

Volunteer Recruitment, Retention and Recognition: 60 Ideas in 60 Minutes

RECRUITMENT	1	Word of Mouth: Have current volunteers share with others about their experience; create message points; share volunteer needs with staff & board members to have them help with recruitment.
	2	Invite a Volunteer: Personal invites matter; have staff, volunteers, etc. personally invite people.
	3	Social Media: Highlight volunteers on different social media platforms; share stories with calls to action.
	4	Online Information: Be specific and instructive - it will get you more click throughs online.
	5	Blog: Develop a blog series to feature your volunteer program and the importance of their roles.
	6	Materials Off-site: Make sure that everyone that goes off-site to represent your organizations has volunteer information they can take with them.
	7	Neighborhood News: Submit articles or notices to your local papers and websites; post to Nextdoor.
	8	Partner with Local Volunteer Organizations: Work with organizations that connect you with volunteers and be reliable so you are their go-to.
	9	Partner with Organizations with Shared Goals: Look for organizations with shared goals so you can both benefit each other by helping out with recruitment.
	10	Partner with Schools: Build a teen volunteer program by connecting with schools, teachers and counselors.
	11	Offer Materials On-site: Highlight volunteers on-site with buttons, brochures and signage.
	12	Easy Online Sign-up: Make applying easy so they don't have to jump through hoops to sign-up.
	13	Festivals & Fairs: Have a presence at community fairs and festivals to talk about volunteer opportunities.
	14	College Volunteer Fairs: Go to college volunteer/intern fairs to recruit students with unique skill sets.
	15	Community Meetings: Attend community meetings to gain representations of your local communities within your volunteer corps.
	16	Create Catchy Names: Come up with fun names for volunteer positions that might not be as enticing.
	17	Group Volunteer Opportunities: Create volunteer experiences for large groups (50-150 people) to bring in corporate help.
	18	Tailor Recruitment Strategies to Generations: Boomers = focus on skills; Gen X = focus on freedom; Millennials = focus on immersive experiences.
RETENTION	19	Free Admission or Membership: Based on number of hours or months of volunteering.
	20	Access to Staff Perks: Yoga, break room, discounts, swag, memberships.
	21	Participation Swag: Something they can only get by volunteering for a specific event.
	22	Free Food from Café: Coffee, cookie, or a discount.
	23	Specific Snacks: Survey volunteers on preferences and stock break room.
	24	Social Time: Build in social time with snacks at meetings and trainings.
	25	Pre-Shift Meetings: Have a volunteer pre-shift meeting or invite them to attend the staff one.
	26	Volunteer Newsletter: Staff or volunteer produced with lots of images of volunteers and helpful content to assist them during their shift.
	27	Sharing Their Impact: Let them know how their service impacts Key Performance Indicators.
	28	Guest Speakers: Give access to local or national experts on the subject matter.
	29	Staff Access: build a culture of access to volunteer staff, senior staff, curators, etc.
	30	Diversity Training: Give volunteers access to staff or public diversity training.
	31	Accommodations: Offer flexibility to scale volunteer role up or down to accommodate job, disabilities, changing needs.
	32	Emeritus Options: Allow volunteers to remain connected to the org, access perks without regular volunteer shift requirement.
	33	Volunteer Advisory Council: Give volunteers a voice in the program.
	34	Volunteer Leadership Conference Opportunities: Build leadership skills - organize an internal conference or pay for them to attend a local/regional conference.

Volunteer Recruitment, Retention and Recognition: 60 Ideas in 60 Minutes

RETENTION	35	Spring Fling: Field trip to a location that is just far enough away that a chartered bus will make it doable within a day.
	36	Mentor Opportunities: Volunteers can be a mentor or have a mentor within your organization.
	37	High Expectations = High Retention: Ask for a significant level of service and get dedicated volunteers.
	38	Hands-on Volunteer Roles: Meaningful work with your collections or programs will build dedicated volunteers and improve the visitor experience.
	39	Raffle!: Raffle off experiences that are only available to volunteers - Private tour with director, lunch with curator, photo opp with museum mascot.
RECOGNITION	40	Mark Your Calendars: National Volunteer Week in April; International Volunteer Day on December 5th; Birthdays; and Special Occasions.
	41	We See You: Take photos of your volunteers in action. Take your own or invite a Meet Up group to join you.
	42	Offer Parking Spots for Bikes, Cars, or a Transit Pass: Help them arrive in style.
	43	License Plates: Special editions.
	44	Apparel: T-Shirts, hats, badges, pins. You name it!
	45	Acknowledge Specific Contributions: Public Installation.
	46	Banner: Temporary or Permanent.
	47	Public Installation: Make it beautiful!
	48	Shout Outs! Come in many forms: in person, get visitors involved, share visitor thank you notes, internal communication channels, external channels or at an event. Ultimately, know your audience!
	49	Make-and-Give Events: Have staff gather to help make something for your volunteers.
	50	Care Packages: Source self care resources from local organizations or corporate sponsors.
	51	Lifetime Achievement Award:
	52	Volunteer Stories: Visit umfadocent.lib.utah.edu
	53	Just For You: Customize your gifts for your volunteers.
	54	Celebrate! Parties, gatherings, or BBQs. Take your pick.
	55	Art Show: Ephemeral or ongoing, let them show their creative side.
	56	Subject Matter Experts: As SMEs, they may be able to share their areas of expertise with staff.

SHARE OUTS	57	
	58	
	59	
	60	

THANK YOU	<p>Thank you to the following organizations for sharing their ideas, photos and inspiring us: Burke Museum; Charles M. Schulz Museum and Research Center; Chicagoland Cultural Volunteer Programs; Desert Botanical Garden; Exploratorium; Friends of San Francisco Public Library; Historic Oakland Foundation; Museum of Flight; Pacific Science Center; San Diego Zoo; San Francisco Botanical Garden; Seattle Art Museum; Shedd Aquarium; USS Midway Museum; Utah Museum of Fine Arts; Vizcaya Museum and Gardens; VQ Volunteer Strategies; and you!</p>
------------------	--

EMAIL	<p>Renee Birk, Shedd Aquarium, rbirk@sheddaquarium.org Richard Harker, Historic Oakland Foundation, rharker@oakcemetery.com Crystal Lee Stone, Exploratorium, cstone@exploratorium.edu Jenny Woods, Seattle Art Museum, jennyw@seattlemuseum.org</p>
--------------	---