

The Ultimate Ideas Workshop!

1002 Ideas on Recruiting, Retaining & Recognising Volunteers!

It's never been more vital to attract and retain volunteers as competition 'hots up' to capture a seemingly dwindling pool of volunteers

**Best
Seller
at
mtd4u.com**

Volunteers today are demanding more and committing less for the longer term.
Many programs have gone from thriving to barely surviving!

**New
Book!
Available
August**

It's now time to reverse these trends! Join Dr Judy Esmond at The Ultimate Ideas Workshop!



In just 1 day over 3 sessions you will discover 100s of new ideas from Dr Esmond and her bestselling book **COUNT ME IN! 501 Ideas on Recruiting Volunteers** and her new book to be launched during these workshops **COUNT ON ME! 501 Ideas on Retaining, Recognising & Rewarding Volunteers**



In Session 1 on *Recruiting* Volunteers you will discover:

- How to develop a powerful recruitment plan to increase your volunteer base by 20% or more
- Why target marketing is the sure-fire recruitment tool of the future
- How to use publicity to really attract volunteers
- Why most organisations fail to use 'word of mouth' recruiting effectively
- What are the most successful recruitment strategies in Australia

In Session 2 on *Retaining* Volunteers you will learn:

- How to retain more volunteers and for longer than ever before
- The top 10 reasons why volunteers leave and what to do about them
- How to revolutionise your retention techniques
- Why dealing with and sometimes dismissing difficult volunteers increases retention
- How to turn your volunteers into raving fans forever

In Session 3 on *Recognising* Volunteers you will explore:

- How to create a truly successful recognition and reward system
- Why many recognition ideas do more harm than good
- How you can personalise recognition for 6, 60 or 600 volunteers
- 50 of the top ways volunteers like to be recognised and rewarded
- How to customise your recognition so it becomes your ultimate recruitment and retention tool

About Dr Judy Esmond

Dr Judy Esmond is one of Australia's leading experts on gaining, retaining and recognising volunteers. She is one of the most in-demand speakers on volunteering in this country and has presented to 1000s of attendees. Judy has also toured England, the United States and Canada presenting her many innovative ideas. Judy is the author of Count Me In! 501 Ideas on Recruiting Volunteers, 101 Ways to Less Stress and her latest release Count on Me! 501 Ideas on Retaining, Recognising and Rewarding Volunteers. She is also an adjunct research fellow at the Centre for International Health at Curtin University and is the author of several major research reports. These include BOOMNET: Capturing the Baby Boomer Volunteer (2001), From Boomnet to Boomnot (2002), Booming Recruiting (2004) and The Volunteer Motivation Inventory (2004). **For a FREE copy of any of these research reports, just email judy@mtd4u.com.**



Rave Reviews (read more at www.mtd4u.com)

Judy, you far exceeded all expectations. To take an audience, hold their attention, and then turn them into an eager, participating group, proves your energetic and outstanding worth as a professional speaker

*Debra Pieniacki
Safety House Australia*

Judy opened my eyes to recruiting volunteers, and to retaining volunteers. I came back to the office, both with hope, and oodles of motivation to look at these volunteers with 'fresh eyes'. Judy's energy is contagious

*Joanna Dale
Volunteer Coordinator
Equestrian Federation of Australia*

If you have never attended a workshop with Judy, then get ready to think outside the box!

If you have seen Judy in action before, then get ready for all new, NEVER before presented ideas!

6 Reasons to Book Now for The Ultimate Ideas Workshop!

1. **Workshop Content.** This will be a fast paced, ideas packed workshop, guaranteed to give you more ideas than you thought possible on recruiting, retaining and recognising volunteers
2. **Practical Benefits.** You will leave with practical ideas and solutions you can begin implementing immediately
3. **Outside of the Box Thinking.** You will hear new creative and innovative ideas that will challenge you think differently
4. **Places Fill Fast.** We don't want to disappoint you, but places are limited and workshops by Judy always sell out fast!
5. **Great Price and Early Bird Discount.** This is a fantastic price for a one day workshop and your registration fee includes all **materials, morning tea and lunch**. Book by July 7th and **save \$22** and receive **a free copy of 101 Ways to Less Stress E-Book (Value \$8)**
6. **Special Bonus.** All attendees will receive a **free CD - The 6Rs of Recruiting Volunteers (Value \$15)**



Location	2005 Workshop Dates	Venue
Brisbane	Mon August 29 th	Mercy Place, Bardon
Melbourne	Tues August 30 th or Fri September 2 nd	Ross House, Flinders Lane
Hobart	Wed August 31 st	Laetare Gardens, Moonah
Sydney	Mon September 5 th	Aust Red Cross, Sydney City
Adelaide	Wed September 7 th	Royal Coach Motor Inn, Kent Town
Perth	Wed September 21 st	Metro Inn, South Perth

4 Easy Ways to Book Today!

By Fax: Print off this page, complete the form below and fax to (08) 9361 2836

By Phone: Ring Judy directly at (08) 9361 9339 or 0407 191 565

By Email: Email Judy with your attendance details – name, organisation, address and attendee numbers to judy@mtd4u.com or mtdjudy@iinet.net.au

By Mail: Print off this page, complete the form below and post to MTD- Making The Difference
PO Box 402, Victoria Park WA 6979

Yes! We're coming to The Ultimate Ideas Workshop (please tick)

Brisbane Melbourne Aug 30th or Melbourne Sept 2nd Hobart

Sydney Adelaide Perth **WORKSHOP TIMES: 9.15am to 4.00pm**

I would like to register _____ attendees for the one day workshop *

**If booking in 3 or more attendees take another \$5 off per person. For 6 or more please email Judy for information on further group discounts*

**Please note: any cancellations will incur an administration fee of \$33*

DON'T SEND ANY MONEY! WE'LL SEND YOU A CONFIRMATION LETTER WITH ALL THE DETAILS AND A TAX INVOICE FOR PAYMENT WITHIN A FEW DAYS

Contact Person _____ Position _____

Organisation _____

Address _____ Suburb _____

State _____ Postcode _____ Phone () _____

Fax () _____ Email _____

After July 7th Your Investment is \$140 plus \$14GST = \$154 p/p



All Attendees will receive a Free 6Rs of Recruiting CD (Value \$15)

**Book by July 7th
Early Bird Special
\$120 + \$12GST
= \$132 p/p
plus FREE BONUS
101 Ways to Less
Stress E-Book
(Value \$8)**