VolunteerMatch

Recruit, Retain & Inspire with Great Volunteer Stories

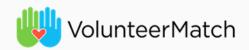


What story do you tell to volunteers?

Does your story educate & inspire?



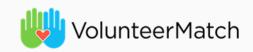
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Why do people volunteer with you?

Volunteers want to make a difference in their community and find a cause they care about.

- Organizations often track quantitative data about volunteers, but that's not the whole story.
- Most volunteers don't volunteer for the hours!



What's informing your story now?

• What matters to your volunteers?

How do you deploy your mission in the community?

- What are the values or goals that drive your work?
- How are your clients, or the community, helped by the work you do?

What's the problem you're trying to solve?

• What's different or better because of the work volunteers do?



Sharing the Story

For prospective volunteers share how they can make a difference by:

- Reflecting the language, terms, and motivations of your current volunteers.
- Show what's different or better because of volunteers.
- Explain what current volunteers get out of the experience.



Recognize the work of volunteers through impact storytelling:

- Remember what matters to your volunteers & share how they've made a difference.
- Help them share their story with others (word of mouth).
- Connect the work of volunteers to the mission Why do you do what you do?



Thank You!

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Additional Recognition & Appreciation Resources

5 Languages of Appreciation for Volunteers

Words of Affirmation	Quality time	Acts of Service	Gifts	Physical Touch
Spoken or written. Honest and personalized.	Individual or small group time. Social or role related.	Support from others, pulling together as a team, all contributing.	Branded swag or role specific items/tools	Only as appropriate and only with consent.
Examples: Thank you note, feedback on a job well done.	Examples: Check-in, Feedback coffee, invitation to lunch.	Examples: lending a hand, support for difficult or struggling volunteer, mentor	Examples: Clothing, drinkware, supplies to do the work.	Examples: High-five, fist- bumps, other contact if appropriate.

Adapted from The 5 Languages of Appreciation in the Workplace, by Gary Chapman, Paul White, 2012

Recognition Pyramid

Different types of recognition and recognition activities

- All are important
- Individual volunteers will appreciate some more than others



All Volunteers

(at least 1x/year)

Small Wins with Teams/Groups

(monthly/seasonally)

Every Day/In the Moment (daily/regularly)

