



volunteering
queensland

Rallying the Volunteers

Mark Creyton

mark.creyton100@gmail.com

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Volunteering Queensland

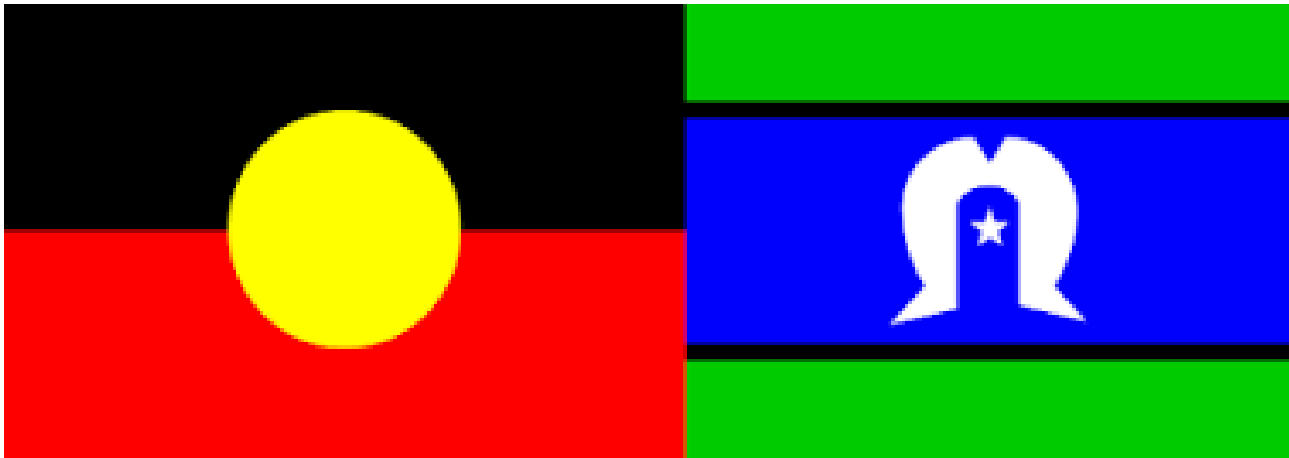


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Volunteering Queensland: Training Unit
Phone: (07) 3002 7600 **Fax:** (07) 3229 2392
training@volunteeringqld.org.au
volunteeringqld.org.au

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I would like to respectfully acknowledge the traditional custodians of this land which we share and their elders past and present

Today's overview

- Trends
- Before you start
- Recruitment
- Retention
- Impact
- Questions

If you compare the current world of volunteering in museums to ten years ago – **what would you find ?**

Trends

- Digital
- Time
- Legislation and risk
- Leadership
- Universities
- Transitions
- Corporate / Family - Group / Weekend

Four interesting trends

- The power of events
- Centrality of experience
- Importance of projects
- The power of pull culture

Strategic intent

- Reasons for involving volunteers
- Roles and responsibilities
- Organisational culture

Recruitment strategies

- Word of mouth
- Local media
- Internet
- Targeted recruitment
- Corporate & community partnerships
- Volunteering Queensland
- Grey nomads

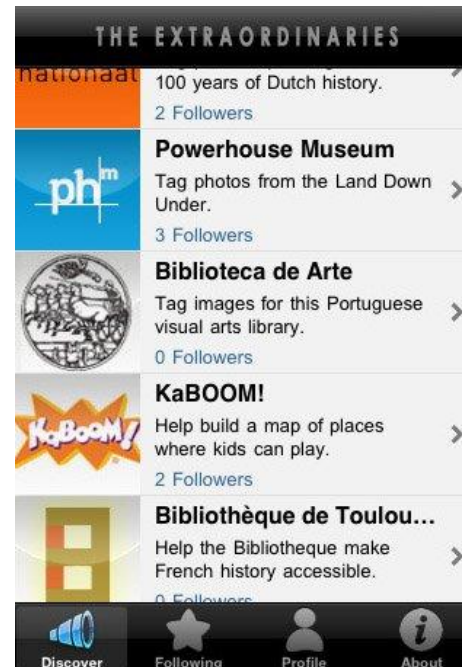
What is the unique
experience benefits
you offer volunteers?

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Micro volunteering

- <https://www.youtube.com/watch?v=SgEDDLI9E-Q>



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Targeted recruitment

What will you say to them?

- **Need/Opportunity**
What is the reason this job should be done? What opportunities does it provide to the volunteer?
- **Solution**
How can this job assist to solve the need or provide the opportunity?
- **Fears/Concerns**
Will I be capable of doing it?
- **Benefits**
Will I benefit? What is in it for me?
- **Contact Point**
How do I get involved and who do I contact?
- **Medium**
Where is my targeted volunteer likely to see/hear my recruitment message?

Source: Mobilizing all the Resources of the Community, McCurley & Lynch, 1996

Retaining volunteers: the research

- Explicit, developmental, and appreciative management
- Congruence between individual and organisational objectives
- Social support e.g. Friendship

Herzberg

1. Satisfiers

Achievement

Recognition

Work Itself

Responsibility

Promotion

Growth

2. Hygiene factors

Pay and Benefits

Company Policy and Administration

Relationship with co-workers

Supervision

Status

Job Security

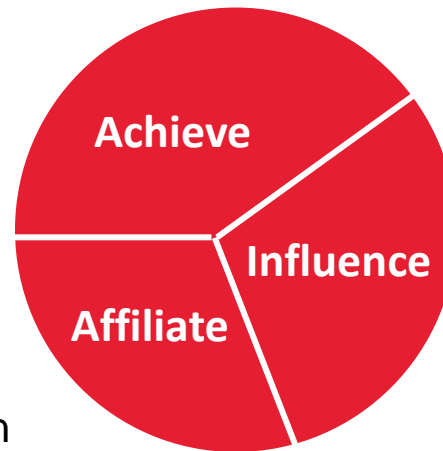
Working Conditions

Personal Life

McClelland's Motivation Model

McClelland's model suggests there are three different motivational drivers that volunteers may have in joining and remaining in your organisation.

- Desire for excellence, doing a good job
- Wants sense of important accomplishment
- Wants to advance in career
- Needs feedback

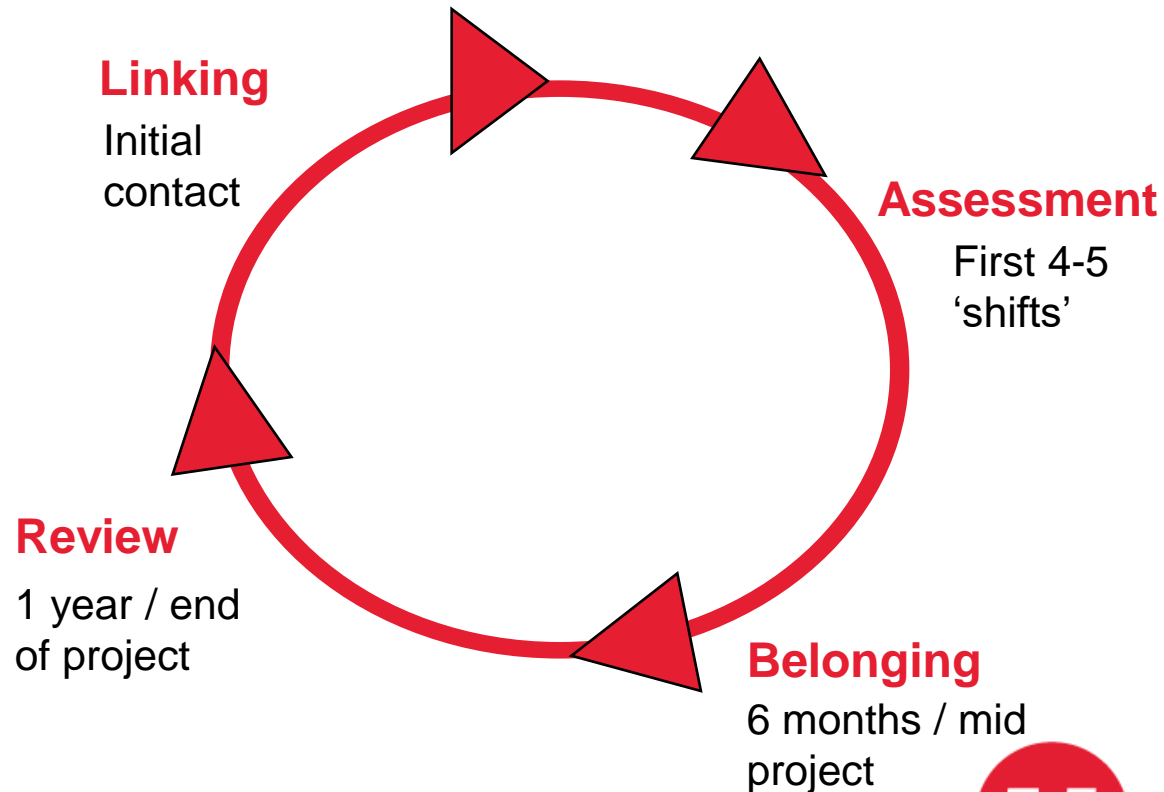


- Likes to be popular, well thought of
- Desires friendly relations, interaction
- Dislikes being alone in work or play
- Likes to help other people

- Likes to lead, give advice
- Wants prestige & job status
- Enjoys influencing people & activities
- Likes their ideas to predominate

Retention strategies

Retention strategies should be considered in terms of a volunteer's motivation to volunteer AND in terms of where they are in a 'volunteer life cycle'. Where are the barriers to retention in your organisation?



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Managing the challenging volunteer

- Policy, procedure & systems
- Well culture & manager
- Regular appraisal / feedback sessions
- Identify & deal with the real issues
- Appropriate systems to discipline and dismiss
- Beyond the “A.V.A.G.” myth

Maximising impact

- Know the reasons you want to engage volunteers
- Promote tangible and intangible benefits you offer
- Be aware of models of engagement
- Monitor recruitment methods
- Consider retention strategies



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