

Volunteers...Recruiting, Retaining and Recognizing

The Volunteer Centre of St. Lawrence–Rideau



*connecting people,
building community.*

*Recreation Summit
November 20, 2014.*

2010 Canada Survey of Giving, Volunteering and Participating (Statistics Canada)

- More than 13.3 million people in 2010, or 47% of the Canadian population volunteered their time through a group or organization.
- Canadians volunteered more than 2.1 billion hours in 2010. (equivalent to 1.1 million full time jobs.)

2010 Canada Survey of Giving, Volunteering and Participating (Statistics Canada)

- ▶ Canadians who volunteered did so for an average of 156 hours in 2010.
- ▶ All ages and demographics.
- ▶ Those who are older and no longer in the workforce volunteered the most hours per individual.
- ▶ The highest rate of volunteering were found among those who were younger, single or had young children at home.

Volunteer Centre of St. Lawrence– Rideau

- ▶ *The Volunteer Centre of St. Lawrence–Rideau fosters and facilitates personal and community wellbeing through citizen inclusion and participation. We assist and encourage the Volunteer to assume their most effective role in the community. We create community betterment by building capacity for local volunteerism. We provide leadership on issues relating to volunteering and connect people with opportunities to serve.*

Volunteer Centre of St. Lawrence– Rideau

- ▶ The VCSLR is a United Way agency in Leeds Grenville.



- ▶ The Volunteer Centre focuses on creating **Strong Communities through Community Engagement.**



Volunteer Centre of St. Lawrence– Rideau

The Volunteer Centre accomplishes this by:

- ▶ Promoting Volunteerism
- ▶ Building Capacity for Effective Local Volunteering
- ▶ Providing Leadership on Issues Relating to Volunteerism
- ▶ Connecting People with Opportunities to Serve

Volunteer Centre of St. Lawrence– Rideau

Our Services include:

- ▶ Recruiting, pre–screening and interviewing potential volunteers.
- ▶ Referring volunteers to appropriate positions within the community (Non–profit agencies and organizations).
- ▶ Aiding in Volunteer promotion and recruiting through community and business networking, Volunteer Fairs and social media communication with the community at large.

Volunteer Centre of St. Lawrence– Rideau

- ▶ Providing training and workshops for non-profit agencies
- ▶ Aiding in networking amongst peer organizations
- ▶ Providing training and workshops for non-profit agencies
- ▶ Maintaining a volunteer registry and Electronic Recruitment Hub on our web site.

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▶ Community Programs and Events:

- Volunteer Income Tax Service (Brockville, Gananoque, Prescott)
- Change The World Youth Challenge
- Student Caring Awards
- Brockville Community Garden Network
- Dancing Stars of Leeds Grenville; Volunteercentre.ca Mayors' Community Walk; 1000 Islands Wine and Food Festival.



Volunteer Centre of St. Lawrence– Rideau

▶ Why Volunteer?

- Contribute to the community (>90%)
- Support services from which you have benefitted.(>59%)
- Support activities you or your family might use (coaching).
- Interpersonal skills–understanding people better, motivating others, problems solving, communication skills.

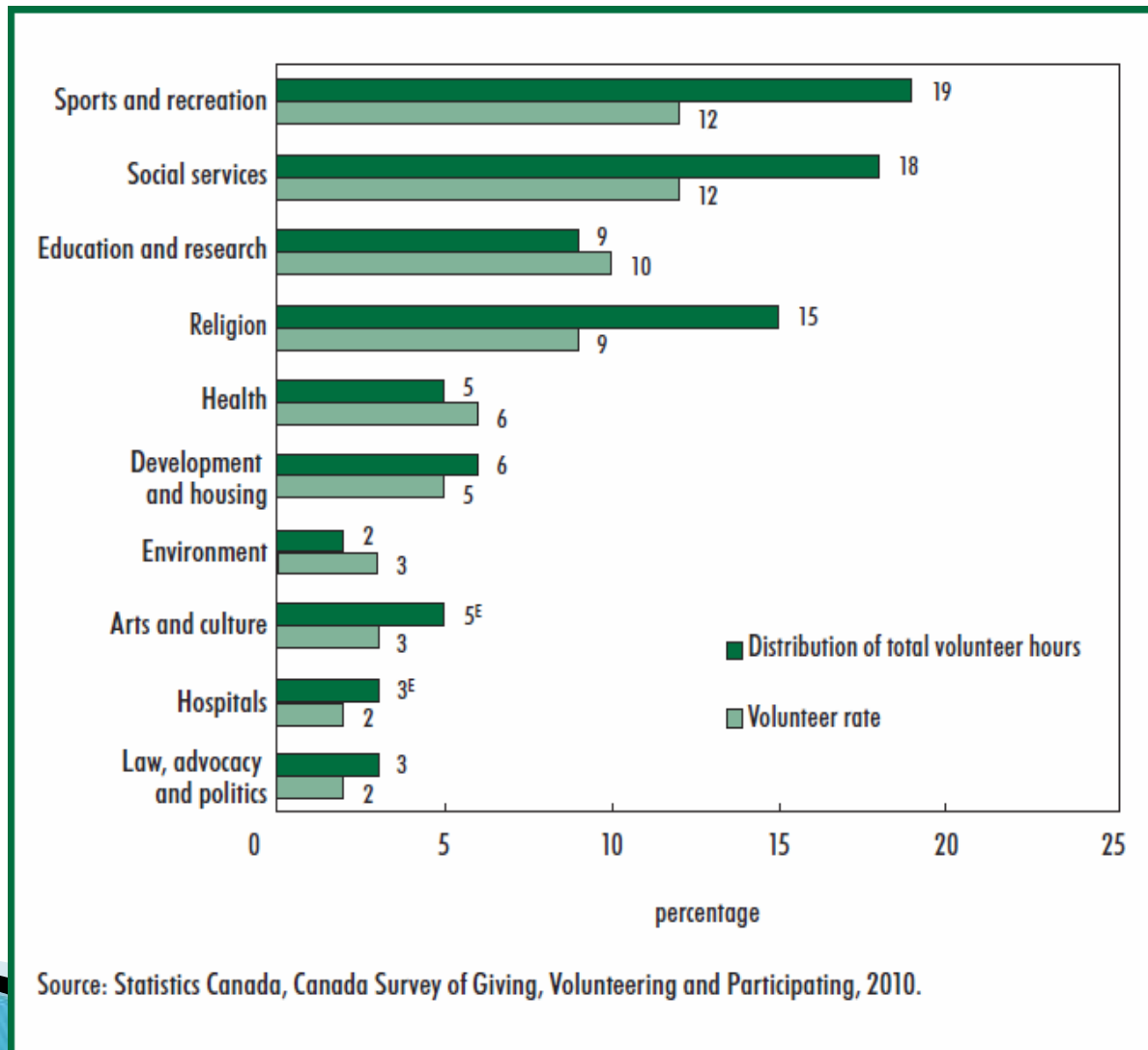
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- ▶ Acquire or improve job-related skills
- ▶ Improve job opportunities and explore one's own strengths (> 50%)
- ▶ Networking opportunities (> 48%)
- ▶ Friends Volunteer (> 47%)

Canadians Volunteering in Sports and Recreation

- ▶ Volunteers are the lifeblood of sport and recreation. Without them, amateur sport couldn't happen!
- ▶ Involvement includes sitting on Boards, organizing teams or events, coaching, managing, transportation, fundraising, handing out water, moving equipment.

Canadians Volunteering in Sports and Recreation



Canadians Volunteering in Sports and Recreation

- ▶ In 2010:
 - 12% of Canadians 15 years and older volunteered in sports and recreation.
(which could mean >19,000 volunteers in Lanark, Leeds, Grenville)
 - organizations associated with sports and recreation accounted for 19% of volunteer hours (2 in 10) compared to 18% for social services.

Recruiting Volunteers in Sports and Recreation

Successful Volunteer Recruitment is getting the Right person in the Right role with the Right skills at the Right Time.



Recruiting Volunteers in Sports and Recreation

- ▶ Know your organization.
- ▶ Know your volunteer program needs.
- ▶ Know types of volunteers you to recruit.



Recruiting Volunteers in Sports and Recreation

- ▶ **Recruitment Strategies:**
 - **Warm Body Recruitment**—activities done by most people; no special skills or easily taught, spread message to a broad audience.
 - **Targeted Recruitment**—the right person for the task
 - **Concentric Circles Recruitment**—approach those people already connected to your organization.

Screening Volunteers in Sports and Recreation

- ▶ As an organization offering services and programs which benefits from volunteer assistance, it is your duty to protect your members, staff and volunteers.
- ▶ One way to help protect your members is to provide a screening process to evaluate volunteers.
- ▶ Screening is part of your risk management. It will help identify your best advocates and exclude those people who might pose a risk to your members, staff or organization.

Screening Volunteers in Sports and Recreation

- ▶ Screening should be part of the everyday life of your organization.
- ▶ Your organization is legally, morally and ethically obligated to do all it reasonably can do to protect the people you serve and the organization.

Screening Volunteers in Sports and Recreation

- ▶ Four basic steps to screening:
 - Determine the policies and procedures for the screening process that fits your organizations needs.
 - Design the job description including levels of screening.
 - Review applications and decide when to say “no”.
 - Follow up on screening and support the process

Thanking and Recognizing the work of Volunteers

- ▶ Know your volunteers and this can direct how you recognize and thank your volunteers.
- ▶ 2013 Volunteer Canada and the Investors Group conducted a study on how Volunteers wish to be recognized or thanked.
- ▶ Question: How do Canadians want to be recognized for their volunteer contributions?

Thanking and Recognizing the work of Volunteers

- ▶ Volunteers want to be thanked and shown how they have made a difference. (80%)
- ▶ They want to know the **IMPACT** of their contributions.
- ▶ Volunteers stated they like to be thanked in person on an ongoing, informal basis (70%).

Thanking and Recognizing the work of Volunteers

- ▶ Volunteers indicated that their *least* preferred forms of recognition include banquets, formal gatherings, and public acknowledgment in the media.
- ▶ Organizations could move towards holistic, year round practice that acknowledges volunteers for their individual contributions of supporting the communities around them.

Thanking and Recognizing the work of Volunteers

- ▶ Organizations can learn about volunteers' motivation and preferences by questionnaires and conversations.
- ▶ Recognition practices can be expanded by learning about the kind of skills volunteers' would like to apply or develop and by ensuring that this is being fulfilled in their volunteer roles.
- ▶ Networking and training could be embedded with celebrations and recognition.

Thanking and Recognizing the work of Volunteers

- ▶ Happy volunteers will continue to be the best advocate for your organization.
- ▶ Making volunteers feel welcome and appreciated is an important form of recognition.
- ▶ They will continue to support your organization and can be your best recruiter to insure that involvement by volunteers is sustained and growing.

Thank you!

...remember giving doesn't have to cost!



*connecting people,
building community.*

Harold Hess, manager@volunteercentre.ca

