

United Way
of Metro Chicago



Strategies in Volunteer Management

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Partner Engagement

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What we're doing:



- Day of Caring Calendar



- In-office Care Projects
- Tours



- United for the Holidays



- Skills-based
- Recruitment campaigns

What we're working on doing:

- Poverty simulations



- Storytelling



- Virtual volunteering



- Educational presentations/discussions



Volunteer Research



Survey Results

Top reasons people don't volunteer:

1. They were never asked.
2. They didn't know where to begin.

Volunteer Landscape



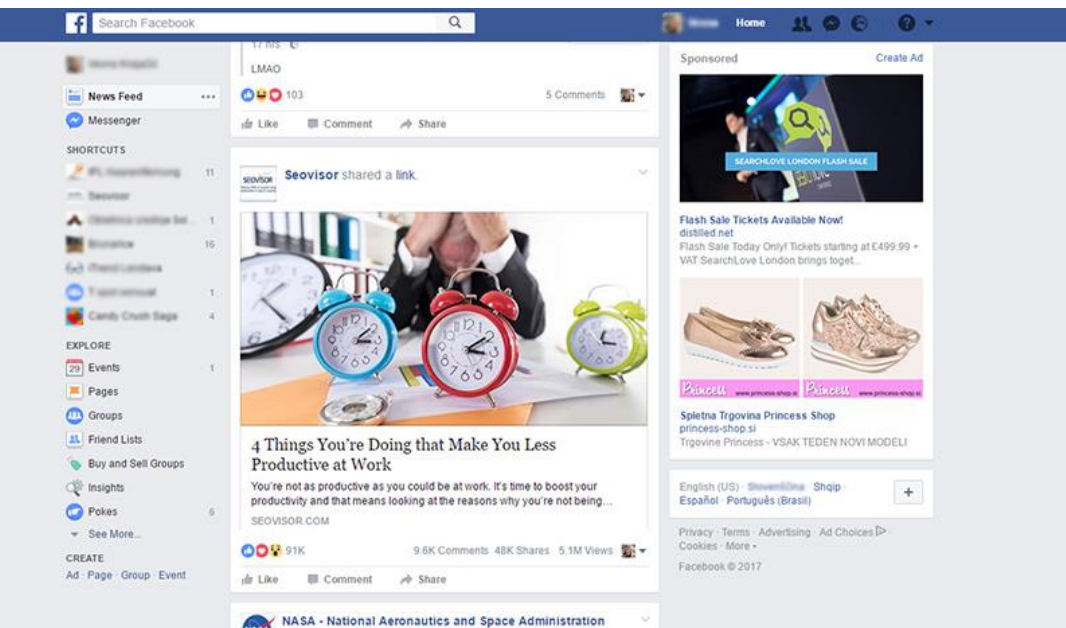
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Recruiting, Retaining, Appreciating

Volunteer Management Tactics

Recruiting: Cast a Wide Net



- Traditional and social media
- Recruitment websites
- Schools, universities
- Civic service organizations
- Scouting troops
- Churches
- Corporate volunteer groups
- National service programs
- Job purposing
- Ask your friends*

*Friend-Raise: Create Advocates

- Continuous engagement
- Newsletter/listserv
- Social media
- Events
- Training
- Affinity groups
- Associate boards



Retaining

Why do you think volunteers keep coming back?

Reasons Volunteers Stay

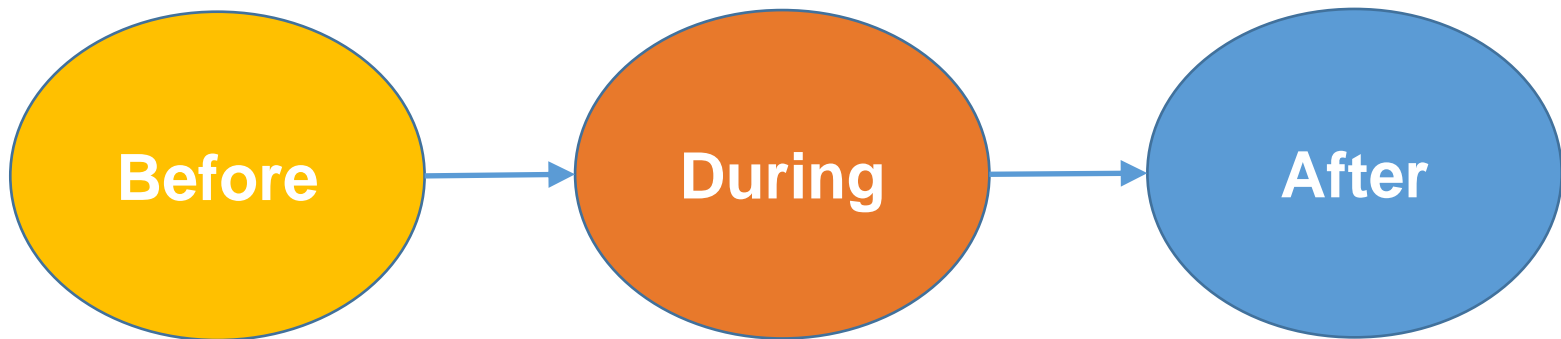
- Helping others
- Clearly defined responsibilities
- Interesting work
- Competence of supervisor
- Supervisor guidance
- Seeing results of my work
- Working with a respected community organization
- Reasonable work schedule
- Doing the things I do best
- Suitable workload
- Freedom to decide how to get work done
- Chance to make friends
- Pleasant physical surroundings
- Opportunity to develop special skills/abilities
- Challenging problems to solve
- Convenient travel to and from volunteer work
- Opportunity to work with professional staff
- Volunteer recognition
- Adequate reimbursement of out-of-pocket expenses.
- Chance to move to paid employment.

Reasons Volunteers Stay: Feeling Satisfaction

- Helping others
- Clearly defined responsibilities
- Interesting work
- Competence of supervisor
- Supervisor guidance
- Seeing results of my work
- Working with a respected community organization
- Reasonable work schedule
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From Transaction to Transformational

Create Volunteer Satisfaction



- Educate and prepare
- Subject matter expertise
- Results/outcomes
- Learning styles

- Create an experience
- Feeling occupied, contributing, interacting
- Assigned tasks, accomplishment
- Making a difference

- Synthesize
- Reflection
- Summarize results
- Value of time
- Invite

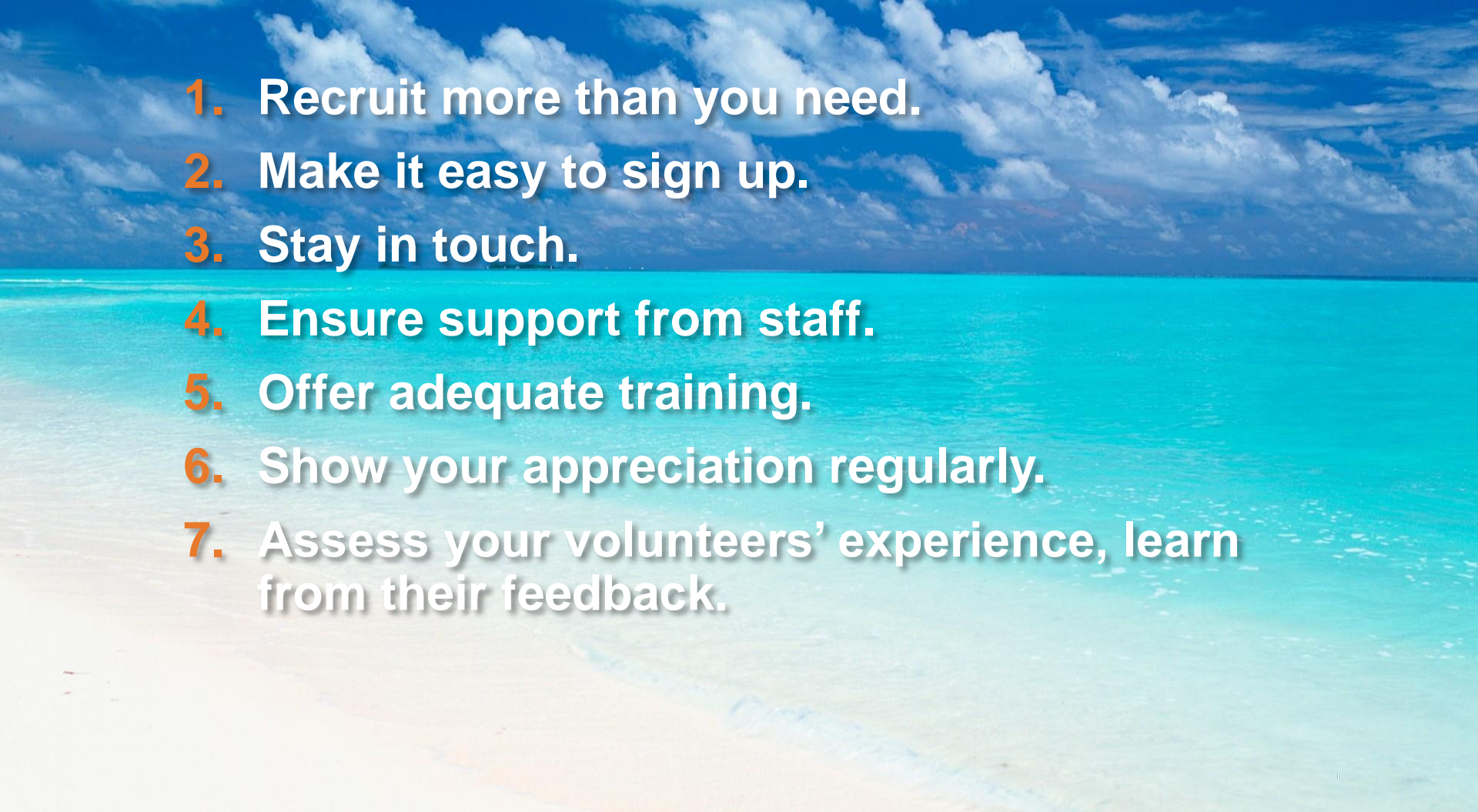
Appreciating: Ways to Say Thanks

- Annual dinner
- Spotlight a volunteer
- Get personal testimonials
- Handwritten notes
- Acknowledge birthdays
- Small gifts
- National Volunteer Appreciation Week





General Volunteer Management Guidance

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1. Recruit more than you need.
 2. Make it easy to sign up.
 3. Stay in touch.
 4. Ensure support from staff.
 5. Offer adequate training.
 6. Show your appreciation regularly.
 7. Assess your volunteers' experience, learn from their feedback.

Appendix

Reasons people don't volunteer: <https://www2.illinois.gov/sites/serve/Pages/release12282016.aspx>

Recruitment Websites:

Idealist (<https://www.idealists.org/en/?type=VOLOP>)

Volunteer Match (<https://www.volunteermatch.org/>)

Points of Light and HandsOn (<http://www.pointsoflight.org/for-volunteers>)

State Service Commissions – Serve Illinois (<http://serve.illinois.gov>)

Network for Good (<https://www.networkforgood.org/volunteer/>)

National Service (<https://www.nationalservice.gov/>)

Job purposing: VeraWorks Consulting (<https://www.veraworks.com/>)

Associate Boards: All A-Board Alliance (<http://www.allaboardalliance.org/>)

Retention Reasons: Research study published in the Journal of Volunteer Administration, and cited by Rick Lynch and Steve McCurley in their book "Volunteer Management."

Value of a volunteer hour: Independent Sector (<https://independentsector.org/value-of-volunteer-time-2018/>)

Skills-Based Volunteering (<https://www.nationalservice.gov/resources/member-and-volunteer-development/sbv>)

Feel free to contact me! caitlin.closser@uw-mc.org

Thank you!

Questions?

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