Recruitment, motivation, personal readiness: Finding (and keeping) volunteers

What is happening in the world that impacts volunteers?

- Many people are working full time
- The economy is making everyone unsettled
- Future trends or issues may affect volunteers

Motives that affect volunteers and position design:

- Achievement motivated person: wants to succeed in a situation that has a goal
- Affiliation motivated person: likes volunteering with others and doing things with a group
- Power motivated person: wants to have an impact or influence on others

Different things motivate people with the above characteristics. A volunteer coordinator must be a clear communicator with goals that are easily understood, be able to handle conflict, be a good listener, and someone who understands him/her self and can “put myself in another’s shoes”.

How do you approach volunteer recruitment?

- The “any warm body” approach?
- Are you enthusiastic about volunteering?
- What is your vision for volunteers in your program?
- How do you feel about volunteers?
- Can you sell your program to volunteers?

Positive motivation is key to why people volunteer and why they stay involved. How you interact with volunteers and how you organize the volunteer program i.e.; recruitment, job design, interviewing, training, evaluation and recognition will be reflected in your motivation and how volunteers feel about their experience.

Alaskan concerns:

- Most people are working (or looking for work)...how do we create volunteer positions that will appeal to people and accommodate their work schedules?
- Few Alaskan volunteers seem to commit to long term projects — how to work with this? (or find those who will work long term?)
- Most of the veteran volunteers are leaving! How do we attract a new demographic of volunteers?

Learn more about these topics at Everyone Ready

VNG-Volunteerism for the Next Generation:

- Personal Readiness: “Creating the Vision”
- Sustainability of Volunteer Efforts: “Motivation”

Everyone Ready:

- Keeping Volunteers Motivated (So They Stay),
- Cutting-edge Trends and Issues in Volunteerism,
- New Approaches to Volunteer Recruitment