

# **VOLUNTEER MANAGMENT, VOLUNTEER RECRUITMENT, VOLUNTEER RECOGNITION IDEAS**



**By Dr. Judy Esmond**

# WELCOME

Welcome! This is a complimentary downloadable book and is divided into four parts packed with 'quick read' paragraphs on volunteer management, volunteer recruitment and volunteer recognition. These four parts are:

- Part 1 Goal Setting
- Part 2 Recruitment
- Part 3 Marketing
- Part 4 Recognition

The design of this Book will enable you to:

- read it on your computer screen
- print out the whole Book to keep as a hardcopy
- print out sections of the book and concentrate on those ideas that fit for you.

Enjoy!

Judy

Dr Judy Esmond

International Network for More Volunteers

Website: [www.morevolunteers.com](http://www.morevolunteers.com)

Email: [judyesmond@gmail.com](mailto:judyesmond@gmail.com) [../Katiefish/Application Data/Microsoft/Word/support@morevolunteers.com](mailto:../Katiefish/ApplicationData/Microsoft/Word/support@morevolunteers.com)

Local Phone: (08) 9371 2677 or 0417 451 661

International Phone: +61 8 9371 2677

© All rights reserved. This downloadable book is copyright. Always acknowledge that the author of this book is Dr Judy Esmond and provide the following website link to <http://www.morevolunteers.com>

Do not upload this book to any website. But do let others know that they can also obtain their own free copy of this downloadable book. Plus free tips on how to lead, recruit, retain and recognize volunteers and members from our website at <http://www.morevolunteers.com>

# CONTENTS

	Page
<b>Section 1 – Goal Setting</b>	<b>4</b>
Focusing Your Recruitment and Retention Efforts in 7 Ways	4
<b>Section 2 – Recruitment</b>	<b>6</b>
From Suspects to Raving Fans - 11 Ideas on Recruiting	6
Trendsetting - 7 Trends in Volunteering	9
Some Reasons Why People Do Not Volunteer	11
Buying the Volunteering Experience - 10 Tips on Selling to New Recruits	13
Bullseye Recruiting - 8 Ideas for Great Target Recruitment	16
Feedback for the Future - 10 Ideas about Volunteer Exit Interviews	19
<b>Section 3 – Marketing</b>	<b>22</b>
Flying High - 8 Ways for Your Flyers to Stand Out from the Crowd	22
Read All About - 14 Big Headline Tips for You	25
Oh, What A Tangled Web - 10 Quick Ideas for Your Web Presence	29
<b>Section 4 – Recognition</b>	
Thanking You - 20 Recognition Ideas for You	32
<b>Conclusion</b>	<b>38</b>
<b>References</b>	<b>40</b>

# GOAL SETTING

## Focusing Your Recruitment and Retention Efforts in 7 Ways

### No Focus

Over 90% of people never engage in any goal setting activities during their life-time. Setting goals is an essential part of any volunteer recruitment, retention and recognition plan - yet few people do it. Let's look at some ideas to really focus your volunteer recruitment and retention for the coming year.

### Pen It

Too many people talk about their goals and never write them down. Goals not written down are just wishful thoughts. Committing them to writing is the fastest way to move goals from your head, to hand, to paper and to focus your energy and drive.

### Less Is More

Keep it to a few 'quality' goals that you are committed to rather than lots of 'quantity' goals. Otherwise, you only end up discouraged with a long 'to do' list which is nearly impossible to achieve. Right now, stop reading and write down just 3 goals - 1 volunteer recruitment goal, 1 volunteer retention goal and 1 volunteer recognition goal.

### Get Specific

At our 'ultimate ideas' workshops we ask people to get specific on just 1 recruitment, retention and recognition goal for the next 12 months. Often the goals begin as very general - 'I want to recruit more volunteers' 'I want to retain more volunteers'. By asking a series of questions we take these from general statements to specifically targeted goals. Look at your three goals and ask some specific questions.

For example, if 1 goal is to recruit more volunteers, ask: How many new volunteers do you want to recruit? 10, 20 or 50 volunteers? What type of volunteers are you looking for? Male,

female, age range? What skills are you looking for? Administrative skills, people based skills? How many hours of volunteer time are needed from these new volunteers? 5, 10 or 20 hours?

The more questions answered, the more you can refine your goals and focus your recruitment efforts. So your goal may be to recruit 20 more male volunteers aged 45 to 65 years with people based skills to befriend and visit older men in nursing homes for up to 2 hours per week.

### **Action Stations and Deadline It**

Brainstorm an action list of everything you can think of that will need to happen to achieve each goal. Look at your list and organize it into an action plan - what you need to do first, second and so on. Now attach a deadline next to each action as it will force your subconscious to begin the process NOW of moving towards your goals.

### **Specific Recruitment**

Here is 1 tip to recruit those 20 males - save your energy and go where you will have the most success. Target males who already have a caring mindset, they are more likely to be responsive to this type of volunteering role for men - they are already 'sold on the idea'. Mature age males undertaking university studies in psychology, social work and other caring professions would be a focussed target group to begin with.

### **You Are Not Alone Out There**

Finally, remember that your goals do not exist in a vacuum so aim to engage others in achieving these goals. The best people to assist you in recruiting, retaining and recognizing volunteers are your current volunteers. Have you developed a recruiting team or recognizing team of volunteers whose only role is to assist in achieving those recruitment, retention and recognition goals? Why not start by letting all your volunteers know how to subscribe to this newsletter then after each issue ask them for their feedback on these ideas - What ideas would work well in our organization? What other ideas do you have? Take every opportunity to involve your volunteers.

# RECRUITMENT

## From Suspects to Raving Fans - 11 Ideas on Recruiting

### Your Customers

Ever thought of volunteers as your customers? Volunteer recruitment and volunteer retention is all about selling the volunteering experience. Question is... what is the volunteering experience that you and your organization are selling your volunteers? Is it a positive experience or a negative one?

### 5 Types of Customers

Let's look deeper at that volunteer base. Do you think of your volunteer base as being only those volunteers already on board? It's much more than this. People in sales and marketing understand that their customer base goes beyond those who are existing customers. It also includes people to whom they've yet to make a sale. They 'grade' customers according to their relationship to the business into categories termed suspects, prospects, new, repeat or raving fans.

### Suspects

Suspects are people you don't even know – yet. You don't know if they are interested in volunteering, so you need to begin by attracting their attention. To make contact with suspects, you can use a broad based approach (such as direct bulk mail or newspaper advertising) or a more selective approach (such as advertising in trade journals or professional publications).

### Prospects

Prospects are people who have shown an interest in volunteering but have not yet signed on. Maintain regular contact with prospects to encourage them to take the next step and volunteer. Send them your newsletter, invite them to your functions and call periodically to see if they're now ready to make a commitment.

## **Newbies**

New volunteers are like new customers to a business. First impressions are vital if you are to retain their custom and keep them coming back. Devote part of your recruitment plan to ensuring that all new volunteers immediately feel like they belong.

## **Repeat**

Repeat and long-term volunteers are as valuable as repeat customers in a business. Look after them and never take them for granted. Recognize them publicly in your recruitment campaign, as people are inspired by stories of such dedication.

## **Raving Fans**

Raving fans are satisfied volunteers who are so impressed with your organization that they tell everyone they meet how great you are. They blow your trumpet for you and actively recruit others to volunteer. Encourage raving fans by providing satisfying volunteer work, ongoing support and regular recognition.

## **Make or Break**

Customer service can make or break a business. It can also make or break your volunteer programs. Volunteers tell others about their volunteering experience. Are they raving fans? What are they saying about your organization right now? Would it be something to fear or to cheer?

## **28 Years Plus**

Research suggests that we tell 6 or more people when we have experienced bad customer service. Recent research has found that we tell others about good customer service for an average of 1.5 years afterwards. For how many years after do you think we tell others about bad customer service? On average for 28 years afterwards!

## **Your Mission**

Here is the mission for your highly successful volunteer or membership recruitment, retention and recognition program. Aim to convert

- your suspects into prospects
- your prospects into new volunteers
- your new volunteers into repeat volunteers
- your repeat volunteers into raving fans!

## **Follow-up, Follow-up, Follow-up**

Now here the number 1 simple but effective technique to increase your conversion rate of prospects (people who have shown an interest in volunteering but have not yet signed on) to new volunteers. Develop a system to follow-up on all prospects who did not join up. They may have requested information about volunteering, made an enquiry or attended an information session and never returned. Capture the name and phone number of everyone who ever enquires about volunteering. Then you or a selected volunteer aim to ring them back within a week to talk with the prospect again.

When you follow-up on all enquiries you can get some feedback without being pushy. Find out why they decided not to volunteer. Could the recruitment process have been handled better? Are there suggestions they would make to improve the process? How could their needs be better matched to your volunteering opportunities? Would they consider volunteering in the future?

Follow-up provides valuable feedback and also re-establishes a personal connection that allows you the opportunity to again convert a lost prospect into a new volunteer.

## **Count Me In**

You will find 501 more ideas on volunteer recruitment in the best-selling book 'Count Me In! 501 Ideas on Volunteer Recruitment' available at this website link below <http://morevolunteers.com/products.htm>

# RECRUITMENT

## Trendsetting - 7 Trends in Volunteering

### **Be Aware**

Be aware of societal trends and how they can impact upon your current and future volunteers. The greater your responsiveness to these trends and the needs of different volunteers, the more successful your long term volunteer recruitment, retention and recognition program. In our recent workshop tour, participants identified over 117 trends affecting volunteering now and in the future. Let's look at 7 of those important trends.

### **Changing Social Structures**

The traditional definition of a family is undergoing rapid transformation. There are now more single parent families, blended and step families, and family units with same sex parents. Many couples are delaying childbirth or deciding not to have children, and more people are choosing to remain single and live alone. Ask yourself how you can adapt your recruitment strategies to benefit from these trends.

### **Changing Work Patterns**

Did you know that only one third of the workforce still work 'standard' hours of 9 to 5, Monday to Friday? There are more women working, more casual and part time workers, and more home based businesses than ever before. Fewer people now hold a job for life, and most people now change careers several times during their working lives. Get your creative juices flowing and explore ways to make these trends work for you.

### **Changing Business Relationships**

Have you heard the latest buzz words in the corporate world – 'triple bottom line'? Companies are now reviewing their performances not only in terms of profits, but also by their environmental record and their contribution to the community. Consumers are choosing to support businesses that are both environmentally and socially responsible. This trend has created

exciting possibilities to form community based business partnerships between business and the voluntary sector.

## **Changing Lifestyles of the Baby Boomers**

Remember the Baby Boomers because of their sheer size and numbers are a very formidable force and will continue to reshape and redefine volunteering. They will change volunteering worldwide.

## **Changing Litigious Concerns**

In our increasingly litigious society, the threat of litigation may deter some volunteers, as nobody likes the idea of being sued. Maintain adequate insurance cover and reassure potential volunteers that they are covered under your motor vehicle, professional indemnity, personal accident and public liability policies.

## **Changing Technology**

More and more people are using the internet to search for volunteering opportunities. If your message isn't there, potential volunteers will be slipping through the net. As well as searching for volunteer roles, people are also using technology to carry out volunteer work online. The range of online volunteering assignments is only limited by your imagination.

## **Changing Concept of Time**

Technology promised us increased leisure time, a more relaxed lifestyle and less stress. We may have got just the opposite! Mobile phones and email have made us continuously contactable. People have become 'time strapped', feeling they have no time for their families, let alone for voluntary work. Be aware of these factors and focus on providing volunteering projects that allow people to feel 'time enriched' rather than 'time poor'.

## **More Ideas for You**

You can read more on ideas in the book 'Count Me In! 501 Ideas on Volunteer Recruitment' available at this website link <http://morevolunteers.com/products.htm>

# RECRUITMENT

## Some Reasons Why People Do Not Volunteer

Although each and every day millions of people around the world give of their time and energy to make a difference through volunteering, a far greater number do not volunteer. Yet, research has found that many more people believe that they 'should' volunteer as compared to those who do volunteer.

In our major research study on Volunteer Motivation we also considered why people did not volunteer. Non-volunteers rated 21 statements as to why they had not volunteered. Below are the top responses to the statement:

I would volunteer if...

1. I knew the volunteer opportunity was meaningful, or made a difference in people's lives.
2. I weren't so busy with family and other obligations.
3. I found an organization, where I really believed in their philosophy and mission.
4. I knew the volunteer environment to be pleasant and safe.
5. I weren't so busy with other interests and hobbies.
6. I weren't so busy at work.
7. The volunteer opportunity was offered or needed by an organization or group I belong to.

Meaningful voluntary work, belief in the organizational mission, a pleasant and safe environment and helping out an organization they already belong to were important key responses from non-volunteers.

But it is the feeling of being 'time poor' and the busyness of people's lives with work, family, hobbies and other obligations that is the most consistent reason people give for not volunteering.

So how do you convert 'time-poor' non-volunteers into 'time-rich' volunteers? Want to keep volunteers who are feeling time poor coming back again and again? You have to be very creative in finding ways to give them back time - here is 1 idea for you.

In 1 organization, in exchange for 3 hours of volunteer work each week, another 'fruit and vegetable' volunteer takes orders each week and buys fresh fruit and vegetables in bulk for all the other volunteers at the local markets. Buying in bulk means that all the volunteers save money and volunteers know that they don't have to worry about finding additional time to shop.



# RECRUITMENT

## **Buying the Volunteering Experience - 10 Tips on Selling to New Recruits**

### **What's For Sale?**

In our workshop tours on 'Conquering the Biggest Challenges for Managers of Volunteers Today' we explore selling the volunteering opportunity and look more closely at the main reasons why people buy. When aiming to successfully recruit and retain volunteers, continually ask yourself these two questions: What is the volunteering experience we are selling to volunteers? And, is it really worth buying?

### **Customer Service**

Remember, your volunteers are customers – they are buying the volunteering experience. What they are exchanging for this experience with you and your organization is more precious and valuable for that person than any amount of money and is non-renewable – it is their TIME! Make absolutely sure you use their time wisely.

### **Show Me the Benefits**

So what do people buy? People buy the benefits not the features. Most people concentrate on selling the features of their own organization. But what is the difference between benefits and features? Well, you have just bought a new DVD player. One of the features is that this DVD can record a program at the same time as you are watching another program. The benefit for you is that you can get to see your two favourite programs even when they are on at the same time. So re-focus and aim to sell some more of the benefits for the customer - the potential volunteer, not just the features of your organization.

### **What's In It For Me?**

Always be able to answer the question for every potential volunteer – What's In It For Me? (WIIFM). Consciously or subconsciously all recruits ask this question as part of deciding to volunteer. It's not about being selfish, it's about 'cost benefit

analysis' – what are the benefits to me (feeling good about myself) and at what cost (giving up my free time)?

### **Promise Me**

People buy promises so always make them carefully. Never, ever promise what you can't deliver. Sometimes organizations are so desperate for volunteers they will promise benefits they can't really offer to volunteers. This leads to dissatisfied and disillusioned ex-volunteers. Be open and honest about your requirements and establish realistic expectations on both sides. For volunteers, when expectations and experience don't gel, disappointment is the result.

### **The Whole Package**

People buy your organization, your paid staff, your leadership - in fact the whole package. Recognize that first impressions count. It is said that in the first 4 minutes of meeting someone we form an impression that can take a lot to change. What first impressions are potential volunteers getting of your organization? Are they of a shabby, unwelcoming or stress filled environment? Or are they of a welcoming, friendly 'can do' atmosphere? You only get one chance to make a first impression – make it a good one.

### **Another Opinion**

People buy other people's opinion of you and your organization. That's why someone's opinion of you becomes so important. The opinion of your current volunteers in recruiting new volunteers is the reason why 'word of mouth' is the most powerful recruitment method of all time. What are your current volunteers saying about your organization?

### **Problem Solved**

People buy solutions to problems. Of all the myriad of reasons why people buy, it is this one that is often the most important of all. The question then is 'what problems are you solving for your potential volunteers?' It may be a solution to feeling lonely and isolated or it might be a solution to feeling valued by making a contribution or a range of other reasons. Look again at your

volunteering opportunities and become more solution focussed in your recruitment messages.

### **Think About It**

But do remember no matter what volunteering experience you are selling, people do not always buy it on the first contact. Many people take five to nine times to hear, see or think about your message before buying your product.

### **Follow Me**

Often you give people information, you inform them of your volunteering opportunities and if they do not say yes there and then - well that's the end of it. Some people never use the power of follow up selling that we discussed previously and just assume that these prospects are not interested. Many people need to be courted, they need to think about it, to discuss it with others and then they need you and your organization to follow up and contact them again so they can say "yes, now I'm ready to volunteer".



# RECRUITMENT

## Bullseye Recruiting - 8 Ideas for Great Target Recruitment

At many of our workshops, recruiting volunteers is one of the major and most crucial challenges for so many participants and their representative organizations. You can find out more at [www.morevolunteers.com](http://www.morevolunteers.com)

Here are 8 targeted recruiting ideas for you to consider.

### Scatter Gun Approach

It is time to stop the 'scatter gun' approach to volunteer recruitment. Most organizations use this approach. They scatter their recruiting messages everywhere and to everyone and hope to capture potential recruits. This is a very costly and often the least effective method of recruitment. Instead, focus your time, resources and energy and use 'bullseye recruiting' to target a particular group of people and 'hit the mark' every time.

### Bullseye

Ok, let's get serious about bullseye recruiting and target marketing. Target marketing can get you the best volunteers for the job and save a great deal of time in the selection process. Do you tend to ask the person most likely to say yes to volunteer? Or do you consider the qualities or skills needed, and then determine the most suitable people to target and recruit?

### Bullseye Again

Alternatively, target the people you really want and then design the job around them. If someone has lots of great attributes, you can always find or create a role to suit them. Time to stop the 'scatter gun' approach to recruiting and 'zero in' on your target.

### Ask Me Again

Remember that the number one reason given by people for volunteering is 'because someone asked me'. Ask, ask, ask! Giving people written information or telling them about your

organization is not asking them, it is informing them. Be confident about this – there is no substitute for asking the direct question, 'Would you like to volunteer for us?'

### **Just Not Now**

Understand that if someone does say 'no' to volunteering it can often mean 'not now'. Don't take it personally. Check if you can contact them in the future: no pressure but perhaps their circumstances will change.

If they agree, then stay in touch via newsletters, birthday cards and an occasional phone call. Be the first organization to come to mind when they are ready to say 'yes' to volunteering.

### **You Ask**

Just as important as identifying whom to ask is to carefully consider who is the best person to do the asking. It may be you or a volunteer who knows them well, or it may be a friend or other colleague. Ensure that the best person is chosen to ask, and then ask, ask, ask!

### **Follow Me**

Again, emphasis must be placed on the importance of following up on potential volunteers. It is really worth repeating again! Make this a priority and develop a system to follow up on prospects who did not join up. They may have requested information about volunteering, attended a selection interview or orientation session and never returned.

There are a myriad of reasons why people do not immediately volunteer, but get some feedback without being pushy. Find out why they decided not to volunteer.

Could the recruitment process have been handled better? Are there suggestions they would make to improve the process? Would they consider volunteering in the future?

### **On Board Barriers**

Check whether your selection or membership criteria are overly restrictive. Are they more about exclusion rather than inclusion

of 'new blood'? Traditions, joining requirements and procedures can be designed to make existing members feel good but just create barriers to entry for new volunteers. Balance the needs of the existing group with those who have yet to join. Is there room for all on board the ship?

### **Count Me In**

You will find 501 more ideas on volunteer recruitment in the best-selling book 'Count Me In! 501 Ideas on Volunteer Recruitment' available at this website link below <http://morevolunteers.com/products.htm>



# RECRUITMENT

## Feedback for the Future - 10 Ideas about Volunteer Exit

### Feedback Process

A volunteer is leaving your organization. The card is signed and the cake is ready for the farewell morning tea. But wait! Have you found out the answers to these questions? Do you know why this volunteer is leaving? Do you know what they really think about you, the organization and their volunteering experience? Do you really know if they are leaving with a smile or a frown? Do you know if they would have stayed if things had been different? Do you know their thoughts on how to improve the volunteering experience for others?

Rest assured you will be able to answer YES to all of these questions if you have a system in place to collect feedback from your departing volunteers. Most feedback comes either in a written (e.g., a survey form) or verbal form (e.g., an interview). The best feedback systems provide the opportunity to combine both.

Here are some ideas to make the exit interview process one of your best feedback tools.

### Form It

Begin the process by requesting that your soon to depart volunteer completes an exit interview form. Be sure to explain that their input is very valuable and you welcome any information, suggestions and recommendations they are prepared to share about any aspect of their volunteering experience.

### Connect It

Explain to the volunteer that their comments on the form will be discussed with them if they would like to attend an exit interview. If the volunteer does not agree to an exit interview, you will still have their feedback in written form.

## **More Than A Chat**

Having a standard form as the basis for your exit interview is a great medium for gathering information. It structures the interview for maximum feedback from the volunteer - both positive and negative. It means that you collect similar information from all departing volunteers so you can compare and see any emerging patterns. It allows the exit interviews to be undertaken by others but still remain consistent for all volunteers.

## **Quality Not Quantity**

Remember that questions can be insightful or frightful! Always go for 'quality' objective questions rather than 'quantity' questions in all your forms and interviews. Facing a 10-page questionnaire and being 'grilled' in a 2 hour exit interview is daunting for any volunteer and counter-productive. Completing a 2-3 page questionnaire with insightful questions that are discussed in a short interview of 30 minutes to 1 hour is a totally different experience.

## **What to Ask?**

To make your questions really count - adapt and include some of the following questions in your exit interviews:

- What is your main reason for leaving?
- What in particular triggered your decision to leave?
- What were the most enjoyable and what the least enjoyable aspects of your volunteering role?
- If you could change your volunteering role what would you have wanted to change?
- Do you feel you received adequate support in your role?
- Do you feel you received adequate training in your role?
- What would you suggest needed to be improved to make the experience better for other volunteers in the future?
- Did any of our organization's policies and procedures make your volunteering role more difficult?
- What could I (or your immediate manager) do to improve my (their) management style?
- How do you really feel about this organization?
- Would you recommend others to volunteer for this organization?

## **Act On It**

If the exit interview form and/or face to face interview brings up issues that need addressing - do something about it! If this involves others it is important that you have the volunteer's signed permission on the exit interview form to act upon their comments and suggestions without identifying the volunteer.

## **Say Thanks**

Always finish the exit feedback process by thanking the volunteer for their input, thoughts and suggestions. Remind them again of how valuable their contribution has been to the organization and how useful their feedback is to improving the volunteering experience for future volunteers.

## **The Exit Team**

But wait! If you really haven't got time to have volunteers complete exit interview surveys or conduct exit interviews, don't despair! Here we go, listen carefully - YOU stop doing the exit interviews! If you haven't got time, if you are trying to squeeze them in and they are falling by the wayside, and if it is hard to really hear any 'negatives' - then YOU stop doing them. Here's two ways to go...Recruit one or two new volunteers to be your 'exit team'. Their only role is to contact exiting volunteers and gather their feedback. Pick the right people, with non-judgmental attitudes and they can often find out more information than a volunteer may be willing to tell YOU.

## **Out There**

Outsource it! Pay a consultant or research company to undertake the interviews for you. This doesn't have to mean big \$\$\$\$. Some organizations use phone exit interviews at a very low nominal cost. Using a standard interview schedule designed in consultation with the organization, a phone interview with the departing volunteer is a much more effective and feedback process than just a survey. It remains objective, allows the volunteer to give great feedback and ensures that the organization gets many ideas on what works, what doesn't and what could be improved. If you want to know more about outsourcing your exit feedback interviews just email us with your query at [support@morevolunteers.com](mailto:support@morevolunteers.com)

# MARKETING

## **Flying High - 8 Ways for Your Flyers to Stand Out From the Crowd**

### **It's All In There**

Here are some tips from marketing experts on designing a successful flyer and other written material advertising your volunteering opportunities. Always keep in mind who you are trying to reach. Consider including a headline, testimonials, pictures, bulleted information, contact details and a call to action. Show your prospective recruit how volunteering will benefit them and meet their needs rather than only highlighting your organization and its achievements. Let's explore this all a bit deeper...

### **The Headline**

The headline is the most important piece of information on your brochure. The sole purpose of the headline is to get people's attention and to have them then read on...It should be big, bold and stand out so as to catch the eye. Unfortunately, the headline 'volunteers wanted' does not always get people to even look at your flyer or to read further.

### **Can I Do It?**

Whenever someone is asked to do something, there are two questions posed by their subconscious – what's in it for me and can I do it? Salespeople know that you always lead off your message with 'What's in it for me?' because this is what the customer, or prospective volunteer, really wants to know. Ensure your recruitment flyer and brochures anticipate these questions and provide the answers in a 'quick read' bulleted form.

### **Key Words**

Research at Yale University has identified the words that spark the most interest from people. Are any of the following words contained in your recruitment material and flyers? These words are:



### **Word Association**

Not sure what 'key' words to include? Ask your most satisfied volunteers to choose three words from the list above that best describe for them the benefits of volunteering. Then ask them to put each word into a sentence. Several of these can also be used as your volunteer testimonials. Testimonials add great credibility to your recruitment message. Add a photo of these volunteers in action and you will increase your chances of people reading your flyer.

### **Action Stations**

Ensure your flyer has a big, bold 'call to action'. This will explain who and how to contact you if they are interested in volunteering. A phone number or an email address with a real person's name attached is vital. But beware, if there is no-one answering the phone or the email sits in the inbox for a week - it really is a potential volunteer lost. Make sure that when they act, you can respond immediately.

### **Testing, Testing**

Businesses pay big money to have their promotional material evaluated before publication. Try out your new recruitment flyers and all other written material on your current volunteers, paid staff and clients. Get their feedback to help you refine the finished product.

## **It's Only Words**

There is a saying in marketing that promotional literature such as flyers and brochures 'tells not sells'. It can attract attention and provide information, but it may not be sufficient on its own to 'make the sale' and have the volunteer sign on. Always use written material to complement your more active recruitment techniques such as word of mouth marketing.



# MARKETING

## Read All About - 14 Big Headline Tips for You

Hands up anyone who is using written material such as brochures and flyers to publicize your volunteering opportunities to attract and recruit volunteers and members?

We previously gave you some ideas on how to make your flyers really fly and be even more effective. Let's now return to the most important part of any written publicity and add 10 more tips for you.

### **It Is The Headline**

If you have only a limited time to work on a brochure or flyer then spend most of that time on only one thing - the HEADLINE. Just look at any newspaper - it is the headlines that dominate the print. The overwhelming purpose of a headline is to catch people's attention. It is not to tell your whole story. It is not to convince people to volunteer. It is to get people's attention to read on to your next paragraph, and then your next paragraph and hopefully the whole brochure or flyer.

### **Volunteers Wanted**

The most used and least eye catching of headlines found on volunteer recruitment material is 'Volunteers Wanted'. Does this really 'fire you up' to read on? It is really time to get more creative with headlines.

There are eight main types of headlines used to capture attention. We will design all eight types of headlines at the High Five Workshop. But let's give you four to think about for now.

### **No. 1 - The Direct Headline**

This headline aims to be short, sharp and to the point and as the name implies is very direct. For example, 'the shocking truth about how volunteering affects your health'.

## **No. 2 - The Indirect Headline**

This headline aims to arouse your curiosity and interest to read on by using an indirect teasing and tempting headline. For example, 'the best things in life are waiting for you, just open the envelope'.

## **No. 3 - The Command Headline**

This headline is a direct command, an order to get you out of your 'comfort zone' and to take direct and specific action. For example, 'join up now and find out why hundreds of people already have'.

## **No. 4 - The Reason Why Headline**

This headline promises to provide really important and vital information that you just have to know about. This headline often starts with very specific numbers that will further arouse your curiosity. For example, 'the 6 reasons why volunteering will improve your sex life'. Now, did that get your attention!

## **No. 5 - The How To Headline**

This is often the easiest and most effective form headline to create. It begins with how to and then follows with an important list of benefits. Examples of this type of headline would be: 'how to have the best life imaginable' or 'find out how to turn volunteering into a full-time job'.

## **No. 6 - The Testimonial Headline**

This headline is where a third party offers proof of something - using the actual words from a satisfied customer. An example of this headline would be: 'volunteering was the best thing that ever happened in my life'.

## **No. 7- The News Headline**

This headline responds to people's natural interest and fascination with news. It is often must have and valuable information and it is used in many press releases. An example of

this headline would be: 'doctors astounded at the proven power of volunteering to prolong life'.

### **No. 8 - The Question Headline**

This headline often calls for a spontaneous reflex action from the reader and is focused on the person - on YOU! Examples of this headline would be: 'which one of the following five excuses do you use for not joining up?' or 'Is your future worth investing just \$1 a day?'



### **Collect the Best**

Become a headline hunter. When a headline catches your attention - cut it out, keep it and start a headline file. It will give you more ideas on what works and headlines to use and adapt in the future. If the headline captures your attention then it is sure to capture other people's attention too.

### **Two Heads**

The more people involved in suggesting headlines the better. Get your volunteers, management and other paid staff together. Brainstorm as many different headlines as possible, without judgment or discussion, within a 10 minute period. Have each person then vote on their top headline, tally the votes and then start with using the most popular.

## Go Beyond the Known

Aim for feedback from even further a field. Ask others who are not associated with volunteering at all. What headlines attract their attention to read on further? What headlines would they suggest? From your list of brainstorming headlines what ones would they use? Ask others, get feedback and do your research.

## Testing and Testing

Always aim to test your headlines. If cost allows, design several flyers with all the same content but with different headlines. When potential volunteers make enquiries having seen your flyers ask them what the headline was that attracted their attention. Certain headlines work better than others, but you won't know for sure unless you test a range of headlines. Go back and have a look at your written publicity - does the headline really, truly catch your attention so you do want to read on NOW!



# MARKETING

## Oh, What A Tangled Web -10 Quick Ideas for Your Web Presence

Raise your hand if your organization has a website! Now counting across cyberspace that means most people reading this newsletter. Now those people who have not raised your hand the first few tips are just for you.

### **Get Sited**

Here we go - get a web site! More and more potential volunteers are checking out your organization or group before they even consider volunteering for you by looking for your website. It does not need to be an all 'bells and whistles' website but you do need a presence on the internet.

### **Just Too Easy**

In today's environment setting up and maintaining a website just gets easier and easier. It is no longer complicated or expensive and with some software packages available today you can update the site yourself and be your own webmaster without knowing about html or other jargon type terminology. For those attending the July workshops I'll expand on how to get a website up and running in less time for far less money.

### **Web Checkup**

Now all those people whose organizations do have a website - no need for you to sit back and relax because I want you to go to your website and give it a quick check-up. I randomly do this with different websites that are looking to recruit volunteers. I have also asked potential volunteers what annoys them most when visiting sites looking for volunteering opportunities.

### **Keep it Simple**

So many sites are busy, busy and busy. They contain so much information that often you are not sure where to start and where to stop - it is all clicks here, there and everywhere. Look at your homepage. Is it clear to any potential volunteer where to click to

find out about volunteering for your organization? You may be surprised how difficult it is at some sites to actually locate where information about becoming a volunteer can be found.

## **Bore and Snore**

When people locate your volunteering information - is it interesting to read? The more active and engaging the text the more likely people will read on. Are there some quick loading pictures of volunteers 'in action' and have you checked how it really looks on a variety of different computers and monitors?

## **WIIFM Again**

Always, always make sure you go beyond just talking about your organization and volunteering tasks and tell people, as we have said before – 'what's in it for me' (WIIFM)? If you are asking people to buy the volunteering opportunity by giving their time then tell them what they receive in return.

## **What Next?**

Now the person has stayed long enough to read your text - well done. You now need to have a clear and easy 'call to action' that provides numerous options and ways to make the first contact with you. Some people like to phone, others like to email, some may want to fax or come in to see you in person. Have a range of options for that first contact that makes it as easy as possible and not full of roadblocks and barriers.

## **Roadblocks**

Here is a real roadblock used by many organizations. Often when people click on 'contact us' there is an on-line form that must be filled in and submitted in the hope someone will then see it and respond. Most people hate filling in forms on paper and they hate them even more on-line. Forms often ask for too much personal information and will not let you skip questions when it is only an initial enquiry. You only want to start a dialogue via email with the person to begin with - there is no need to gather their 'life story' at this stage. Remember, the more information you ask people to give you up front the less likely they will be to complete the form.

## More Roadblocks

Many forms also have a generic 'comment' section at the bottom for the person to write their comments, questions, etc. The form is then submitted to a central location and based on the comments written, forwarded to the appropriate person for action. People maybe suspicious that this will not reach the right person or will be seen by many and are then less likely to submit the form. Find a more direct way for someone to click on and send a quick email saying to you saying "Hi! - I am interested in volunteering - tell me more!" No forms, no roadblocks and much more user-friendly.

## Feed It Back To Me

As with any ideas - get feedback. Ask your volunteers to check out your website and to rate it as to ease of use for themselves and potential volunteers. Ask staff, customers and objective others to give you feedback and test some of their suggestions on-line. Web marketing will become an increasingly important part of your recruitment strategies and I'll have more ideas on this for you in future issues.



# RECOGNITION

## Thanking You –20 Recognition Ideas

Recognition of volunteers and members can come in many forms and in many ways. Here are some more great ideas in three areas to add to your own recognition collection -the annual event, verbal recognition and written recognition.

### **The Annual Event**

#### **Make It Public**

Take every opportunity to make your volunteer recognition public. Celebrate in front of as many people as possible. Recognition has a greater impact when other people know about it. Instead of one person saying well done, a group can often say it more effectively.

#### **Theme It**

If you regularly hold the same annual event - year in and year out - it might be time to 'spice it up' a bit. Here is another idea we've mentioned before. **ADD A THEME!** Every year have a different theme for the event. Using different themes each year can be a terrific way to ensure variety and encourage fun and excitement. A theme allows people to unify and rally and can convey specific ideas.

#### **Get Creative**

Get those creative juices flowing? There are so many themes to choose from, you will never run out. How about an Olympics theme, a circus theme, a 'great outdoors' theme, a magic theme, an adventure theme or an around-the-world theme? Get brainstorming with your 'theme dream team'!

#### **We Are the World**

The themes you can use are only limited by your imagination. Here's an expanded example. Each year for your Christmas event you can have a different country as a theme to symbolize the

connection between volunteers around the world. Music, food and dance from that country can be part of the event. You can decorate the venue with items representing that country. The opening welcome can be in the language of that country. If it's at Christmas time you can explain how people in that country may celebrate the festive season. The possibilities are endless once the ideas are flowing.

## **Global Village**

But let's take it one step further for the next year. Have all your volunteers, paid staff and management list the country of their birth and those of their parents and grandparents. Choose a country and then consult with those who have origins in that country in planning the event for the following year.

## **Verbal Recognition**

### **The Personal Thankyou**

Remember, that beyond the annual event - simple thankyou's are the best ongoing reinforcement for the work volunteers and members do. They keep volunteers and members going when doing routine tasks or working towards completing a lengthy project. Lift the spirits of your volunteers and thank them often and in as many different ways as possible.

### **Who's On The Phone?**

This year aim to have verbally thanked each and every volunteer or member. You can do that in person if they are on site but make it even more powerful and also ring them at home to personally say thank you again. When they finish talking with you on the phone, they are often asked - who was that? They can then share the pleasure of being thanked with others who have supported the time they spend volunteering.

### **Share The Load**

Just too many volunteers or members to phone? Then share the load. Arrange for senior management and other paid staff to become part of the phone recognition team. Give them each a list of volunteers or members to ring over the days leading up to

the end of this year and to thank them for their efforts on behalf of the organization. Imagine how wonderful it would be to receive an unexpected thankyou call and chat from 'the big boss'.

## **Thanking Others**

Consider including those who support the volunteer or member. While your volunteers are hard at work on-site, call their family or significant others at home and thank them for supporting the volunteering efforts. What a great surprise for your volunteer to hear about when they get home!

## **Written Recognition**

### **The Written Word**

There is something very special about receiving a written thankyou. It is a permanent reminder of appreciation and can be shown to significant others. It also makes your volunteers feel special that you have actually taken the time to write to them.

### **Not Good Form**

Understand that a thankyou letter (or card) needs to be carefully constructed to have the greatest impact. Shun any form of letters or cards addressed to 'dear volunteer' with your printed signature at the bottom. This is worse than sending no written thankyou at all.

### **Well Done Whoever**

Be specific. Vague 'well done' messages detract rather than add to the impact of the written word. Be clear and acknowledge specific aspects of the work your volunteer has done you truly appreciate.

### **Visualize**

A great tip is to sit down, visualize the volunteer you are writing to and tune in to the words that describe what type of person they are – 'people person', 'quiet achiever' or other key words or phrases that 'fit'. Let yourself be guided by the words that come

to mind – this ensures that your written thankyou is sincere, honest and personalized.

### **Words, Words and More Words**

Struggling for the words to write? Here are some key words describing positive actions that might fit for your volunteers: innovative, energetic, resourceful, supportive, focused, helpful, patient, efficient, reliable, committed, diplomatic, effective, enthusiastic, caring, dedicated, insightful, approachable and dependable. Keep your thesaurus handy for variations on these themes!

### **Going Through A Phrase**

Need more inspiration? Here are some key phrases to convey your appreciation for their actions: 'problem solver', 'good listener', 'rising to the occasion', 'thinking on your feet', 'motivating others', 'team player', 'out-of-the-box thinker' and 'going the extra mile'.

### **Personally To You**

Personalize it. For that reliable and dependable volunteer: 'Your reliability has always been something that I can really depend on'? or 'I really appreciate that I can count on you to follow through and focus on completing the task'. For that volunteer who provides great service to your customers or clients: 'I appreciate the way you treat our clients'? or 'You deliver wonderful service to our customers'? or 'You always know how to exceed our customer's expectations'. For that volunteer who is an excellent team member: 'I appreciate the way you share your knowledge and expertise with other team members'? or 'Thank you for the way you contribute to a positive team spirit'.

### **New Year**

When sending a card – you can also go beyond the thankyou card. You can also vary the tradition of sending Christmas cards. Be a bit different and send volunteers a New Year's card, instead. Personally sign it and wish them another great year of working together.

## **My Personal Touch**

So how do you add another type of personal touch to your Christmas or thankyou cards without running out of ideas? QUOTE IT! Add a powerful and inspirational quote to every card. The power of quotes to personalize any card is enormous. It truly changes the significance of even the plainest card to the receiver.

## **Quote Me!**

On each and every Christmas card or thankyou card you can add a quote. You can add a different quote for each card or use a group of quotes to alternate when writing to your volunteers.

Your card will have a greater appreciation impact with the words: "thanks for the volunteering work you do and this quote reminded me of the inspirational work you do". You can handwrite the quote on to the card itself. Or print it off and cut it out and place it in the card.

Now you can find quotes on the internet through any search engine but finding and selecting the right ones for those who volunteer and serve may take awhile. So we have an even better idea for you.

Get the Book. 'Beyond Just Words! 502 Inspirational Quotes for Volunteers and Those Who Serve' by clicking on 'products' at our website link <http://www.morevolunteers.com>

We know that there are so many busy people wanting quotes they can specifically use to thank those who serve, that we've compiled a downloadable book packed with not a few, but 501 quotes ready for you to use. These quotes are an invaluable aid to inspire others and to customize and personalize any written recognition, whether is it Christmas, thankyou, birthday or any other types of cards.

We have also produced packets of Volunteer Quote Magnets that contain unique quotes and make great gifts for your volunteers. You can get these magnets by clicking on 'products' at our website link <http://www.morevolunteers.com>

## Too Many, Too Much

Are there just too many cards to write? Well step it out! Take the number of volunteers and divide by the number of days you have to write the cards and do so many per day. Still too many and not enough time? Then have a 'card writing party'.

Get a group together around a large table - hand out the cards, divide up the quotes from the book and have each person handwrite a certain number including a message that "this quote is a reminder of what you mean to our organization".

The power of the card is now more than just the person writing it - it is in the inspiration of the quote itself.

## Count On Me

You will find 501 more ideas on volunteer recognition and reward and volunteer retention in the best-selling book 'Count On Me! 501 Ideas on Retaining, Recognizing and Rewarding Volunteers at this website link <http://morevolunteers.com/products.htm>



# CONCLUSION

Thanks for joining us. Remember to take those ideas that would work for you and give them a go! So that you will be even more successful in recruiting, retaining and recognizing more volunteers or members.

But for now we just want to leave you with a few quotes from 'Beyond Just Words! 502 Inspirational Quotes for Those Who Serve', to say thanks for all you do too.

Thank you for what you do, because...

Some people strengthen the society just by being the kind of people they are - *John W. Gardner*

Never underestimate your power for...

When people care for you they can straighten out your soul - *Langston Hughes*

And...

Some people come into our lives, make footprints on our hearts, and we are never, ever the same - *Anonymous*

Remember...

Do your work with your whole heart and you will succeed -there is so little competition - *Elbert Hubbard*

Because...

There is never a traffic jam when you go the extra mile - *Anonymous*

Never be afraid for...

The team that makes the most mistakes will probably win. The doer makes mistakes, and I want doers on my team, players who make things happen - *John Wooden*

Look at it this way...

If at first you don't succeed - try, try again. Don't think of it as failure. Think of it as time-released success - *Robert Orben*

For...

All eagles were born to soar. It is why we were created. Our power, however, comes not from what we can see, it is in the unseen. It is the wind, not our wings, that lifts us to the high places. It is our vision, not our eyes, that makes us rulers of the skies. But, above all these, it is our spirit, not our speed, that leads us to be strong and free - *David McNally*

And finally...

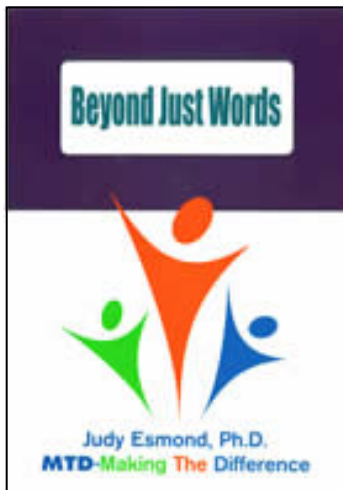
Here is the test to find whether your mission on earth is finished. If you're alive, it isn't - *Richard Bach*.

### **Beyond Just Words – 502 Quotes for Those Who Serve**

You will find the very popular downloadable book of 'Beyond Just Words' with 502 quotes for volunteers and those who serve at this website link <http://morevolunteers.com/products.htm>



# REFERENCES



## **For Hundreds of Quotations for Volunteers see...**

Beyond Just Words! 502 Inspirational Quotes for Those Who Serve by Dr Judy Esmond click on 'products' at our website:

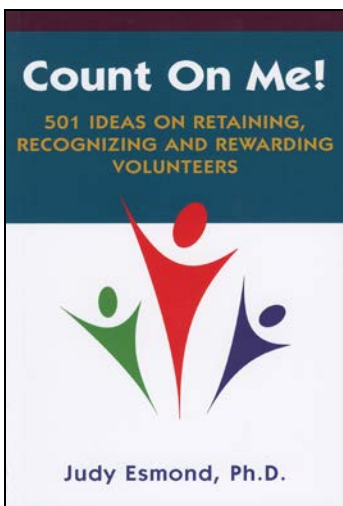
<http://morevolunteers.com/products.htm>



## **For Hundreds of Ideas on Recruiting Volunteers see...**

Count Me In! 501 Ideas on Recruiting Volunteers by Dr Judy Esmond click on 'products' at our website:

<http://morevolunteers.com/products.htm>



## **For Hundreds of Ideas on Retaining, Recognizing and Rewarding Volunteers see...**

Count On Me! 501 Ideas on Retaining, Recognizing and Rewarding Volunteers by Dr Judy Esmond click on 'products' at our website:

<http://morevolunteers.com/products.htm>