Tools for Successful Recruitment, Training, and Stewardship to Develop Long-Term, High Quality Volunteers

Presenters:
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Horizons for Homeless Children
Hello

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Volunteer Recruitment

- Consistent Brand & Images
- Taglines
- Dates/ Locations
- Clarity of Expectations
  - Required training
  - Length of commitment
- Breadth, broad range, new ideas
- Use your current membership
Consistent Brand & Images

You can make a difference. Volunteer just 2 hours a week to play with young homeless children in Southeastern Massachusetts. Call 508.510.3250 or visit horizonschildren.org/playspace
Taglines, Dates/Locations & Expectations

Be a super hero to a homeless child in just 2 hours a week.

Volunteer to play with homeless children in one of more than 120 family shelters statewide. The commitment is just 2 hours a week, but it’ll make a real difference in their lives. Morning and evening shifts available Monday-Thursday. Locations in Bourne, Falmouth, Hyannis, Kingston, Marshfield, Norwell, Weymouth, New Bedford, Fall River, Middleboro, Taunton, Attleboro, Brockton & Stoughton.

Upcoming training sessions
Thursday, March 9th, 6-9p Framingham
Tuesday, March 14th, 6-9p Boston
Saturday, April 1st, 9:30-12:30 Bourne
Saturday, April 8th, 9:30-12:30 Boston

For more information visit www.horizonschildren.org or call (508) 510-3250
Breadth, Broad Range & New Ideas

- Direct Email
- Social Media
- Print Media
- Online Volunteer Sites
  - Volunteer Match
- Local Organizations
- Religious Organizations
- Flyering
- Mailings to gyms, etc.
- TV advertisements
- Radio- paid or PSA
Use Your Current Membership

We need your help! The West Region is in need of more PALs. Did you know that other PALs are one of our top sources of referrals? We are holding a new PAL training Saturday March 4th from 10am-1pm in Springfield. Please help us spread the word and share with family and friends. Thank you!!
Let’s Put What You Know In Action

- Groups of 5 people
- 10 minutes
- Create a marketing piece using what you have learned
- Can be anything, radio, TV, flyer, print, etc.
- Remember: Location, Due Dates, Images, Expectations, Brand.
Volunteer Training

- Pre-Screening Process
- Initial Training
- On-Going Support
  - Workshops
  - Videos
  - Tip Sheets
  - In person
  - Newsletters
Pre-Training Screening

- Inquiry Call
- Inquiry Email
- Application
- Application Email
- Screening Call
- Save-the-Date
- RSVP Email
- RSVP Calls
Training

- Keep it As Short but informative
- Keep it Accessible
- Make it Interactive & Multi-Intelligence
- Food
- Hit Key Points
- Be Open About Expectations & Realities
- Evaluations
- Questions & Time Management
Keep It Short

- Time is Valuable
- Recognize At Beginning
- Agenda for expectations
- Cover What is Needed and Don’t Repeat
Keep It Accessible

- Locations
- Timing
- Physical Limitations
- Directions & Signage
Make It Interactive & Multi-Intelligence

- Group Discussions
- Games
- Visuals, Printed Materials, Audio Clips, etc.
- Audience Participation
Food & Evaluations
Hit Key Points
Be Open About Expectations & Realities

- Cover what is needed for success-job descriptions, logistics, etc.
- Be honest and upfront about the less than glorious parts of the role
- Honesty will give you longer and more reliable volunteers
Time Management

- Agendas-Time Listed or Not
- Length of Breaks
- Accepting Questions
  - Using a parking lot
- Length of Each Section
- Interactive vs. Dry Piece Lay Out
Post Training

- Post Training Emails
- References
- Background Checks
- Placement Options
On-Going Training & Stewardship

- Workshops
- Online Videos
- Tip Sheets
- In Person Support

- Newsletters
- Hand Written Cards
- Events
- Awards
- Years of Service Recognition
- Check-in Calls & Visits
- Discounts
Workshops

• Opportunity for deeper learning
• Expand on Initial Training
• Builds connection between volunteers and staff
• Addresses volunteer concerns
  – Specific
  – On-going needs
• Survey volunteers
Videos & Tip Sheets

- Accessibility
- Wider Audience
- Tailored to Meet Needs

**Volunteer Video Tips**
In Person Support
Newsletters, Years of Service & Hand Written Cards
Events & Awards
Check In Calls & Visits
Discounts

- Mass Choral Concerts
- Big Apple Circus
- Sports Games
- Gift Cards
- Theaters
Group Discussion

- 5 minutes
- Groups of 5 people
- Come up with 3-4 new ideas for ways you can appreciate volunteers/keep them connected to the mission
Keys to Long Term & High Quality Volunteers

- Wide Range of Recruitment Methods
- Screening Tools
- Accessible Training
- Communication
- On-Going Support Opportunities
- Recognition & Appreciation
- Feedback
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