



VOLUNTEERS

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Program Objectives

(1 of 2)



Understand the difference between volunteers and employees.



Discover the value of volunteer programs.



Decide whether you and your organization are ready for a volunteer program.

Program Objectives

(2 of 2)



Learn how to recruit volunteers – from getting the word out to selecting the right applicants.



Learn how to streamline the program with effective orientation and training.



Understand what makes volunteers keep coming back for more – tips for retention.

Is It Legal For You To Hire Volunteers?

If you are a non-profit organization, you are in the clear.

However, there is little guidance in legislation concerning the hiring of volunteers by for-profit organizations.

If you are in that murky water, ask yourself the following questions. If any of your answers is NO then you have got to pay up.

Considerations

(1 of 3)

Will the employee perform the activity without expecting any form of pay or substantial benefit?

1

Are the services performed without employer coercion, threat of penalty or promise of benefits?

2

Are the activities performed predominantly for the employee's own benefit?

3

Considerations

(2 of 3)

Is the activity conducted at times other than during normal working hours?

4

Is the time spent on the volunteer activity insignificant when compared with the employee's normal working hours?

5

If a volunteer were not available, would the position be one not normally filled by a paid employee?

6

Volunteers

Considerations

(3 of 3)



It is generally considered good and safe practice that for-profits only hire volunteers if the work they are providing aids a humanitarian cause or otherwise benefits a nonprofit.

Legal Concerns

Volunteers
(1 of 2)

Regardless of their legal employment status, it is best to think of volunteers as unpaid employees. They:

Search and apply for their positions



Are selectively hired



Are assigned tasks to work on



Need to be held accountable



Can be terminated at will



Legal Concerns

Volunteers

(2 of 2)

Liability is a concern for any employer, even when the work is done on a volunteer basis.

While for-profit companies are not specified, laws have recently been passed to protect volunteers and organizations in the nonprofit sector from claims, lawsuits and allegations of wrongdoing.

Volunteers Are A Valuable Resource

According to the Corporation for National & Community Service:

26.8% of all United State residents volunteer.

In 2011, about 64.3 million Americans volunteered through an organization.

They volunteered a total of almost 8 billion hours.

Their estimated economic value was roughly \$171 billion dollars.

Why Is Such A Valuable Resource So Underused?

Because they are not paid, employers worry that there is not enough incentive to retain some of their volunteers.

Volunteer programs are associated with picking up trash, making sandwiches, and other menial tasks – implying that volunteers are not capable of more.

What Can Volunteers Do For You?

(4 of 5)

They can help you raise money through fundraising efforts

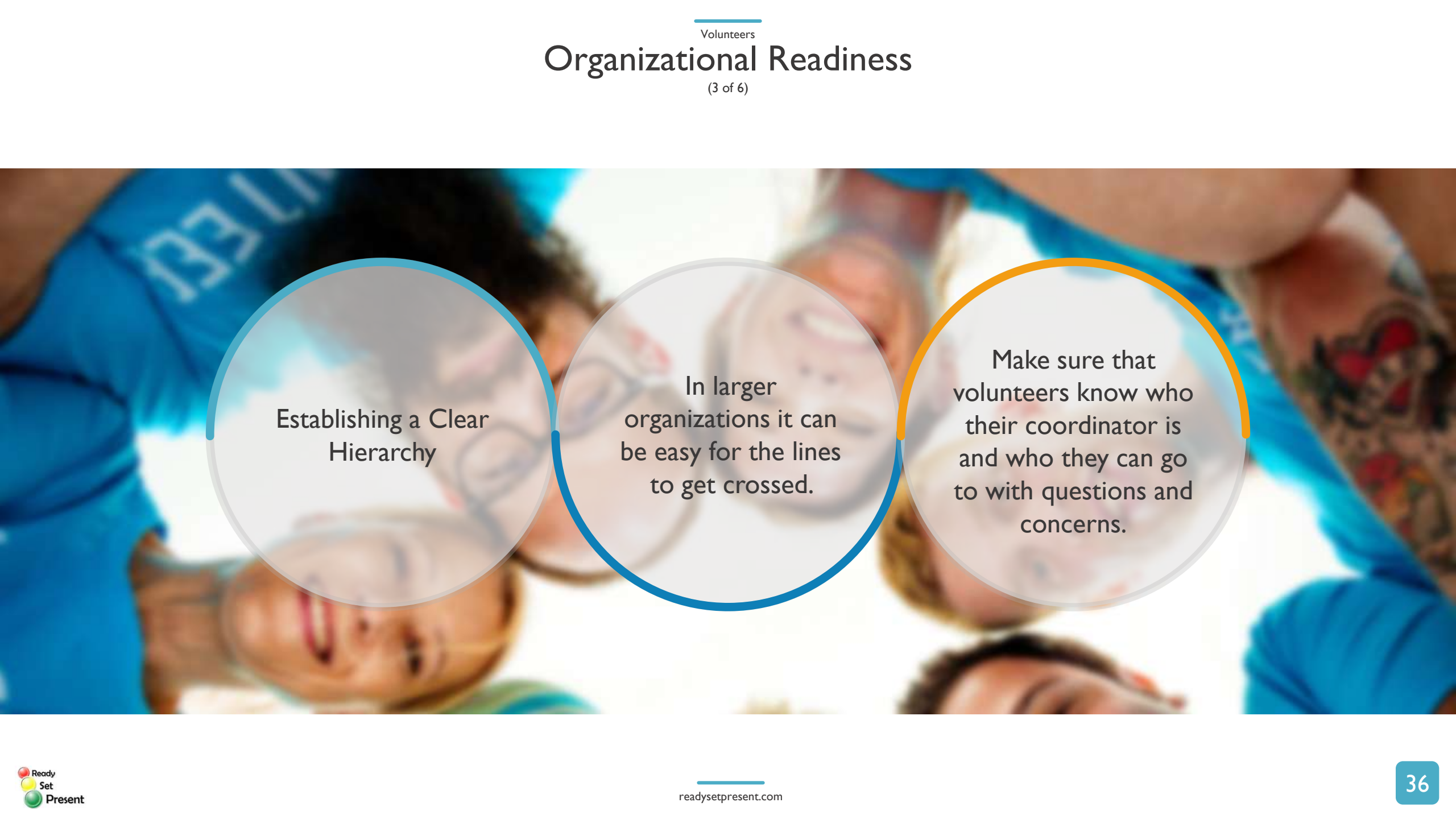
Their commitment to your organization makes them convincing fundraisers

Calling for sponsors, reaching out to local businesses, and soliciting for donations are relatively simple tasks that volunteers can be adept at accomplishing

2

Organizational Readiness

(3 of 6)



Establishing a Clear
Hierarchy

In larger
organizations it can
be easy for the lines
to get crossed.

Make sure that
volunteers know who
their coordinator is
and who they can go
to with questions and
concerns.

Organizational Readiness

(4 of 6)




Establish a system in which all assignments go through the designated coordinator(s) and from them to the volunteers, so that the work can first be approved and then thoughtfully distributed.

Develop a Strategy for Organizing Volunteer Work

(7 of 8)

Performance Evaluation



It is important to know how well your volunteers are performing.

Encourage feedback from both volunteers and employees.

Keep the lines of communication open to make sure that everyone is on the same page.

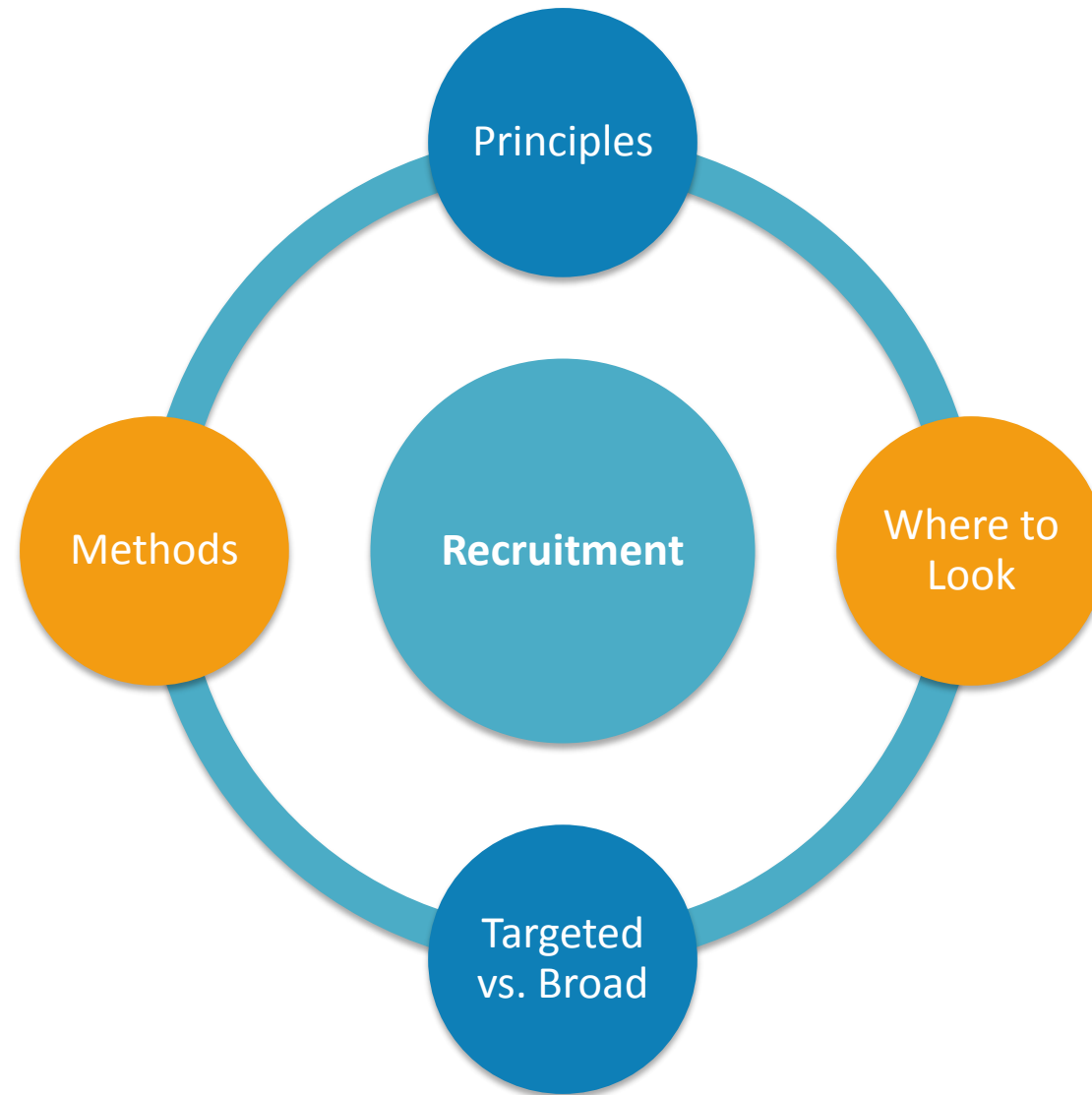
Develop a Strategy for Organizing Volunteer Work

Volunteers
(8 of 8)



Poor coordination can hinder a volunteer's work efforts.

An important part of evaluation is making sure that the program itself is streamlined and as effective as it can be.



Six Principles of Volunteer Recruitment

(1 of 2)

There are some simple facts to consider when recruiting:

Some people more readily volunteer than others.

1

2

People like to volunteer when it is likely that their help will have a direct impact.

People do not volunteer for the sake of volunteering – they have a variety of motives.

3

Six Principles of Volunteer Recruitment

(2 of 2)

People are more likely to volunteer for organizations with a strong reputation.

4

5

People are more likely to volunteer if it is convenient for them.

People choose to volunteer based on the cost-benefit scenario.

6

Older Generations

(1 of 2)

Older volunteers (55+) can be very valuable as they:

are more reliable and mature

often have a wealth of experience

take greater pride in their work

have schedules that are more flexible – especially retired individuals

are self-motivated and want to make themselves useful

Older Generations

(2 of 2)

Older volunteers (55+) can also pose some challenges as they:

are often set in their
ways

can be strongly
opinionated

can; depending on
their age, may have
physical limitations

Preparing Your Orientation

(2 of 7)

Develop Materials

Provide each volunteer with a written resource that they can go back to as a reference whenever they feel the need to.

Go over any important information with them and invite them to ask questions.

The more they understand what is expected of them, the better volunteers can serve.

Preparing Your Orientation

(3 of 7)

Give Them a Tour of the Facility

They will want to know the kind of environment they will be working in.

Showing them where everything is early on can save time later.

Volunteers

Supervision 101

Know what is going on around you.



Keep your eyes and ears open.



Be available when help is needed.



Correct problems before they grow.



Make a personal connection.



Good Things to Ask Volunteers

How do you feel about your work?

Is there anything you feel unsure about?

Are those around you being supportive?

What could we be doing better?



Why is Retention So Important?

Experienced volunteers are a valuable resource.

1

They can get more challenging work done.

2

Reap the benefit of more volunteer hours.

3

Incur fewer costs associated with frequently replacing lost volunteers.

4

Why Do Volunteers Leave?

Volunteers

(1 of 3)

Failing to match volunteers' skills with assignments.

If a volunteer told you during the interview that she's very artistic but she ends up answering phones all day, that might kill her enthusiasm.

Failing to provide strong leadership and organization.

Persistent confusion can be enough to dissuade a volunteer from returning.

Why Do Volunteers Leave?

(2 of 3)

Failing to train volunteers effectively.

If they do not know what they are supposed to be doing half the time, they are not going to perform well and they know it – this can be hugely discouraging.

Failing to coordinate volunteers with other employees.

Frequent miscommunication can be frustrating and might be that last straw for a volunteer.

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