

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

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Today's Presentation



I.D.E.A.= Inclusion, Diversity, Equity and Accessibility

- There will be time for you to share your ideas for Recruitment, Retention and Recognition at the end.
- This PowerPoint will be available via AAM and to members of the American Association of Museum Volunteers (AAMV.org).

The Basics

- Happy volunteers = productive volunteers = better museum
- Have an easily accessible volunteer application and onboarding process
- Provide training/orientation to new volunteers
- Say hello and thank you
- Send thank you cards and emails



Recruitment Ideas

Recruitment Ideas: Verbal Communication

Word of Mouth

Recruitment sounds best from the volunteers that love you the most. Provide recruitment "talking points" so everyone is on message.



Word of Mouth 2.0

Talk about volunteers in staff/board meetings so all staff/board have up-to-date information to use when they're speaking in public about your volunteer program.

Invite a Volunteer

Ask volunteers, staff, friends, and board members to invite a new volunteer to an orientation session.



Recruitment Ideas: Online Communications

Social Media

Highlight volunteer program in as many different media as possible.

Connect with those that already like you enough to follow you on social media.

Feature volunteer stories with a call to action.



Online Information

Specific, instructive information online will appeal to volunteers.

The more specific and detailed the information the more likely you will have "click thru" from prospective volunteers.

Blog

Develop a blog series to feature your volunteer Program.

This helps advertise the importance of volunteers and their roles.



Recruitment Ideas: Community Connections

Materials off-site

Whatever materials your museum has for individuals to have when they make presentations/go to meetings off-site make sure they have some material about your volunteer program included.



Neighborhood News

If your local neighborhoods have local papers, websites, social media platforms submit notices or articles.

Have volunteers who live in specific neighborhoods post for you on the Nextdoor platform.



Recruitment Ideas: Partnerships

Local Volunteer Organizations

Build a relationship with local organizations who connect orgs with volunteers and be reliable so that your organization is a "go to" destination.



Organizations with Shared Goals

Find organizations or companies that share your values & goals and find ways to connect with them.

Who are your champions at a company or organization?

Schools

If you have the ability/resources to build a teen volunteer program work with local schools (especially their teachers and counselors) to find ways to connect with local teens.



Recruitment Ideas: Make it Easy

Material on site

Get people interested when they're most excited about what you do by building upon a visitor's positive experiences and share the roles and importance of volunteers to your institution.



Shedd Aquarium

Easy Online Sign-up

If you can make it easy for volunteers to sign up online (through a simple GoogleDoc, for example) you will raise your "click thru" rate from prospective volunteers to actual volunteers.



Recruitment Ideas: Take it on the Road

Festivals & Fairs

Have a presence at community festivals and fairs and make volunteering with your institution a central part of your talking points.

Even better: have some of your volunteers come and help you out and tell their story (Word of mouth is the best recruitment strategy)



College Volunteer Fairs

Partnering with the Office of Volunteerism is a great way to connect with students interested in volunteering.

These volunteers often have different needs and skills.



Community Meetings

Attend neighborhood association and community meetings to recruit volunteers from different communities.

This type of recruitment works best when partnered with an institutional commitment to a community.



Recruitment Ideas: Be Creative

Create Catchy Names

Advertise for volunteer to join the "E.W.O.C. Team" (Ethnology Work Out Club volunteers were recruited for heavy lifting). Fun names generate interest for a volunteer role are tough sells.



Group Volunteer Opportunities

Find a way to design group volunteer opportunities for corporations who want to bring 50-150 volunteers.



Tailor Recruitment Strategy to Generations

Boomers: Focus on skills
Gen X: Focus on freedom
Millennials: Focus on immersive experiences



Retention Ideas

Retention Ideas: Perks

Free Admission

Free admission for the volunteer and a certain number of guests.

Earned Membership

After a certain number of hours of volunteering



Access to Staff Perks

- Yoga
- AAM Tier 3 membership
- Library/ Archive/ Study area privileges
- Staff break area
- Local discounts
- Tickets to arts and culture happenings

Retention Ideas: Participation Swag

Marine Mammal Mania Pins

- A different pin each year
- Produced in different color for each day
- Versions get made by youth volunteers
- You get a pin if you volunteer that day
- Collecting them all is a big deal!



Courtesy of Seattle Aquarium

Retention Ideas: Food

Free Food from Cafe

Volunteers get a free coffee and cookie from the café



Specific Snacks

Survey volunteers on snack preferences and stock the volunteer break room accordingly



Social Time

Add in social time with snacks at all volunteer trainings, meetings, events, etc.



Retention Ideas: Communication

Pre-shift Meetings

Invite volunteers to attend and participate at daily pre-shift meetings with staff and updates from around the building



Volunteer Newsletter

With lots of photos of volunteers and a special section of Visitor questions and answers



Sharing their Impact

Updates on their impact in meeting Key Performance Indicators



Retention Ideas: Continuing Education

Guest Speakers

Regularly scheduled presentations by local scholars and



Staff Access

Access to senior staff for training, questions



Seattle Art Museum

Diversity Training

Museum hosts trainings about diversity that are open to the public and volunteers



Retention Ideas: Flexibility

Accommodations

- Volunteer role can expand or contract based on the volunteer's current or future needs.
- Accommodations can be made for fluctuating school or work schedules, a disability, or changes in capacity due to aging.

Emeritus Options

Emeritus option for volunteers at the end of their service.



Retention Ideas: Enrichment

Volunteer Advisory Council

The advisory council works closely with staff and is integrated into decisions relating to the volunteer program.



Spring Flings

Charter a bus and coordinate a lunch spot for an all-day field trip. The destination is approximately a 2-hour drive. Far enough that not many volunteers will have visited but still able to do in one day!

Volunteer Leadership Conferences

Offer conference-like experiences with internal and external experts from your organization for volunteers. They can choose sessions to attend based on their interests.



Shedd Aquarium

Retention Ideas: Engagement

Mentor Opportunities

Volunteers can be a mentor or have a mentor.



Shedd Aquarium



High Expectations and High Retention

Keep volunteer group small, but ask for a high level of engagement and participation.

Hands-on Volunteer Roles

Volunteers have ability to do real, meaningful work with collections and are then able to share those experiences with visitors.



Shedd Aquarium

Retention Ideas: Special Access



Raffle off a prize that is only available to volunteers:

- Lunch with the director
- Private tour with a curator
- Private photo shoot with the museum's mascot, Sammy the Camel

Courtesy of Seattle Art Museum

Recognition Ideas

Recognition: Mark Your Calendars

Build recognition into your calendar to develop programs, parties, and initiatives based on dates and events that resonate with your volunteers and staff.

- Volunteer of the Month or Year
- Birthdays
- National Volunteer Week in April
- International Volunteer Day – December 5th
- Programming Related Holidays



Recognition: We See You



- Put a Request out to a MeetUp Group for Photographers
- DIY with an Instax Mini for a nostalgic feel

 Friends of San Francisco Public Library

Recognition: Arrive in Style

Parking Spots
(Bike or Car) or
Transit Pass



License Plates

THE MUSEUM OF FLIGHT

Offer a special item that only your volunteers have access to.

Apparel



Add an extra something to the t-shirts you hand out to make it special.

Exploratorium

Recognition: Say It in Public

Acknowledge Specific
Contributions



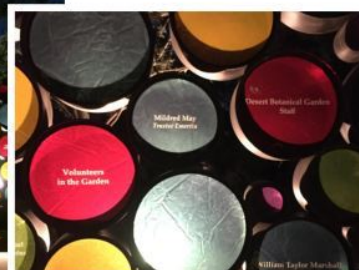
Shedd Aquarium

Banner:
Temporary or Permanent



USS Midway Museum

Recognition: Public Installation



Desert Botanical Garden

Recognition: Shout Outs!

- Share the Thanks
- Get Visitors Involved
- Internal Channels
- External Channels
- At an Event
- KNOW YOUR AUDIENCE



Recognition: Made With Love

Make-and-Give Events



Host an event where staff can make something to share with volunteers.



 Exploratorium

Care Packages



LUSH

Corporate sponsors like Lush or local businesses may be on board with helping you offer massages, coffee, or discounts to volunteers.

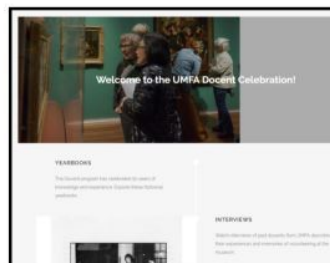
 Friends of San Francisco Public Library

Recognition: History in the Making


Lifetime Achievement Award



Volunteer Stories



Visit: umfadocent.lib.utah.edu

 Utah Museum of Fine Arts

Recognition: Just For You



Customize special items with embroidery or monogram.

 Charles M. Schulz Museum and Research Center

Recognition: Celebrate

BBQs, picnics, outings, parties, gatherings, sewing circles, knitting circles, the list goes on.



Plan these events at your organization or go on a field trip somewhere. Invite volunteers to plan it or surprise them!




 San Francisco Botanical Garden

Recognition: Art Show

From ephemeral openings to permanent installations, offer your volunteers a way to show their creative side.



 Exploratorium (Left); Seattle Art Museum (Right)

Recognition: Subject Matter Experts



Give SMEs an opportunity to share their knowledge behind the scenes with staff at lunchtime talks and events.

IDEA: Bring new perspectives and ideas into your space.



Audience Share-out and Q&A



Please use the microphone so your comments can be heard by all

Thank you to all of the organizations that shared their ideas!

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

Thank you for joining us!

Please follow-up with any of us for questions.

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