



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