful tools such as website, newsletter and flyers, and make use of twitter and facebook.		
Provide appropriate resources to ensure volunteers can undertake their roles effectively	Review, your resources and develop a list of new items that are required or those that need updating or replacing..		
Conduct exit interviews when a volunteer leaves	Develop a basic exit interview which can be done via email, phone or face to face with volunteers who resign. Monitor and track reasons for volunteer resignations and develop ways to address reoccurring issues.		



Step 3 – Recognition

Recognition

Checklist	Strategy or Action	Timeline	Action Officer
RECOGNITION			
Deliver a volunteer appreciation ceremony	Develop a volunteer awards program to be included in the end of year celebrations to thank volunteers for their support and dedication.		
Understand the motivations around volunteer participation in the organisation	Interview volunteers to determine their motivations for volunteering and use this information in marketing and promotional campaigns		
Have a relevant reward and recognition system in place	Assess the current approaches to reward and recognition and research ways to implement an ongoing system		



Strategy

This section provides sample strategies or actions to address each item in the checklist. Ensure that all strategies are achievable and within the program's budget. The status of each strategy can be updated at regular meetings and the volunteer management plan can be amended as required.

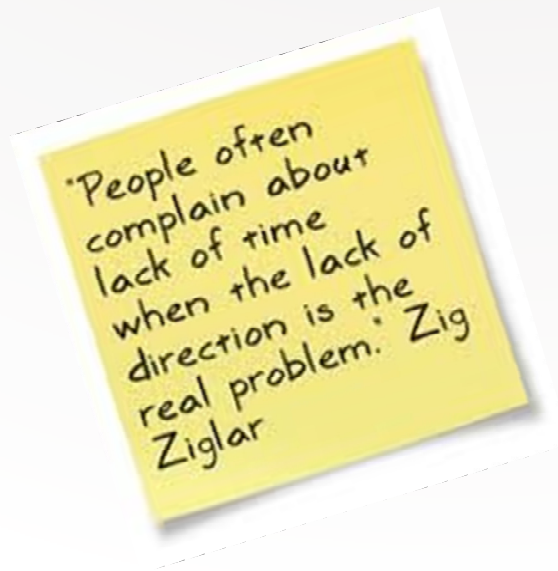
This is a working document & Strategies can be reviewed and changed at any time



Timeline

Allocate an achievable timeline for each strategy.

Do not set your program up for unachievable goals





Action Officer

To achieve best practice outcomes, delegate a person or team to lead and track the progress of each strategy.

Allocate a person who will be accountable for managing and leading the delivery of the strategy and its ongoing development.



Review & Revise

Plan to review your plan at least twice per year to ensure all of your objectives, strategies, timelines, and action officers still fit your program.

Meet with the key team members who utilize the plan to review its accuracy and suggest revisions.

