

TOP

**THE TOP 4 ISSUES
ORGANIZATIONS
WITH
VOLUNTEERS
FACE**

And how to solve them

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Volunteer U

If you're reading this guide, chances are, your organization gets the incredible opportunity to work with volunteers. Anyone who has worked with volunteers knows that it's usually not as easy as it looks. Whether you're leading a team of 2, or 2,000, the problems typically look the same.

We've gathered some of the most frequently asked questions and are ready to shed some light on how to lead **PHENOMENAL** volunteer teams.

Here are the top four questions organization ask:

1. What do Volunteers Do?
2. How do I recruit volunteers?
3. How do I keep my volunteers happy?
4. How do you reward volunteers?

Grab a pen and get ready to knock these issues off your to-do list.

We have some practical (and easy!) tips to help you get the dream team that you've always wanted.

This resource is going to help you lead your team with confidence. We'll show you how to create an intentional strategy to take care of your volunteer team.

Whether your team is large or small, whether they serve on a weekly basis or only once a year, whether they are local or spread out around the globe, every team can be high-performing. It just takes a little well-thought-out strategy.

At Volunteer U, we help leaders like you manage great teams.

How? By teaching you how to identify, recruit, train, encourage and resource your crew. We've taken hundreds of volunteers through this process and seen impressive turnarounds.

When your team is trained, and everyone is on the same page, you see a drastic change in the group's performance.

We'll walk you through the process of taking care of your team in this guide.

Q1: WHAT DO VOLUNTEERS DO?

This first question stumps many organizations. Recruitment isn't an issue. People love the company's mission and want to donate time, but the organization struggles to find tasks for them.

Staff members may be overwhelmed themselves by work, but they can't seem to find ways to share the load with a volunteer.

It isn't that they don't want the help. These organizations just haven't come up with a strategy on how volunteers can serve yet. Companies that grapple with this issue are usually stuck thinking of volunteers in the old way.

Welcome to the age of specialized volunteer roles.

Volunteers can do a lot more than just stuff mailers or stack chairs. In fact, research shows that volunteers prefer to serve in ways they can use their unique skills.

Some ways to use volunteers with unique skillsets:

- Photography
- Social Media
- Medical Outreaches
- Graphic Design
- Business
- Music

Also, with technology, volunteers don't even have to be in your physical location to help out. If you have someone across the world who loves what you're doing, they can be a part of the club!

Brainstorm some out-of-the-box ways you can start using volunteers.

Q2: HOW DO I RECRUIT VOLUNTEERS?

Volunteer recruitment is an area that trips up some organizations, but the truth is, it couldn't be easier!

One of the biggest issues with volunteer recruitment is that organizations feel so desperate that they will take anyone who offers to help.

One of the greatest tips for volunteer recruitment is to be more selective in the process. You DO NOT want just anyone. You want the BEST. You want volunteers who are crazy about your mission. You want volunteers who go nuts for the things you are passionate about. You're looking for people who will become ambassadors for the organization-living, breathing, walking, billboards, who tell everyone they meet how great the company is and why they are proud to volunteer there.

When you have volunteers who are ambassadors, they serve at a different level. They often do the work of 2 or 3 people because they love the mission so much. And the greatest part about them is that they will do your recruiting for you.

What's the best way to recruit like-minded people?

- Community Events
- Social Media
- Forums
- Clubs
- Schools and Universities
- Open Houses
- Youtube
- Conventions

Brainstorm some out-of-the-box ways you can recruit new volunteers.

Q3: HOW DO I KEEP MY VOLUNTEERS HAPPY?

Volunteers save organizations thousands in terms of free labor.

Most organizations want to keep these VIPs happy and show their gratitude but get stuck when it comes time to actually do it.

It's not a lack of desire, but usually a shortage of time, finances, and strategy.

It's important to keep volunteers happy and feeling valued.

Here are a few inexpensive ideas to get you started:

-Offer Continuing Education Classes (Have an expert from a local university come in and teach a workshop)

-Give Opportunities to Lead (Offer an outstanding volunteer the chance to head up a particular project or lead a team of new volunteers through orientation)

-Let Them Try New Areas to Serve (Ask if anyone has unique skills or would like to try a new volunteer role. Variety is the spice of life, and a change in regular tasks can brighten someone's day)

-Develop Relationships (Don't miss out on the opportunity to connect with your volunteers. Take the time to get to know your team. If your volunteer pool is large, do for one what you wish you could do for everyone. Nothing matches the magic of one-on-one interactions)

-Stress Teambuilding (There's a reason teambuilding has become a favorite corporate activity in recent years. Team exercises are a great way to develop rapport and build morale.)

Brainstorm some out-of-the-box ways you can keep your volunteers happy.

Q4: HOW DO I REWARD VOLUNTEERS?

We've worked with some organizations whose volunteers had been serving for 25+ years. That's a major commitment!

How do organizations with long-term volunteers keep them engaged and feeling valued? By acknowledging their efforts. Volunteers give so much to organizations; time, energy, resources, donations.

Rewards are a fantastic way to recognize and show gratitude for all that hard work.

While awards are a standard part of most volunteer experiences, they can add up in cost (especially with large volunteer teams).

Here are a few inexpensive ways to reward volunteers:

- Buy Pins or Badges**
- Volunteer of the Month Award**
- Free Lunch/Dinner**
- Throw an Appreciation Party**
- Film a "Thank You" Video from Organizational Staff Members**
- Print Certificates**
- Giveaways from Participating Companies (Free Coffee/Ice Cream/Movie Tickets)**

There are also a TON of free ways to show your Volunteers some love:

- Handwrite Thank You Cards/Notes
- Say "Thank You"
- Give a High-Five
- Publicly Thank on Social Media

Brainstorm some out-of-the-box ways you can reward the volunteers in your organization.

WHAT'S NEXT?

Leading volunteers is not an easy task. It takes a lot of hard work, strong people skills, and unlimited passion.

But the rewards are endless.

Your organization has important things to do. Your volunteer team should never hold you back. In fact, our goal at Volunteer U is for your volunteer team to be the very reason you can accomplish those big dreams!

SCHEDULE A WORKSHOP OR TALK TO A
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