

Effective Volunteer Programs

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What type of Volunteers do you have?

Boards

Committees

Programs

Events





Goals

- ▶ Identify Common Denominators of Successful Programs
- ▶ Conduct a Volunteer Program Assessment
- ▶ Identify Recruitment, Engagement & Retention Tools



Common Denominators

Mission Driven Activities

Targeted Recruitment

Ease of Volunteering

Training/Orientation

Specific Roles and Responsibilities



Common Denominators

Job Descriptions

Recognition/Retention Methods

Organizational Growth

Board/Volunteer Development

Assessments/Evaluations



How would you rate the following aspects of your volunteer program?

- #1 Do you orient your volunteers in a systematic way?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #2 Do you provide adequate training for the job/task?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #3 Do you put them to work right away?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #4 Do you make your expectations clear?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #5 Do you do everything you can to match volunteer skills and the job?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #6 Do you ask the volunteers what they would like to do?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #7 Do you provide evaluations of the volunteer's performance?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #8 Do you give continuous feedback to our volunteers on their performance?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #9 Do you solicit feedback from the volunteers on how you did?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)
- #10 Do you ask if their time was well spent?
-
- 1 2 3 4 5 6 7 8 9 10
(Weak) (Strong)



Recruitment



Volunteerism:

Recruiting, Retaining and Rewarding Volunteers

Marketing for Volunteers Worksheet

1.) **At right, indicate the volunteer positions you chose.**

Position Description 1: _____

Position Description 2: _____

Position Description 3: _____

Position Description 4: _____

2.) **Below, specify the marketing opportunities for your local community.**

Then mark those that are appropriate for your volunteer positions (i.e., you wouldn't approach middle schools for drivers, but you...)

Elem./Middle Schools _____

High School _____

Local College/University _____

College Fraternities/Sororities _____

Church/Synagogue/Mosque _____

Trade Union _____

Prof. Orgs./Assocs. (AARP) _____

Chamber of Commerce _____

Special Interest/Hobby Groups _____

Veterans Organizations (VFW) _____

Social/Fraternal Orgs. (Lions) _____

Other _____

Other _____

"Ways to get your message to these groups: flyers, posters, newsletters, speak at meetings, bulletin board notices, "tickets" on windshields, door hangers, email, postcards, newspaper ads, radio public service announcements, table/booth at event, free event tickets, banner over street."

Some studies show people must see or hear something seven times before acting upon it.



Recruitment

ATP TOUR 50 WTA TOUR English

MUBADALA CITI DC OPEN JULY 27 — AUGUST 04, 2024

MUBADALA CITI DC OPEN JULY 27 — AUGUST 04, 2024

Tickets Match Info Event Info Partners Players Media Shop ATP 500 WTA 500

Event Info FAQ Safety Parking and Directions Stadium Map WTEF TV Schedule **Volunteers** History

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VOLUNTEERS



VOLUNTEERS & BALL KIDS

MUBADALA CITI DC OPEN 2023 NOW ACCEPTING APPLICATIONS

STADIUM CLUB

2024 MUBADALA CITI DC OPEN, JULY 27 - AUGUST 4

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Trusted medical provider of the Mubadala Citi DC Open.



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Engagement

The following chart is a list of volunteer engagement best practices:

Best Practice	Purpose
Committees should have a clear direction/charge	Ensures engaged volunteers as inactive committees or committees whose members do not see the larger purpose often result in disengaged volunteers
Engage new leaders through task forces	Allows organization to “test” volunteer and short-focused opportunities lead to highly engaged volunteers
Charge <small>Saved to this PC</small> is with assisting Board in carrying out strategic goals	Ensures Board work remains strategic and logistics of carrying out goals stay with committees. The result is volunteers at all levels feel their work is meaningful
Assign “buddies”	Provides a resource and instant connection for new volunteers
Hold annual volunteer orientations	Many organizations lose the opportunity to engage a new volunteer by not properly orienting them to their position. These orientations can be conducted both live and virtually
Short/focused volunteer opportunities	Long committee terms and vague assignments lead to disengaged volunteers. For example, one-year terms renewable up to three-years allows volunteers to gracefully step away from a position they can no longer fill
Address expectations/commitment with volunteers BEFORE volunteer assignment begins	Allows volunteers to understand expectations, roles and responsibilities and time commitments before accepting a position

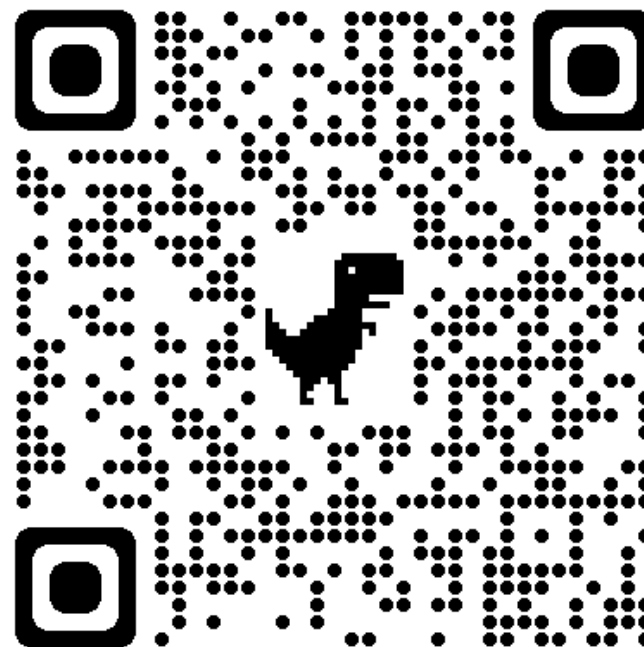


Retention

- **Personalize** recognition(handwritten thank you note or phone call from Board President, Committee Chair or Executive Director)
- **Thank them in person** (e.g., identify committee/program volunteers at Events so Board members can thank them in person)
- Identify opportunities to **recognize volunteers throughout their service**, not just at the end of their term or the event (e.g., volunteer spotlight in on social media, outreach from Staff or Board member, or birthday and holiday cards)
- Implement a **formal recognition program**
- **Create** Review and Feedback Forms – acknowledge and act when needed
- **Continued Development** – Board and Volunteer



<https://ustageorgia.com/community/cta-resources/>



https://ustageorgia.com/wp-content/uploads/2024/01/Volunteer-Development-Toolkit-Final_.pdf



