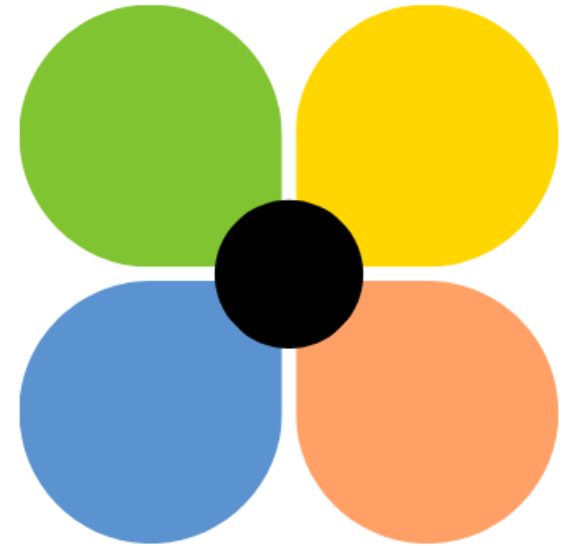


# Volunteer Recruitment and Engagement

July 31<sup>st</sup>, 2024



**Columbia County**

PLACEMAKING INITIATIVE




# About This Project

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- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024





NEVER

STOP

LEARNING

# Learning Objectives

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- Recruiting volunteers
- Engaging volunteers
- Managing volunteers

# Recruiting Volunteers

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- Channels
- Messaging
- Tools





# Channels

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- Word of mouth
- Website
- Social media
- Email
- Partners
- Events
- United Way
- Idealist
- Google ads
- Community service groups
- Employers
- Houses of worship
- Newspaper
- Schools



# Messaging

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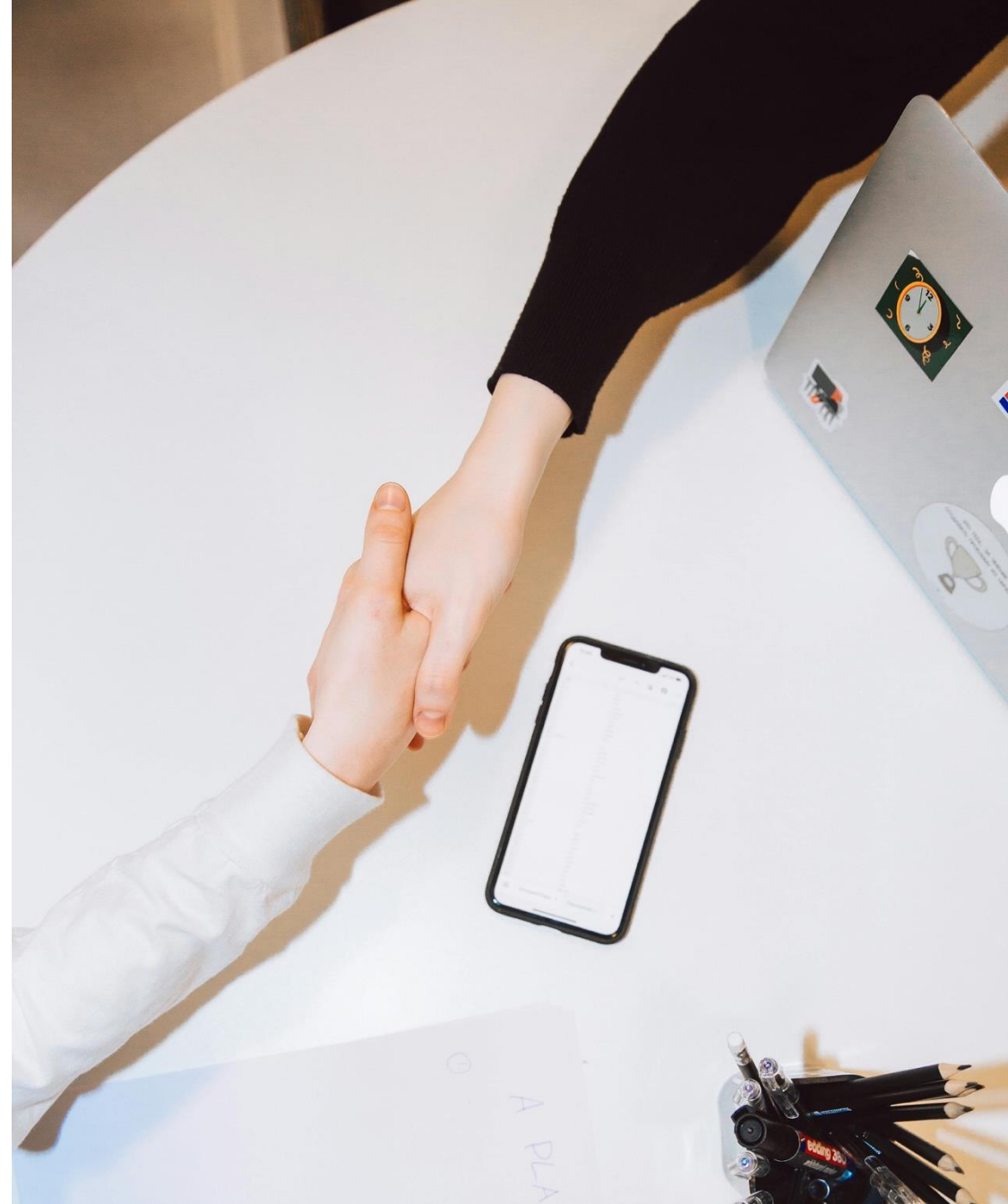
- About the organization
- About the volunteer opportunity
- What to expect
- Time commitment
- Skills or knowledge needed
- Benefits to volunteers
- Benefits to community
- Clear, simple language



# Tools

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- Job descriptions
- Application form
- Interview
- Evaluation and screening
- Policies







# Engaging Volunteers

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- Onboarding/orientation
- Support
- Volunteer ladder
- Retention



# Onboarding

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- Overview of organization - mission, programs and services
- Tour
- Introductions
- Scheduling
- Checking in and out
- Who to ask for help
- Job training



# Supporting Volunteers

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- Follow up
- Understanding motivation
- Feedback
- Creating connections
- Organizational communications
- Inclusion and belonging



# Volunteer Ladder

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- One-time event - individual or group
- Remove activity/project
- In-person activity/project
- Seasonal volunteer
- Regular/weekly volunteer
- Ambassador
- Committee member
- Board member





# Retention

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- Recognition
- Events
- Match with organization/volunteer assignments
- Level of interest
- Checking in





# Managing Volunteers

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- Contact database
- Keeping track of hours - individual and collective
- Matching people to projects
- Labor laws
- Safety



# Questions







# How to Reach Us

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