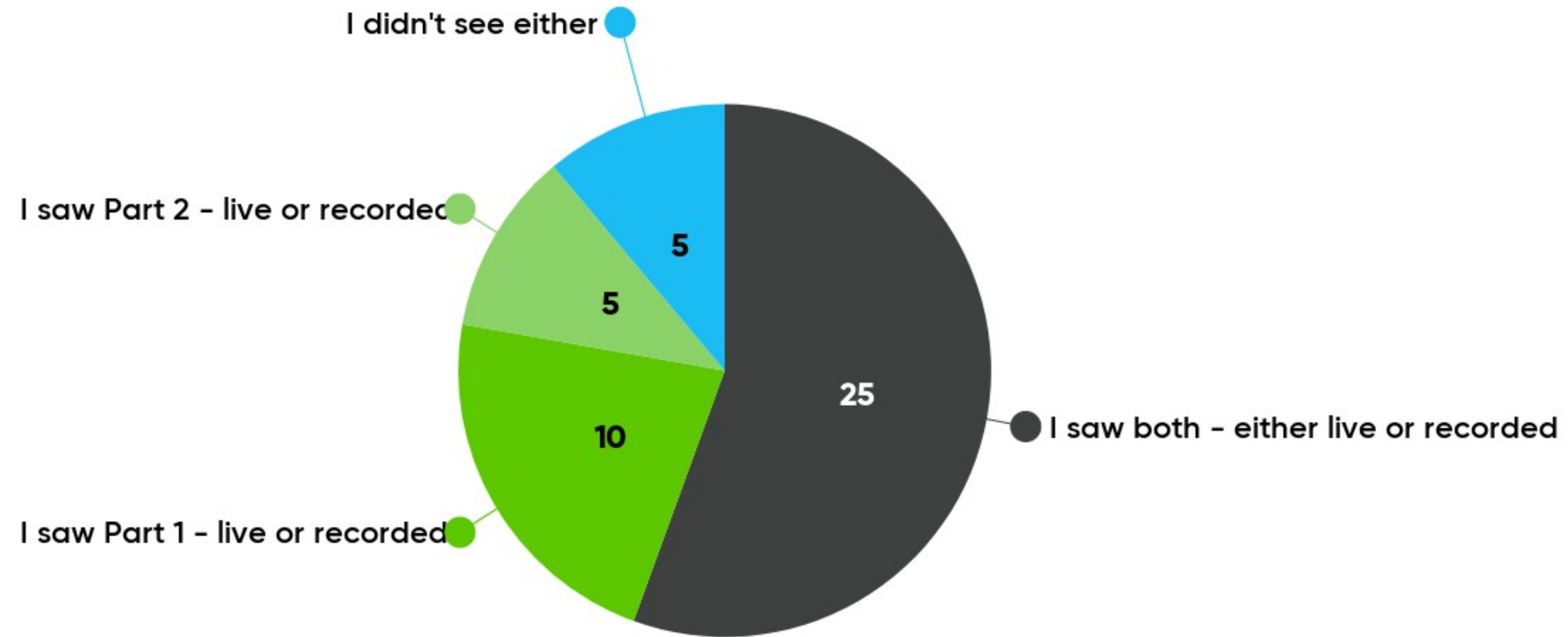




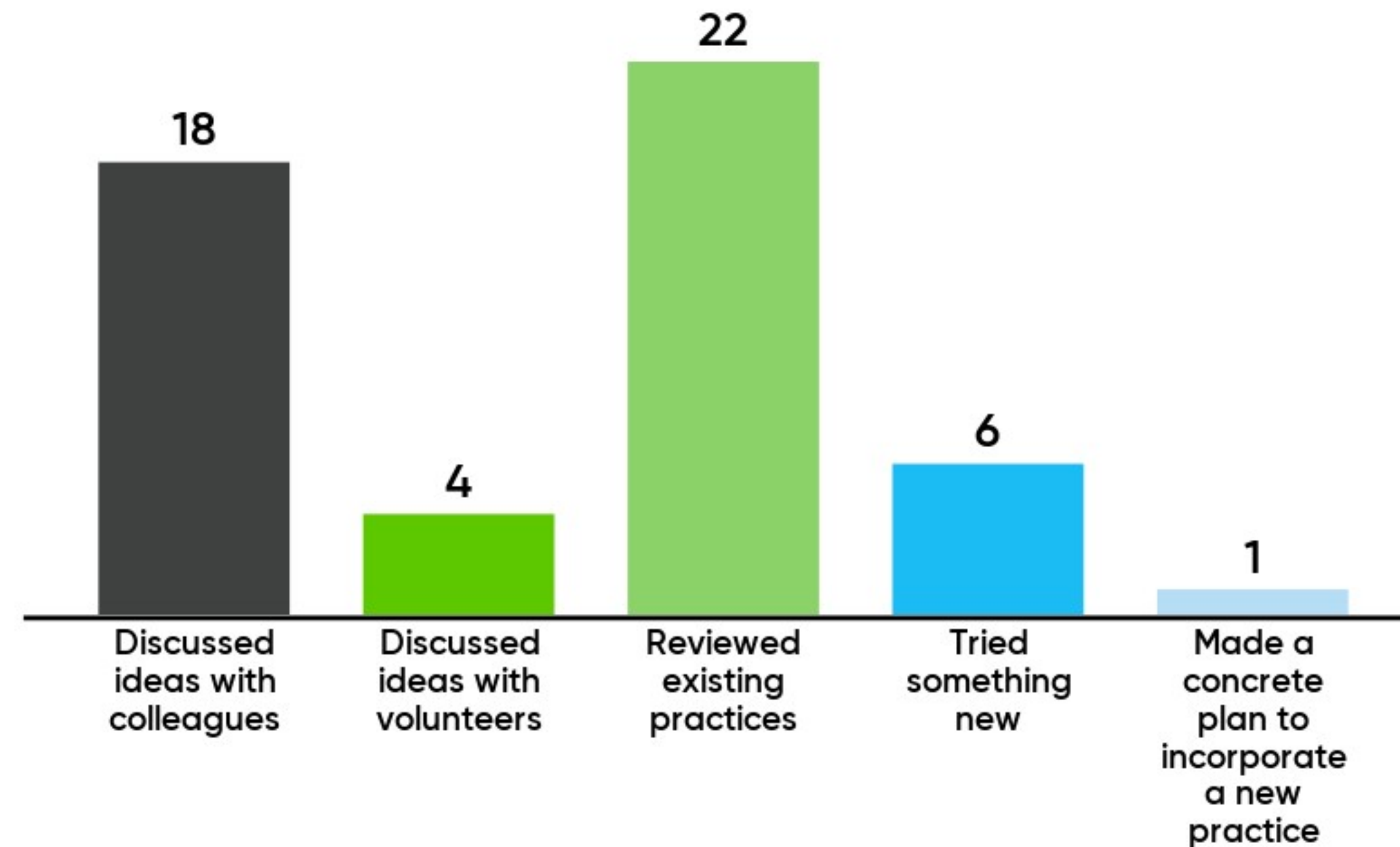
**Learning Pathways
Recruiting
Part 3: Making the Match**



Did you attend or watch Parts 1 & 2



Did you do any of the following after Parts 1 or 2?



Welcome!

- This is a new format for learning at VolunteerMatch
- Designed for more participation.
 - All resources and slides will be available afterwards.
 - All previous sessions and resources are available on the Learning Center.

Risk Management!

All the pieces in your volunteer engagement strategy need to do one thing...

Protect your:

- Program
- Volunteers
- Paid Staff
- Clients and Patrons
- Organization

from all of the things that could go wrong – to manage risk.

It's Not Just About Risk

Volunteer management is about identifying potential and making the perfect match.

- Provide meaningful work for the volunteer
- Create work that's important to the organization
- Find the right fit
- Make good use of skills and talents
- Build and maintain personal relationships

How does risk management show up in your work?

Liability waiver

I work for a cat shelter and we have had a lot of bites lately. We've been trying to figure out how to filter and train new prospects to reduce this.

when the process isn't followed for new volunteers - background checks missed

Ensuring the safety of (youth) program participants through background checks

Daily orientation

Background checks, reference checks, trainings required before volunteering, meeting with a VC before being placed in a role

confidential information

We work with unknown animals - trying to limit volunteers from handling pets they are not qualified to is a huge hurdle

How does risk management show up in your work?

I work in a health care setting, with older volunteers...

It is my work everyday working in volunteer management and also in risk management. Incident/Accident Reports, Insurance coverages and so much more.

background checks to work with children

our HR creates a lot of roadblocks that make it harder to bring in volunteers

We have a safety committee, we run background checks and meet with people ahead of time.

client not being happy with volunteer mediator

many way, waivers, criminal background checks, ensuring during the intake process people are fitted into the proper role, and explaining turning people down is ok.

Get to know new volunteer in onboarding interview.

How does risk management show up in your work?

We're all-volunteer and have different levels of knowledge/skill, but we need to teach our visitors how to use potentially-dangerous power tools

Always assigning screened volunteers in pairs when working directly with children

Training for equipment use and safety

not being able to get references on volunteers

When onboarding process isn't cohesive and rushed. You leave the volunteer open to say "you didn't tell me."

We send an annual copy of our Sexual Misconduct Policy and Procedures to all participants. Plus all the clearances, including DMV checks.

creating one-size-fits all risk management practices regardless of what type of work a volunteer does or if they are remote vs in-person

Risk aversion often hinders volunteer recruitment -- attempting to provide peer support for the community without recruiting from the same populations we serve

How does risk management show up in your work?

Needing to hire police/security for events to protect guests

it may involve assigning experienced staff members to oversee volunteers, providing channels for reporting incidents or seeking assistance, and offering ongoing support and guidance.

Design defined position descriptions: Include lifting, standing, walking, hearing, speaking skills needed to do the volunteer work. Go over with volunteer so there are no surprises or misunderstanding

waivers and bgc

ok

not well the struggle has been real

getting people to commit

Volunteers have to come to us already with the correct certification before they can apply. If not they have to pay to be trained (not cheap!)

How does risk management show up in your work?

Switching from the mentality of knowing people will simply come to us, to post-covid, and needing to learn more recruitment strategies.
Different times!

Connecting new volunteers with volunteer opportunities outside our host organization. Some sites we partner with are not good at communicating with volunteers.

no

Volunteer Engagement Risk Matrix

Chart soft risks onto the matrix considering Likelihood and Consequence:

	Negligible	Minor	Moderate	Major	Catastrophic
Almost Certain	Yellow	Orange	Red	Red	Red
Likely	Yellow	Orange	Orange	Red	Red
Possible	Green	Yellow	Orange	Orange	Red
Unlikely	Green	Yellow	Yellow	Orange	Orange
Rare	Green	Green	Green	Yellow	Yellow

Green - Low Risk, Yellow - Moderate Risk, Orange - High Risk, Red - Extreme Risk



Saying Yes, and Saying No

It's just as important to learn when to say yes, as it is to learn how to say no.

- Who is the right volunteer – for the work & the organization?
- Give yourself time to reflect on information learning in screening, and don't put volunteers on the spot!
- If the volunteer isn't a good fit – say “no” politely, professionally, and as soon as you can. You are not “being mean” if you can't give the volunteer an experience they want.
- Practice! And trust yourself!

Recruitment Planning

Foundation components create a roadmap for recruiting the right volunteers

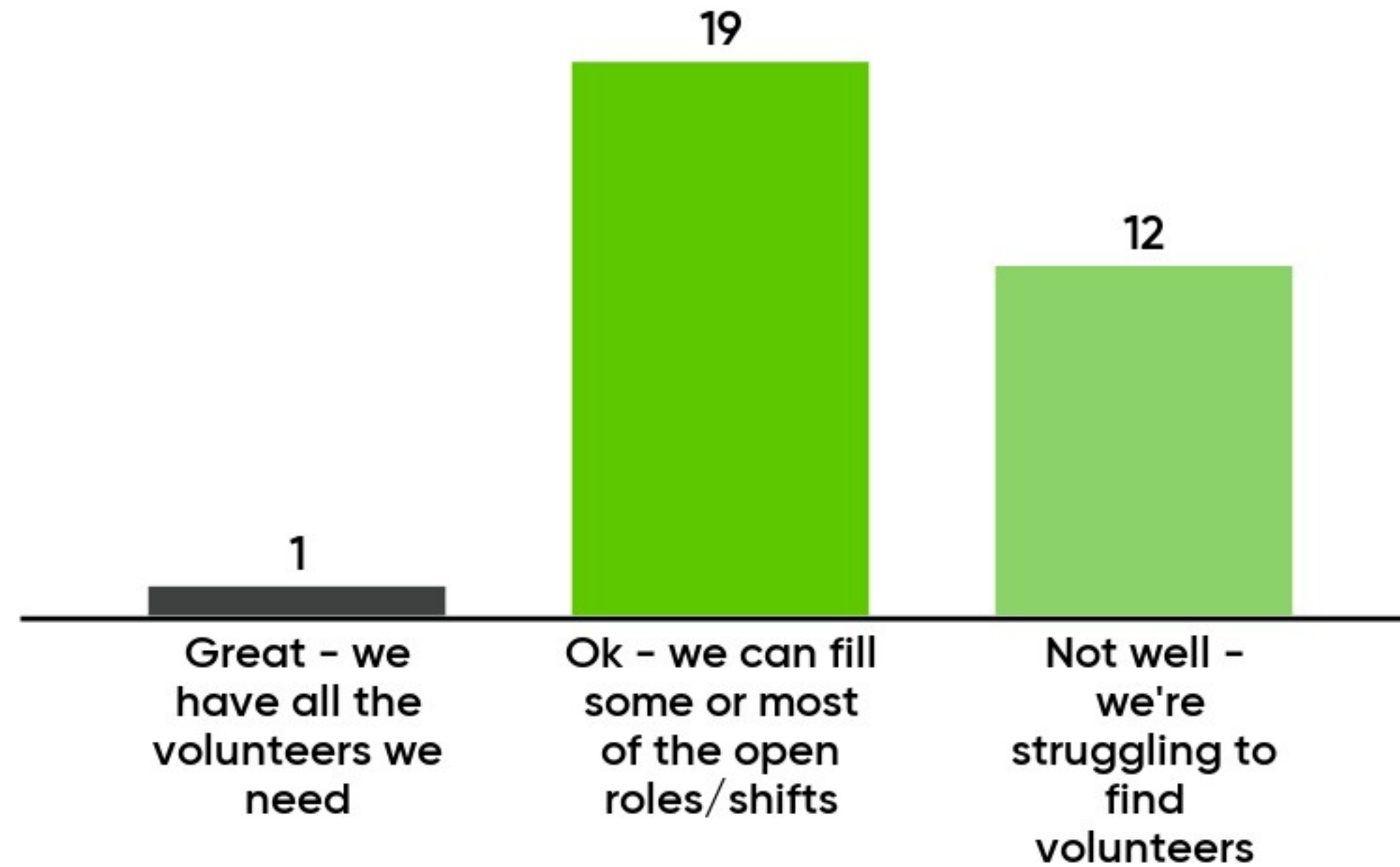
- Use the Position Description and Persona to identify what a volunteer needs to know, do, be. Where could you find those volunteers?
- Pull persuasive language from the Impact Statement to include in the recruitment message
- Share training and support activities with prospective volunteers to manage expectations

Recruitment Planning

Foundation components create a roadmap for recruiting the right volunteers

- Build evaluation into the plan – where did volunteers find you, which channels were most successful
- Consider orientation, training, and screening activities to determine when to start recruiting
- The more specific the skills/experience the longer the recruitment process may take

How is your current recruitment strategy working?



What is your biggest recruitment challenge?

Getting people to apply at all :/

We have a lot of people who want to help. But their availability doesn't align with our biggest needs

struggling with people coming for one shift and never coming back

Just to get people that are qualified to do the work

Struggling to gain the attention of potential volunteers for a specific opportunity

Very small community so hard to always find the right fit

It is hard getting volunteers during the daytime hours

Getting people in - how to attract people to the program

What is your biggest recruitment challenge?

Getting men to mentor boys

We require at least an 18-month commitment. Our volunteers advocate for children in foster care and those children need consistency.

Finding volunteers who are able to commit long-term for our Visiting program with older adults.

The onboarding process required by our home office is so long and requires accounts and duplicate information to be entered on 3 websites.

Getting the 'right' people applying - hospice needs a special type of person.

We have multiple volunteers that sign up and start maybe a week or 2 and then disappear

We're bringing in the wrong people. We work with at-risk youth and get a lot of people who have an idealized view of what it's like to work with runaway teens.

Getting people to fill certain open shifts.

What is your biggest recruitment challenge?

Too many of our volunteers either work or go to school during the day

apprehension with the vetting process

Finding dependable volunteers--older volunteers are super dependable and young volunteers not. We are not in a position to be too picky.

to bring in enough volunteers for the needs. finding about 1/10th of our needs

Most of the people that are interested in volunteering are not tech savvy, and they prefer to submit paper applications, however our application process is now online.

finding people truly willing to put in the work rather than just the same 5

having more volunteers stay long term

getting the volunteers we need during operating hours, conflicts with most work schedules

What is your biggest recruitment challenge?

The time we need help and staff expectations of what is 'truly needed

yes

yes

yes

What do today's volunteers need?

Volunteers hope to make an impact

- Volunteer task lists replaced by meaningful, targeted work, skills based
- Meaningful to the volunteer, important to the organization

Volunteers need flexibility

- Does not imply that they can't be dependable, reliable, accountable

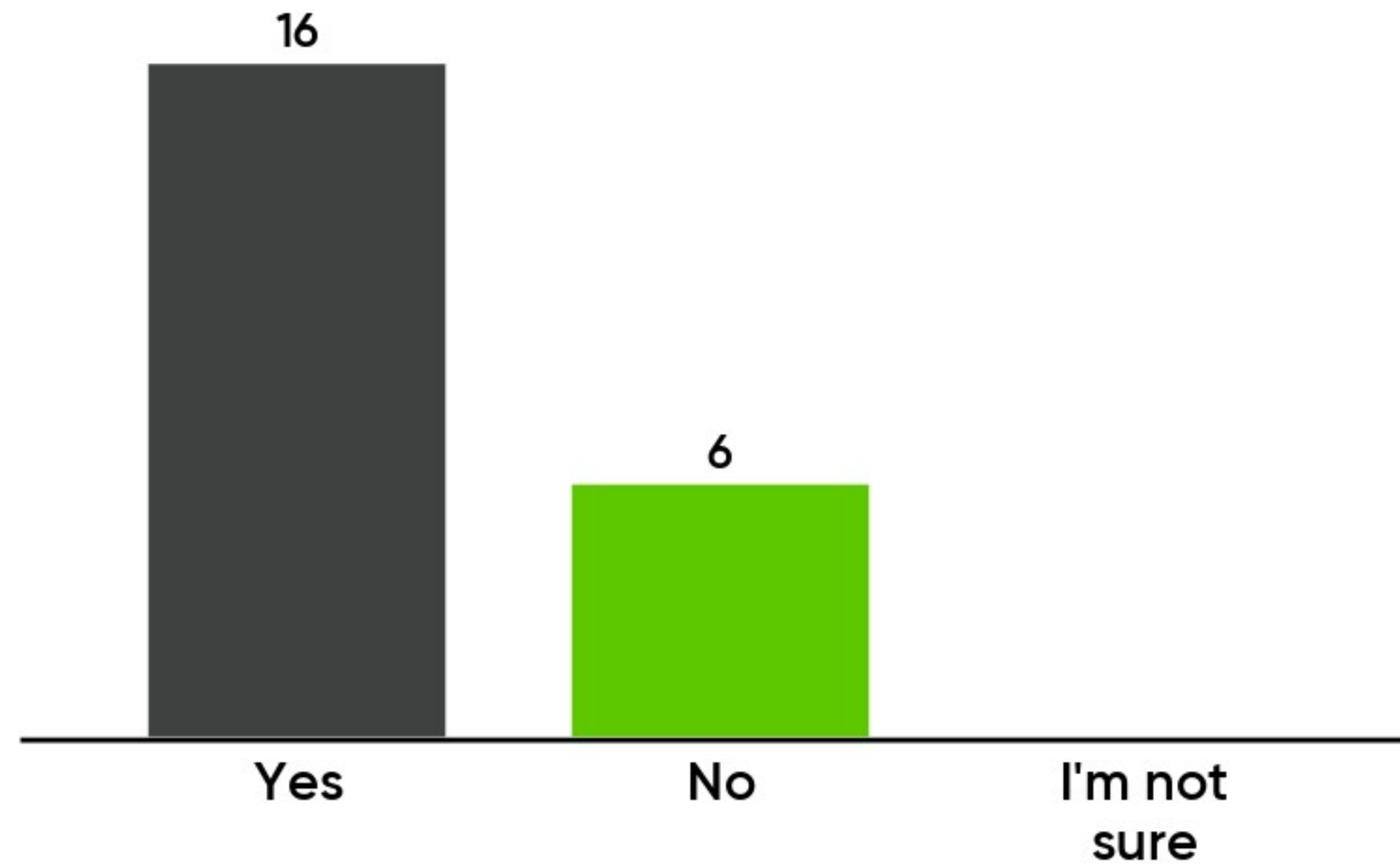
Volunteers want to understand

- Answer the question "Why?"

What does your volunteer program look like to a volunteer?
Volunteers have a choice!

- Are your opportunities task based or collaborative?
- One size does not fit all volunteers
- Do you have clear roles and expectations?
- Volunteers want to know the impact and make good use of their time.
- Can you identify the “right” volunteer for the role or your organization?
- It’s as important to know when to say yes as it is to learn to say no.

Are you currently recruiting on VolunteerMatch?



What information or support would be helpful for recruiting online?



Recruiting Online

- Make the Title Work for You - Catchy, Fun, Interesting
- Keep it Brief - One Opportunity, 100 words
- Word it Simply and Make it Easy to Understand - No Jargon, no acronyms
- Make an Impact - Include a Strong Call to Action
- Provide Direction and Support - Time Commitment, Training, Restrictions
- Make it Visually Appealing - Include Pictures, Graphics. Make use of White Space.
- Remember to Edit - Grammar, Spelling
- View your Listing as a Volunteer - Use a Critical Eye.

Best Practices for VolunteerMatch

Title Stands Out

- Call to Action

Make Good Use of First Sentence

- Visible to prospective volunteers

Brainstorm and Use Keywords

- What kinds of volunteers do you want to find you

Keep Referrals on VolunteerMatch

- Information is only useful if volunteers click 'I Want to Help!'

Thank You

Explore the Resource Packet:

- Can the worksheets help you start conversations?
- What additional resources do you need, what resources do you have to share?
- Fill out the Feedback Form!
- Join the LinkedIn Group to share ideas, ask questions, get support.
- Stay tuned for information on what's next!

Thank You!

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