

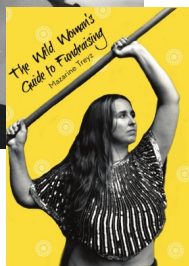
## *Getting Volunteers for Your Meals on Wheels program:*

*How to Find, Recruit &  
Develop Relationships  
with Volunteers*



Presenter: Mazarine Treyz  
**Author, *The Wild Woman's Guide to Fundraising***

## About the presenter



Author of [The Wild Woman's Guide to Fundraising](#), called one of the top 10 nonprofit books of 2010 by Beth Kanter.

Mazarine helps nonprofits find volunteers! She has created the first fundraising Apps for Android, co-founded a nonprofit called the Moon Balloon Project in 2005, and has fundraised for national, international and local nonprofits.

She loves to help nonprofits make fundraising fun.

## What You'll Learn Today

- 1) What are 5 fabulous sources of volunteers?
- 2) How to create a compelling volunteer job description that gets results?
- 3) What are examples of tasks that volunteers can perform?
- 4) What are the different kinds of volunteers and how can you reach them?
- 5) How do you deal with volunteer motivation when volunteers slack off?
- 6) How can you give your volunteers meaningful praise?
- 7) Diverse & youth recruitment of volunteers



## Intro

### Volunteers are the lifeblood of your Program

- Volunteers give 10x more money than those who don't volunteer.
- How much are volunteers worth, per hour? Most current figure (announced in 2011 for 2010): \$21.36/hour

[http://www.independentsector.org/programs/research/volunteer\\_time.html](http://www.independentsector.org/programs/research/volunteer_time.html)



## What are 5 fabulous sources of volunteers?

### #1. In-Person Volunteers

- [Volunteermatch.org](http://Volunteermatch.org)
- [Idealist.org](http://Idealist.org)
- [CreatetheGood.org](http://CreatetheGood.org)



### #2. Virtual Volunteers

- [Sparked.com](http://Sparked.com)
- [Microvoluntarios.com](http://Microvoluntarios.com)



Let's go visit [Sparked.com](http://Sparked.com) and see how it works!

## What are 5 fabulous sources of volunteers?

### #3. Corporate volunteers

- Who's in your database?
- Who is in your neighborhood?



## What are 5 fabulous sources of volunteers?

### #4. Display in a mall

- Put a big picture of the kind of person you'd like to recruit.
- Show volunteers accomplishing things.
- Include some things that pertain to your programs and mission.



## What are 5 fabulous sources of volunteers?

### #5. Have happy volunteers go out and bring in 3 more people.

#### **BONUS Places to Find Volunteers**

#6. Speak at Rotary, Kiwanis, Lions club, Churches, Synagogues, Mosques, etc.



## What are 5 fabulous sources of volunteers?

### Must Know

Online volunteers can help you, not likely to become donors though.

Offline volunteering allows people to feel more connected to you.

Your current happy volunteers can be your best recruiters.

### Must Do

List your opportunities here:

- Idealist.org
- Volunteermatch.org
- Sparked.com

Try working with your local mall to create a display.

## How to create a compelling volunteer job description that gets results?

Segment Your Target Audience by Skill. Are you looking for:

- Cooking skills
- Web design skills
- Drivers
- Typing Skills
- Communications specialists
- Accounting skills
- Fundraising Skills



Let's go take a look at: <http://www.habitat.org/getinv/>

## How to create a compelling volunteer job description that gets results?

### **Segment Your Target Audience by Time Commitment:**

- 5 minute opportunity
- Half-Day opportunity
- Whole Day opportunity



*Picture from AARP  
Create the Good website*

**Let's go take a look at:**

<http://createthegood.org/volunteer-search>

## How to create a compelling volunteer job description that gets results?

### **Example:**

#### ***What They Get:***

At the end of this three month internship, you will have knowledge of how to do basic fund development and marketing for nonprofits.

#### ***Make it fun:***

Duties include:

Taking photos/video at our events  
Brainstorming new ways to reach potential members  
Writing, editing, printing thank you letters  
Designing publications for us



## How to create a compelling Fundraising volunteer job description that gets results?

### **Make it exclusive:**

Qualifications:

Excellent oral and written communication skills  
Type at least 40 wpm  
Experience with print design



### **Remember the Deadline:**

Application instructions:

Last day to Apply: June 30th, 2012  
Local Applications Only.

## What are the different kinds of volunteers and how can you reach them?

### **Types of Volunteers**

- Business and Corporate
- College Volunteers/Frats/Sororities
- Boards of Directors
- Retirees
- Unemployed/People in transition





## What are the different kinds of volunteers and how can you reach them?

### **Business and Corporate Volunteers**

- What companies are physically closest to you?
- What are you offering in exchange for the company's help?
- What type of help do you need?
- How flexible are you about scheduling?
- What resources above and beyond people are you hoping to get?



## What are the different kinds of volunteers and how can you reach them?

### **College Volunteers**

- What colleges and universities are closest to you?
- Where should you flyer? What's the procedure?
- Approach the administrative office, specific departments, fraternities, sororities.
- What are you offering in exchange for the student's participation?





## What are the different kinds of volunteers and how can you reach them?

### **Board Volunteers**

- Research 1-2 year old nonprofit annual reports of sister nonprofits.
- Look at companies that support sister nonprofits. Connect with the HR department, CSR.
- Current board members. Have they done succession planning?

## What are the different kinds of volunteers and how can you reach them?

### **Unemployed/People in transition**

- Connect with a local job club.
- Connect with Workforce solutions.
- Visit Career fairs/Linkedin groups
- “Steps to Success”: Some states have programs to help people receiving public assistance develop their skills. (Envelope stuffing)



## How do you deal with volunteer motivation when volunteers slack off?

### Ask these questions:

- What's going on in your life right now?
- What makes for a really good day?
- Tell me about a time when you felt really engaged at work.
- What did you like best about other volunteering jobs you had?
- What do you need most from your work?
- How do you like to spend your time outside of our office?
- Keep telling volunteers how they are making a difference.

## How can you retain volunteers?

### Gifts!

Give your volunteers:

- Gift Certificates
- Toys
- Awards/Certificates
- Trophies
- Thank you Party



## How can you retain volunteers?

### Appreciation!

For example:

- You really made a difference by...
- I'm impressed with...
- You got my attention with...
- You can be proud of yourself for...
- We couldn't have done it without your...
- What an effective way to...
- You've made my day because of....
- One of the things I most enjoy about you is...



*Constantly* update them on how they made a difference.

## How can you retain volunteers?

### Get public!

- Write a recommendation for their LinkedIn Profile, or letter of reference
- Give them a thank you from the stage
- Call their workplace and tell them what a wonderful job they're doing
- Highlight ways volunteers give back in your blog or e-newsletter

#### Recommendations For Kyle

##### Communications and Development Intern



"Kyle knows how to get things done. He has been soaring into the mind and a lot of skills to offer. He has designed and edited our logistics for our career connections event, learned how to create researched grants, all with a smile. Everyone at the office appreciates his mentality and creative solutions to problems. I would recommend Kyle for an Associate position in a heartbeat." April 16, 2009

Top qualities: Personable, On Time, High Integrity

[YOU](#) Mazarine Treyz,  
hired Kyle as a Internship in 2009

## How can you retain volunteers?

### **Autonomy**

Let your volunteers know that they can take charge of a project, and take ownership.

### **Make it casual**

Don't force them into more responsibility. Design an easy point of entry. Example: "Like gardening? Come help us build a garden box!"



## How can you retain volunteers?

### **Must Know**

You need to give them a sense of personal power. Give them their own project.

Show them how they made a difference and they will come back.

Design the experience

Understand they need a broad and easy entry point, casual

### **Must Do**

Thank volunteers with event 2x a year

Call people who volunteered and say thank you.

Send them a gift, or a video of how what they did made a difference.

Solicit feedback in a survey

## BONUS: Diversity and Youth Recruitment of Volunteers

Philanthropy 400 Report from Chronicle of Philanthropy states:  
*"Young Adults are the Key to Fundraising"*



Banner from Houston  
Symphony Facebook  
page

### Create a young professional club

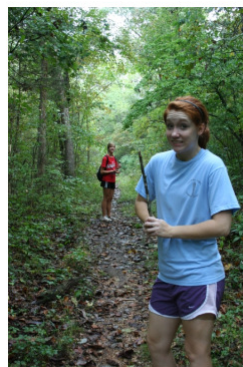
- Yearly dues
- Monthly events
- Representative on your board

## BONUS: Diversity and Youth Recruitment of Volunteers

### Create a youth club

Think fun things to do with friends

- Dance-a-thon
- Trail cleanup
- Petition signing



Kickapoo High School

August 25, 2010

### Power in Numbers: Start a Youth Club

Tips for teachers on how to start an animal protection club at school



Do you think the talents of young people can go a long way toward helping animals, but you're unsure of how to get kids and teens together for the cause? Forming an animal protection club can be a fun way to teach about empathy and animal related issues and to utilize service-learning to get kids active on behalf of animals. These guidelines will help you get started.

Let's go visit Humane Society of the United States  
[http://www.humanesociety.org/parents\\_educators/mission/power\\_in\\_numbers\\_start\\_youth\\_club.html](http://www.humanesociety.org/parents_educators/mission/power_in_numbers_start_youth_club.html)

## BONUS: Diversity and Youth Recruitment of Volunteers



For example, if you wanted to recruit Black men or youth, you could go to:

- Churches
- Boys and Girls Clubs
- Black Fraternities
- Twitter

Make sure your materials show your target demographic as a volunteer.

## BONUS: Diversity and Youth Recruitment of Volunteers

### **Must Know:**

Young Adults are the future of volunteer fundraising

Design a volunteer experience for 5 to 95 years old

Your recruitment materials must reflect the demographic

More volunteer management resources at:  
<http://www.coyotecomunications.com/volunteer/favresources.html>

### **Must Do:**

Think about:  
Who are your people?

What do they need?

What's your demographic?

Create a specific role.



## **Q&A**

### **Do you have any questions?**

I love to help you with fundraising and finding volunteers!

If you would like to check out my book about fundraising, go to

<http://wildwomanfundraising.com>.

If you have any questions, please give me a call: 512-763-5161

Or email me: [info@wildwomanfundraising.com](mailto:info@wildwomanfundraising.com)