

Engagement Recap: Volunteer Management

Conversations during this chat focused on volunteer management strategies as different organizations use different methods for tracking volunteers and their participation, preferences and performance goals. The most common methods included email platforms such as Mail Chimp or Constant Contact or spreadsheets like Excel or Google sheets. Participants agreed to seek insights from experts in the field so we are reaching out to some of the known leaders in volunteer coordination, such as Habitat for Humanity.

The group discussed important components to increasing recruitment and supporting volunteer engagement such as:

- Follow up celebrations
- Sharing success stories
- Sending direct messages via email/regular mail to determine interest and find out what's working
- Conducting online and anonymous surveys to collect insights on how it's going
- Conducting ongoing polls during online meetings to gauge needs and success
- Sharing news stories
- Offering training and skills development opportunities

Successful Events

- MLK Day
- National Night Out
- Earth Day
- NeighborWorks Week
- National Day of Giving
- Local Festivals
- What else?

Tracking Volunteer Activity

- Name and contact info
- Event name, date and number of hours
- Interests and abilities
- Veterans or not
- Work / career expertise
- Special skill sets
- Roles and actions
- Availability (work f/t, p/t?)
- Follow up completed
- Success stories
- Sign in Sheets
- Suggestions for improvement
- Successful volunteer matches