

# The Path to Volunteer Engagement

The estimated value of a volunteer hour is \$23.56, making volunteers an important resource for your organization. Since volunteer rates have steadily declined for more than ten years, recruiting and retaining volunteers is a challenge. Follow this path for ideas to engage volunteers!

*Start here!*

## Don't Settle for a Body



Make sure your volunteers are a good fit for your organization. It is better to leave a position empty until the right person is found.

*Recruit volunteers that want to be contribute to your team, not just seat fillers.*

## Maximize Their Skills

Match your volunteers' experiences and skillsets to their position. Someone that is a "people-person" would probably not enjoy standing alone at the copier for their shift.



## Show Them Some Love

Hold regular volunteer appreciation events. Not only do these outreaches thank your volunteers, they also give you an opportunity to know them better.

*Consider giving volunteers a specific job title to give them recognition!*

## Train Them Well

Develop a training program. Volunteers will be more engaged if they understand exactly what is expected and how their position fits into the organization's mission.



## Value Their Time



Ensure your volunteers' time is used wisely. Volunteers do not want to feel like their donation of time is a waste. Also, consider flexible scheduling when possible. Allowing volunteers to work when it is convenient for them, strengthens their commitment to your organization.

*Trying to recruit millenials? Use social media to tell your organization's story. Keep the messages simple and engaging.*

## Share Their Stories

Share inspiring and engaging stories about your volunteers. Conveying real-life stories

- Provides a human connection to your organization
- Makes your volunteers feel valued
- Inspires others to volunteer for your organization



*This brings you back to the start!*