Recruit, Retain and Reward Volunteers

Presenters:
U.S. Figure Skating Volunteer Positions:
- Lainie DeMore, Midwest Vice-President
- Ed Mann, Membership Development Group Coordinator
- Alan Wolf, Membership Committee Chair
- Maureen Dalton, Basic Skills Subcommittee Chair

“Why is it always me?”
- 2% Leaders – current leaders/board members
- 5-10% Doers – committee chairs, future leaders
- 15-20% Do-Somethings – volunteer if asked
- 68-78% Belongers – invisible

*Reprinted with special permission from BoardSource www.boardsource.org

Results from the Recent Club President Survey

Why Do We Need Volunteers?
- To keep operating costs low
- To support club programs
- To keep work-load manageable for existing volunteers
- To provide succession to existing volunteers

Reasons for Volunteering
- To make a difference/want to help
- Believe in the mission or cause
- “If I didn’t do it, the club would fall apart”
- People are fun to work with/friends are involved
- Want to help children have a positive experience
- “Knew I could do it better”
Why Do “WE” Volunteer?

- Requirement
- Give back
- Someone did it for me or my child
- Care about the club
- Use my skills
- Fun
- To help out /get involved
- Camaraderie with other parents
- I was asked – recruited
- Love skating!
- Learn about the sport – very important for new parents
- Incentives (bribed)

Ideas for creating your recruiting plan

- Start early!
- Appoint a volunteer coordinator
- Determine how many volunteers are needed
- Develop a message
- Decide where you will find your volunteer pool
- Ask! Statistics show that 41% of people will volunteer if asked.
- Have a list of positions, descriptions and numbers needed to fulfill tasks - is skating experience needed (probably not) – time durations are important
- Target new parents – they want to learn/be involved
- Host informational sessions
- Define the training, supervision and support the volunteer will receive
- Create a fun presentation of volunteers during events from past year – post on club website – show during all club events and activities – show at parent education sessions
- Set up a database to track your volunteers

Identify Needs and Positions

- Volunteer Coordinator
- Board members
- Committee Chairs
- Membership
- SafeSport
- Ice scheduling
- Website/Social media
- Marketing/Advertising/PR
- Competitions
- Legal
- Accounting
- Rules Committee
- Rink liaison
- Coaches liaison
- Social functions
- Junior Board
- Food/Hospitality
- Test Sessions
- Ice Show /Costumes
- Welcome tables
- Judges/officials
- Host parent meetings

Where to Find Volunteers?

- Volunteer recruitment survey
- Ask! – be specific with job, and time commitments
- Ask in a way that can’t be answered with a “no”
- Parents around rink waiting for kids (newbies)
- Alumni members and parents of former members
- Mandatory service hours as part of membership
- Other nonprofits in community
- Sign-up sheets
- E-mail notices, text alerts, web page
- Part of participation – in order to compete, must volunteer certain time blocks

There is no one right answer – try a few different methods.

Prospective Club Volunteer Information Form

What About When Kids Volunteer?

- Some roles can best be served by children under the age of 18 (junior board, skater liaison to the board, runners at competitions, Basic Skills Program assistants)
- Prior to – get consent from parents with contact and emergency information
- Make sure there is proper supervision at all times
- Track volunteer hours/service for school credit (Honor Society, etc.)
Specific Position Descriptions

- Define the position, time commitment, skill sets needed, responsibilities, support, required training

**Example:**

Board Position open!
Position: Director Term: July 2014 - June 2016
Specific Duties: Community Outreach Chair. Coordinates club community outreach activities such as "Day at the Rinks" in McFarland and Sun Prairie, McFarland parade, or other community outreach activities to increase club awareness and support club growth in our local communities.

Key Parts of the Position Description

Volunteer Job Description is as necessary as it is for paid positions

- Position Description
- Purpose of position
- Key Responsibilities
- Reports to
- Length of appointment
- Time commitment
- Qualifications
- Support
- Location – where will they be working?
- Additional requirements (i.e. references, age, skill sets)
- Dress Code

Source: [www.About.com](http://www.About.com)

Volunteer Recruitment

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Volunteer Information on Clubs, Resources and Forms for Club Management

Screening

- Application Process – collect contact information, interests and past experience
- Background screening (if in regular and frequent contact with minors, i.e. – SafeSport policies)
- Personal reference checks – “Checking references is an important component of due diligence in a comprehensive applicant screening process and volunteer positions”

Mandatory Volunteer Service

- Club is entitled to make this a requirement of membership
- Make it clear in membership application
- Have many options throughout the year to fulfill requirement
- Must have a tracking system for service hours
- What is the penalty for not fulfilling requirement?

What about Compensation?

- Can you pay volunteers?
- Best Practice – No. Giving compensation in the form of money or credits is ill-advised for many reasons
- If you do – must issue IRS Form 1099 for the members who had more than $600 in benefits during the year, and the individual would be required to claim the monetary value on their taxes.
Why Training?
• Training helps new volunteers get to know people, the club, and their role efficiently
• Establishes minimum competencies
• Teaches people a new skill
• Club looks more professional
• Use this opportunity to make sure you have people ‘in the right seats’
• Training is ongoing

Training Sessions
When you finish training, what should they know?
Four things:
1. What to do – what will their responsibility be?
2. How to do it – explaining how is the most important
3. What not to do – make this very clear
4. What to do in an emergency – describe ways to handle - contact information, location of first aid, environmental incident, etc.

Source – Volunteers of America

Different Training Ideas
• Host training day (depends on event)
• Develop a Board Manual for new board members
• Have an assigned mentor – shadow the position
• Supervision and coaching – do not micro-manage
• Evaluate performance afterwards – ask for feedback to improve process for future

Providing Feedback
• Giving feedback when volunteers aren’t performing well
• Speak privately instead of in public
• It’s all in the delivery of your message
• Use the sandwich coaching method – one positive, one negative, followed by positive
• Volunteers performing poorly will affect the quality of your event/activity
• It’s not personal, run your club as a business

While Your Volunteers are Working
• It is important to treat volunteers well while they are working:
• Make them feel welcome and an important part of the event
• Try to make the work enjoyable and fun
• Have actual work for them to do (no one likes to feel that they are not needed and that they are wasting their time)
• Feed them if they are working 4+ hours
• Give them a little something to say thank you - maybe a ticket to watch later that day or tomorrow

Great Available Online Tools
• Sign Up Genius - www.signupgenius.com
• Volunteer Spot - www.volunteerspot.com
• Doodle – www.doodle.com
• Dropbox – www.dropbox.com
• Survey Monkey - www.surveymonkey.com
• Go to Meeting – www.gotomeeting.com
• Free Conference Call – www.freeconferencecall.com
Thanking and Rewarding

• Find appropriate ways to thank, reward and value all volunteers
• Must develop relationships with volunteers – creates commitment and retention
• Main reasons people don’t volunteer again:
  1. don’t feel appreciated
  2. disappointed with the overall experience

Rewards and Recognition

• Make them feel important when they arrive
• Most important – Say “THANK YOU”
• Show sincere appreciation
• Recognize all volunteers
• Send hand-written thank you notes
• Annual “Volunteer of the Year” award
• Maintain a list of pool of trained volunteers to draw from in future

Creative Ideas

• Learn all volunteer’s names
• Be specific in thanking them – mention the role they performed and how they did it
• Add a recognition column in club newsletter or on website
• Post pictures on club bulletin board
• Ask volunteers for their opinions or feedback
• Add volunteers to club distribution list to stay involved
• Provide refreshments

Teamwork!

Michigan Basic Skills Series Committee Members

Good Tips to Remember

• Your Club is a Business!
• Focus on the “Do-Somethings” group
• Investing time and energy in a volunteer recruitment plan will pay off in time
• Establish a database of all volunteers
• Comprehensive training is important
• Find appropriate ways to thank, reward and value all volunteers

Go to “Clubs” then “Resources for Club Management” webpage
Club President and Basic Skills Director Forum

www.usfigureskating.forumatic.com

Must register using Club/Program name and password:
Club Presidents = clubpres2014
Basic Skills Directors = basicskills2014

Ode to the Volunteer

Many will be shocked to find,
When the day of judgment nears,
That there’s a special place in Heaven
Set aside for volunteers.

Furnished with big recliners,
Satin couches and footstools:
Where there’s no committee chairman,
No group leaders or carpools.

No eager team that needs a coach,
No booster and no bake sale;
There will be nothing to staple,
Not one thing to fold or mail.

Telephone lists will be outlawed,
But a finger snap will bring
Cool drinks and gourmet dinners
And rare feasts fit for a king.

You ask, "Who will serve these privileged few
And work for all they’re worth?"
Why, all those who reaped the benefit and
NOT ONCE VOLUNTEERED on Earth!

Question and Answer Time

Contact Information:

www.usfigureskating.org
719.635.5200