

# Volunteer Retention

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Presenter



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Moderator



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MOWAA

# VOLUNTEER RETENTION

Keeping Your Volunteers in  
Satisfying Volunteer Work



# OBJECTIVES

Learning to retain volunteers,  
from screening to recognition

Tips on keeping each generation engaged



# OUR AGENDA

- ❖ Screening volunteers
- ❖ Orientation and training tips
- ❖ Supervision by generation
- ❖ Recognition
- ❖ Evaluations



# A QUICK LOOKBACK

- ❖ Generational differences
- ❖ Infrastructure development
- ❖ Job designs
- ❖ Effective recruitment



## *BIRTH YEARS*

**1922-1945 Traditionalists, Veterans,  
Silent Generation** *Ages 65 +*

**1946-1964 Baby Boomers, The  
Sandwich Generation** *Ages 46-64*

**1965-1980 Gen Xers, Generation  
Xers, Xers** *Ages 30-45*

**1981-2000 Millennial's, Gen Y,  
Nexters** *Ages up to 29*



# Generational Distinctions

	Traditionalists	Baby Boomers	Gen Xers	Millennials
Life Attitude	Duty Helping others	Individuality Personal fulfillment	Independence	Optimism Passions
Life Priorities	Work/Family	Live to work	Work to live	#1 Family #2 Life #3 Work
Career Paths	1 job/comp. for life	Look for opportunity & adventure	Go where there is challenge	Go where can keep work/life bal.
Relationship with others	Team player Respect auth.	Questions authority	Reluctant to commit	Inclusive Team player
Communication	Rotary phone Slide rules Mail	Touch tone phone Calculators	Cellular phone Put techn. to work for them	Wireless Techn. Is invisible

# SCREENING

- Applications
- Background checks
- Interviews





# Applications

- The cornerstone for every volunteer's "personnel" file
- Collect only the information required for each position
- Draft forms should be reviewed by legal counsel



# Applications

Identification – name, address, tel., e-mail, etc.

Equipment/vehicle specifications

Medical conditions (*that may affect ability to perform position requirements*)

Availability

Preferred working conditions or limits

Motivation

Background and relevant skills

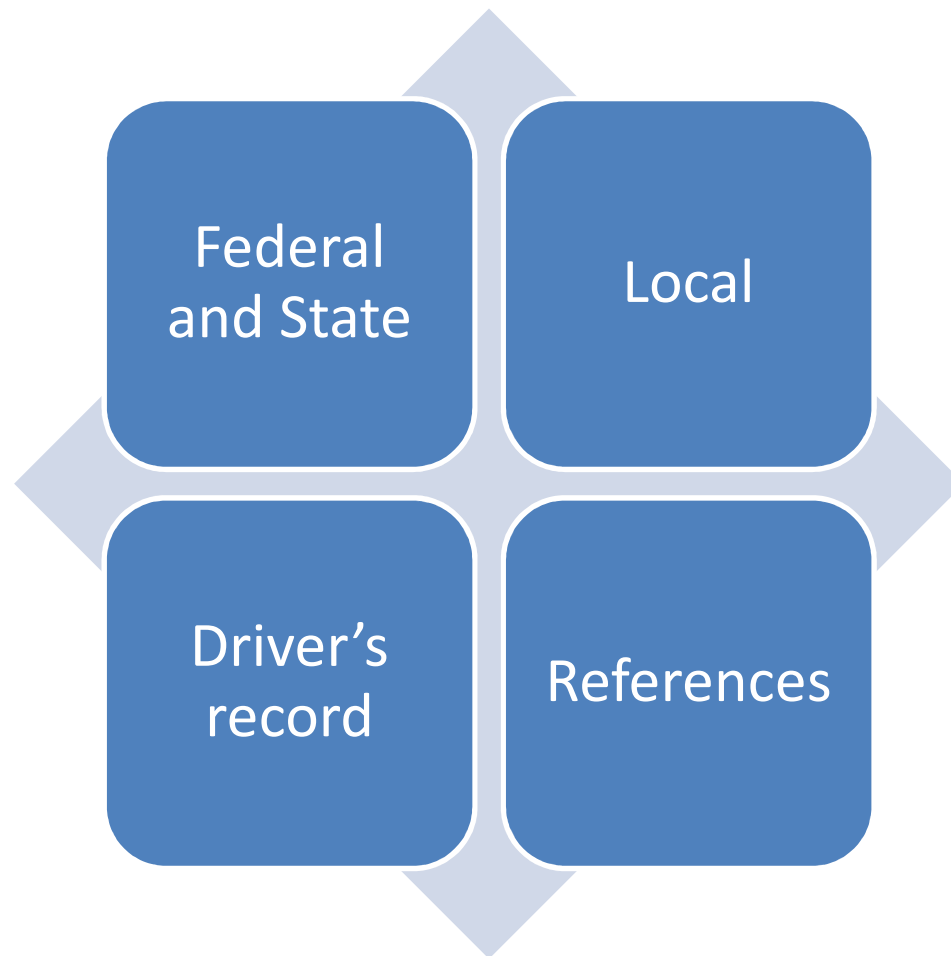
References

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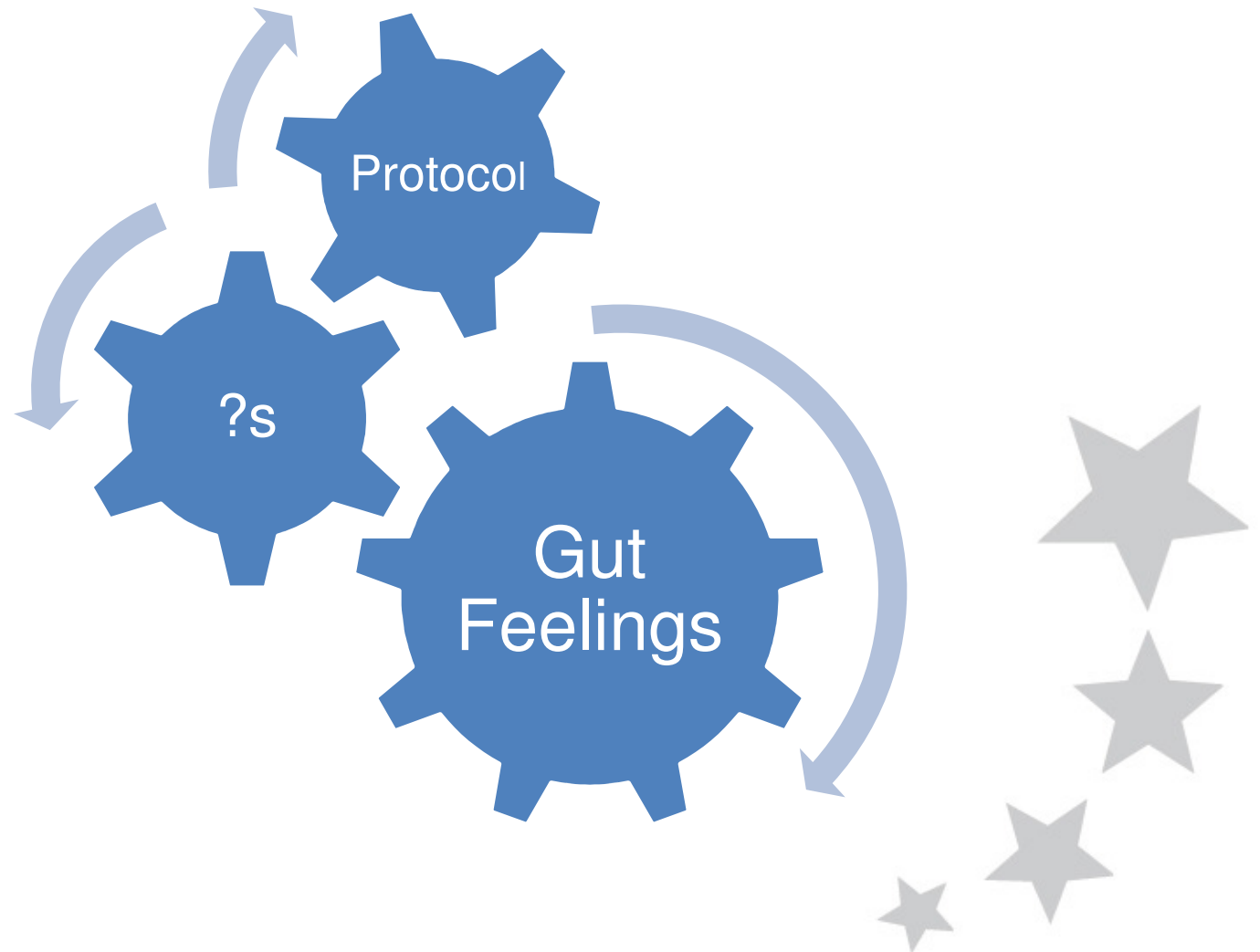
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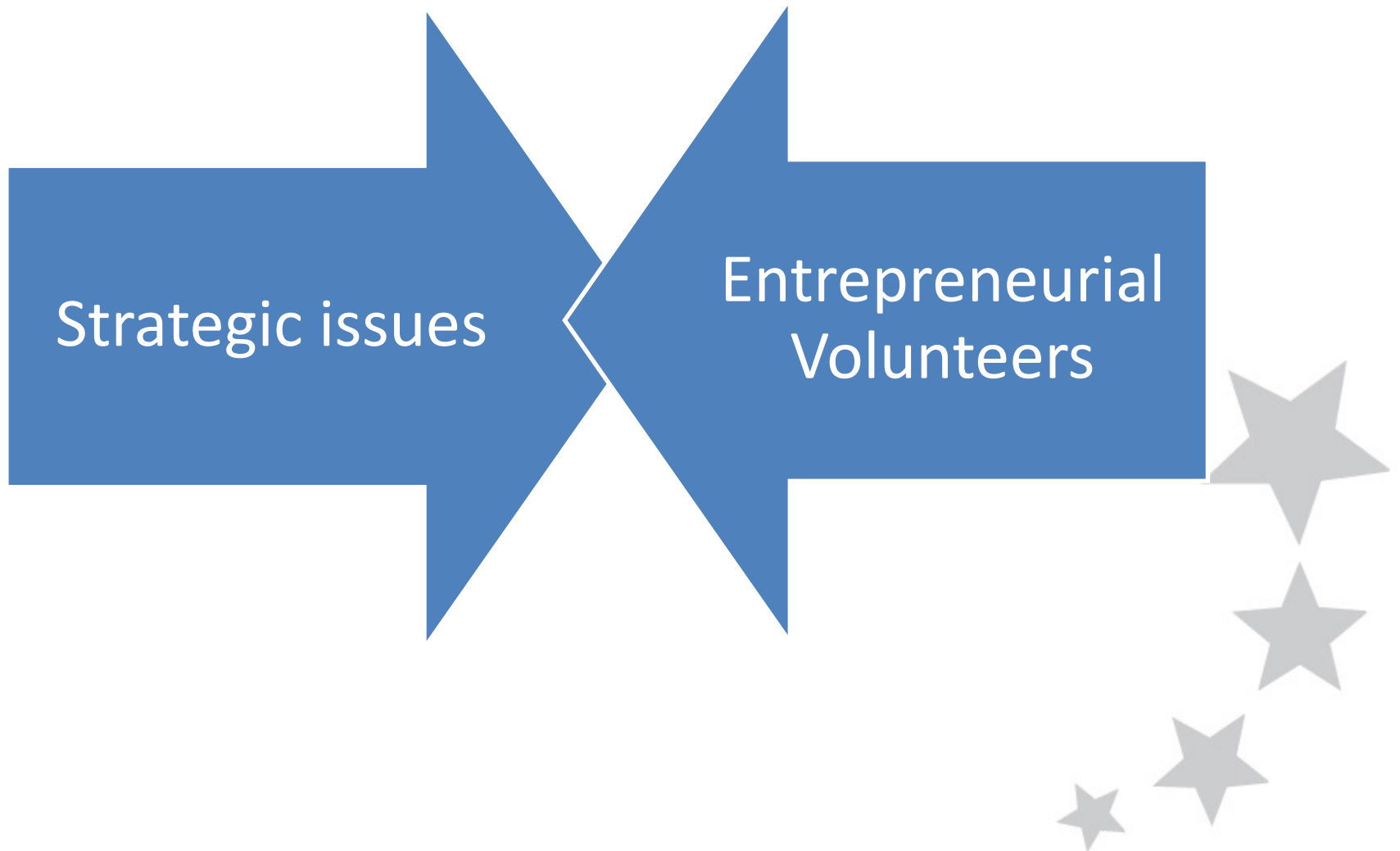
# BACKGROUND CHECKS



# INTERVIEWS



# INTERVIEWS



# ORIENTATION



The **BIG**  
Picture



Individual or  
Group

# TRAINING

- Chain of command
- Current and relevant
- Volunteer Policy Handbook
- Approaches to the different generations



# Training Distinctions

	Traditionalists	Baby Boomers	Gen Xers	Millennials
Work Ethic	Dedicated	Driven	Balanced	Determined
Clothing Preferences	More formal	Informal	Casual	Casual
Communications	Print/phone	Print/phone	Cell phones	Wireless
Relationship with others	Team player	Self-focused	Entrepreneurial	Team Player
Authority	Respectful	Love/hate	Unimpressed	Polite
Response to Feedback	Need detail	Want to please	Impatient	Need supervision & structure
Training	Take time Future	Focus on role Near term	Provide resource lists	Take time Set expectations



# SUPERVISION

Consider ---

Long distance issues

Younger volunteers

Legal issues



*"Ever get the feeling that we're being watched??"*



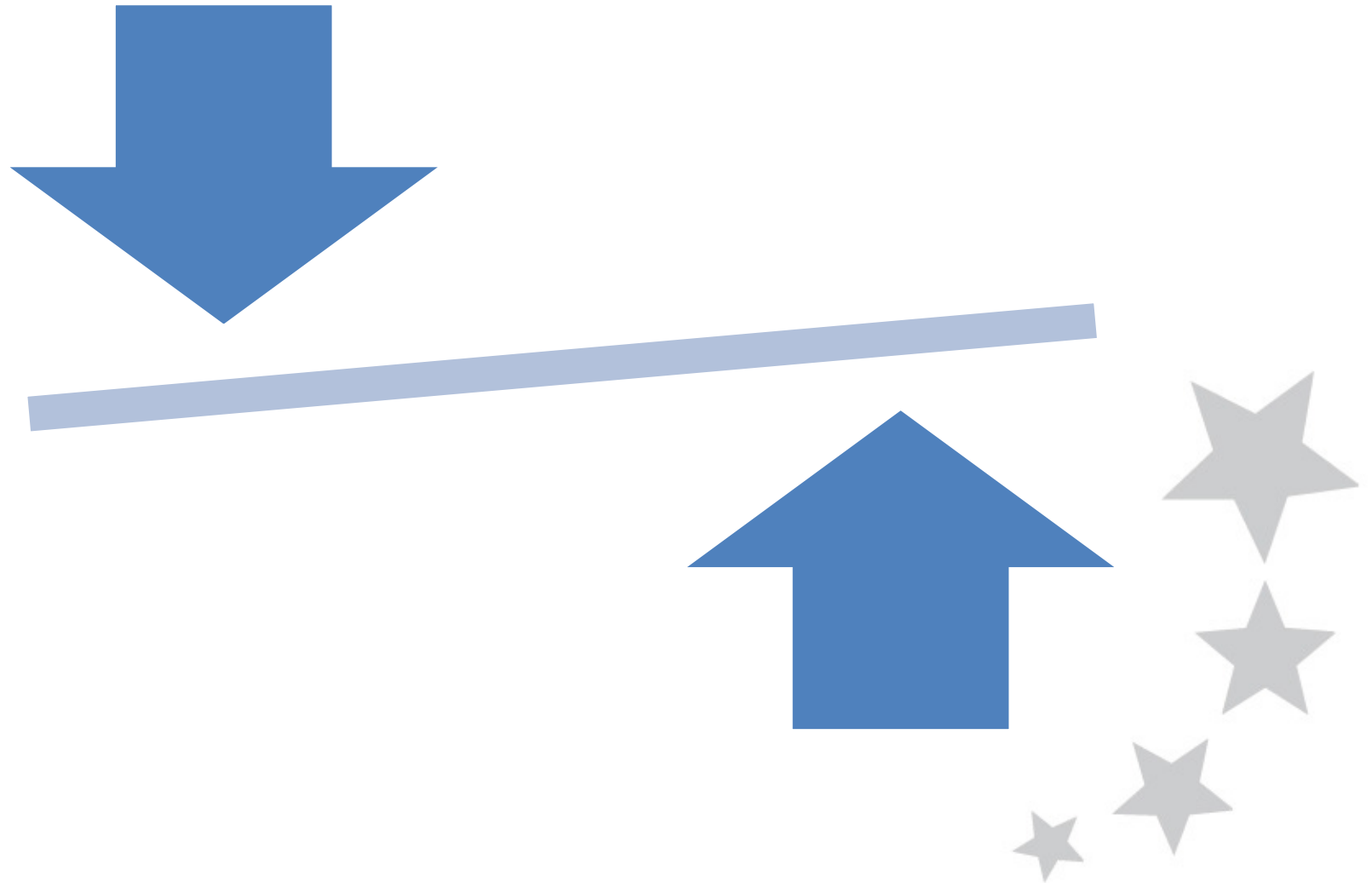
# RECOGNITION

*Different strokes for different folks ---*

Traditional  
Boomer  
Gen X  
Millennials



# EVALUATIONS



# QUESTIONS

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???



# Summary

- Screening depends on what is required for the job
- Different approaches to orientation and training are needed for different generations
- Each generation requires unique supervision
- Recognition: different strokes for different folks
- Evaluations = strong volunteers and strong volunteer programs

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