

*Strong organisations
CREATE thriving,
engaged communities.*

Recruitment & Screening, Retention and Recognition of Volunteers

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Propellus

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What are we Doing Today?

- Introductions
- History of The Volunteer Centre of Calgary
- The 3 R's - Recruitment & Screening, Retention and Recognition
- The VolunteerConnector
- Questions?

VolunteerConnector

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Hi!

- Worked at Propellus – the Volunteer Centre of Calgary for 6 years
- Small town gal at heart
- Parent to 2 busy kiddos
- I ❤️ Alberta's non-profit sector




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Volunteer Centre of Calgary - Propellus

- One of the oldest charities in Calgary
- The hub of volunteering



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Success Formula

- Knowing a volunteers motivations and meeting their expectations by providing meaningful, purposeful and well directed tasks will create a great volunteer experience.
- This contributes to the success of their involvement and thus will keep them motivated.

How do you Implement the Success Formula?

- A good recruitment strategy and process
- Having clear position descriptions
- Matching the right volunteer to the right position
- Constant and timely recognition

BOOST your team by strengthening your players

Recruitment

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Offer Flexibility to the Volunteer

- Can the volunteer select their own schedule?
- Can the opportunity be done remotely?
- Can the volunteer do it on their own time?

Expand Your Search

- Ask your volunteers if they know of anyone who is interested in volunteering
- Recruit using an online tool
- Advertise where the people you want to attract hang out

Streamline the Recruitment Process

- Access the screening process for each positions

Turn the **SKIP** in your organization into a **LEAP** of possibility.

Screening

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Volunteer Screening is a Process

Purpose of screening volunteers

- To better match people's skills and experience to the needs and opportunities in organizations.
- To improve the quality and safety of programs and services in communities by reducing risk and liability for both people and organizations.

Definition of Vulnerable Person

- A vulnerable person is defined in section 6.3 of the *Criminal Records Act*, as a person who, because of age, a disability, or other circumstances, whether temporary or permanent are (a) in a position of dependence on others or (b) are otherwise at a greater risk than the general population of being harmed by a person in a position of authority or trust relative to them.
- The definition is deliberately broad & inclusive, focusing not on specific issues but on the effect of these factors.

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Myths

(Known to be popular in the land of good intentions)

- Non-profit and charitable organizations are immune from charges of criminal or civil liability.
- If a volunteer harms a client, the organization can't be held liable, since volunteers are not employees.
- If an organization doesn't know about, or sanction, a wrongful act, it can't be held liable for that act.
- If an organization is not incorporated, its members cannot be held liable.
- It can't happen here.

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Screening for the POSITION

- Screening is about the position, not the person applying to begin or transfer to the position.
- All volunteer positions are not created equal and may not require the same screening steps.
- The requirements of the position determine which screening steps are necessary.

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Human Rights Legislation

- A request for personal information needs to be based on 'bona fide' occupational requirements (BFOR) as determined by a position assessment.
- Human rights laws are contravened when an organizational policy responds to concerns about possible liability by requiring the same screening steps for all applicants, regardless of the position.

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The 10 Steps of Screening

Tools & Templates

1. Determine the risk
2. Write a clear position description
3. Establish a formal recruitment process
4. Use an application form
5. Conduct interviews
6. Follow up on references
7. Request a Police Records Check
8. Conduct orientation and training sessions
9. Supervise and evaluate
10. Follow up with program participants



Streamline the Recruitment Process

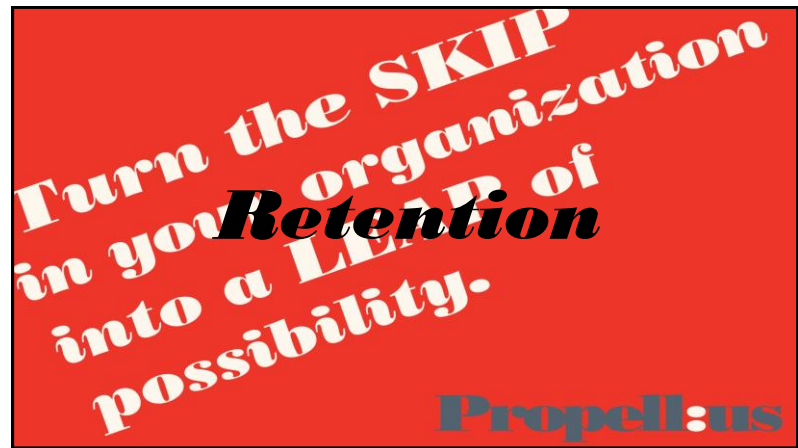
- Use technology to streamline the process if possible
- Communicate respectfully with people who are interested in working with you!
- Get people volunteering faster!

Volunteer Position Description

- Volunteer positions need written descriptions that are:
 - Clear and concise
- And include the following headings:
 - Position Title
 - Purpose
 - Duties and Responsibilities
 - Time Requirement
 - Skills and Qualifications
 - Orientation and Training
 - Supervision
 - Benefits / Other

Be Creative!

- Add creativity to our job descriptions
- Make changes to current roles in the organization
- Partner with others!
- Emphasize and clearly articulate your amazing CAUSE!

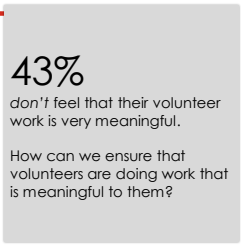


Retention

- Can include...
- Volunteer Supervision
 - Effective Communication
 - Constructive Feedback
 - Motivating Volunteers

Why People Stop Volunteering

What needs to change?



Why people stop volunteering continued...

Current and past volunteers listed the following examples to describe why they felt their volunteer experience was less than ideal:

Bridging the Gap (2010)

- Perceived organizational politics;
- Belief that their skills were not being put to the best use;
- Feeling like they were not making a difference; and
- Frustration with lack of organization related to the volunteer activity.

Volunteer Supervision

Why do we need to supervise volunteers?

- To give volunteers support and feedback
- To provide direction
- Ensure expectations are being met
- Keep communication link open
- To voice any concerns or challenges with volunteer role
- To motivate them and tell them they are on the right track!

Volunteer Supervision

Activity

What is important in a volunteer/supervisor relationship?

Constructive Feedback

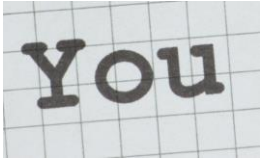
Volunteers want to know:

- how they are performing
- how they are impacting your organization



Key takeaway

They want to hear from...



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Feedback Model Part 1

A time for your **volunteer to speak** to you.

Tools & Templates

Ask:

- ...What's going well with your work?
- ...Any areas of concern for you?

Tune in and **Listen**.

Then respond.

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Feedback Model Part 2

A time for **you to speak** to your volunteer.

Tools & Templates

3 things – **directive, positive** and **connect their contribution** to the goals of the organization

Communicate and Direct:

- ...Our organization is moving in this direction and this is how it will affect the work you're doing
- ... we really appreciate...
- ... Your work has made a difference to our organization in this way (be specific)

Summarize and thank.

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TRANSFORM
 your message into
Recognition
 compelling stories.

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How can we say Thank You?



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Recognition

- For volunteers to complete a job well, they must remain motivated and feel a sense of appreciation for this contribution
- Without this sense of appreciation volunteers can become unmotivated, frustrated and eventually they will not be able to be retained

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Recognition

- Personalized
- Matching Volunteer Motivation
- Designed with input/feedback from Volunteers

:

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What Volunteers Want

- Organized, well managed program
- Challenge
- Promotion
- Stay connected
- Recognize volunteer efforts and connect it to the overall mission

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You tell us!

- Successful Recognition Stories?



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Discussion

What's happening out there?



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Contact us

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