Volunteer Retention Factors

Volunteers as customers

- Use a customer service approach to working with volunteers
- Satisfied volunteers will spread the word

Organizational climate

- Build trusting relationships
- Make volunteers feel welcome and supported
- Lack of tension/politics/infighting
- Open communication
- Sense of teamwork
- New ideas are welcome
- Have a process for resolving conflict

Orientation and training

- People want to learn, grow and develop their skills
- Use the buddy system to match a new member to an experienced volunteer
- Ongoing training – present opportunities to take on new responsibilities
- Risk management issue – policies in place and screening required
- Clear job descriptions
- Reinforce enthusiasm and commitment

Supervision and support

- Can be an annual formal chat
- Show volunteers ways they can be more successful
- Anticipate potential problems
- Provide feedback and evaluation
- Communication with and to volunteers – can be done via e-mail
- Volunteer satisfaction surveys
- Every volunteer deserves a formal time to sit down with a supervisor at least once a year
- Be encouraging and attentive
Recognition methods

- Dinner/Tea/Food
- Pin
- Social evening
- Draw prizes
- Invitations to events
- Media coverage
- Thank you – written and/or verbal