VOLUNTEERS

Attract, Motivate, Keep Them Coming Back!

INDIANA GIVES BACK.

Last year, more than
1.8 Million Indiana residents
volunteered.

Their service has an
estimated economic value of
more than **$4 Billion.**

SERVE.GOV | **#GoVolunteer**

Corporation for NATIONAL & COMMUNITY SERVICE

Learning Goals

- Mission Focus
- Attraction and Recruitment
- Orientation and Training
- Volunteer Management
- Volunteer Appreciation

Mission

MISSION AND VALUES

The Starke County Youth Club exists to support children and families. We believe all children deserve a safe environment with positive role models.

Attraction and Recruitment

Create something inviting and compelling.

MISSION

How does your mission impact your communications?

ASSESS YOUR IMAGE

What do people think of your cause and your organization?

MARKETING

What methods are you using to recruit?

In.gov/serveindiana

Volunteermatch.org

Nationalservice.gov

Social Media

FACEBOOK

TWITTER

INSTAGRAM

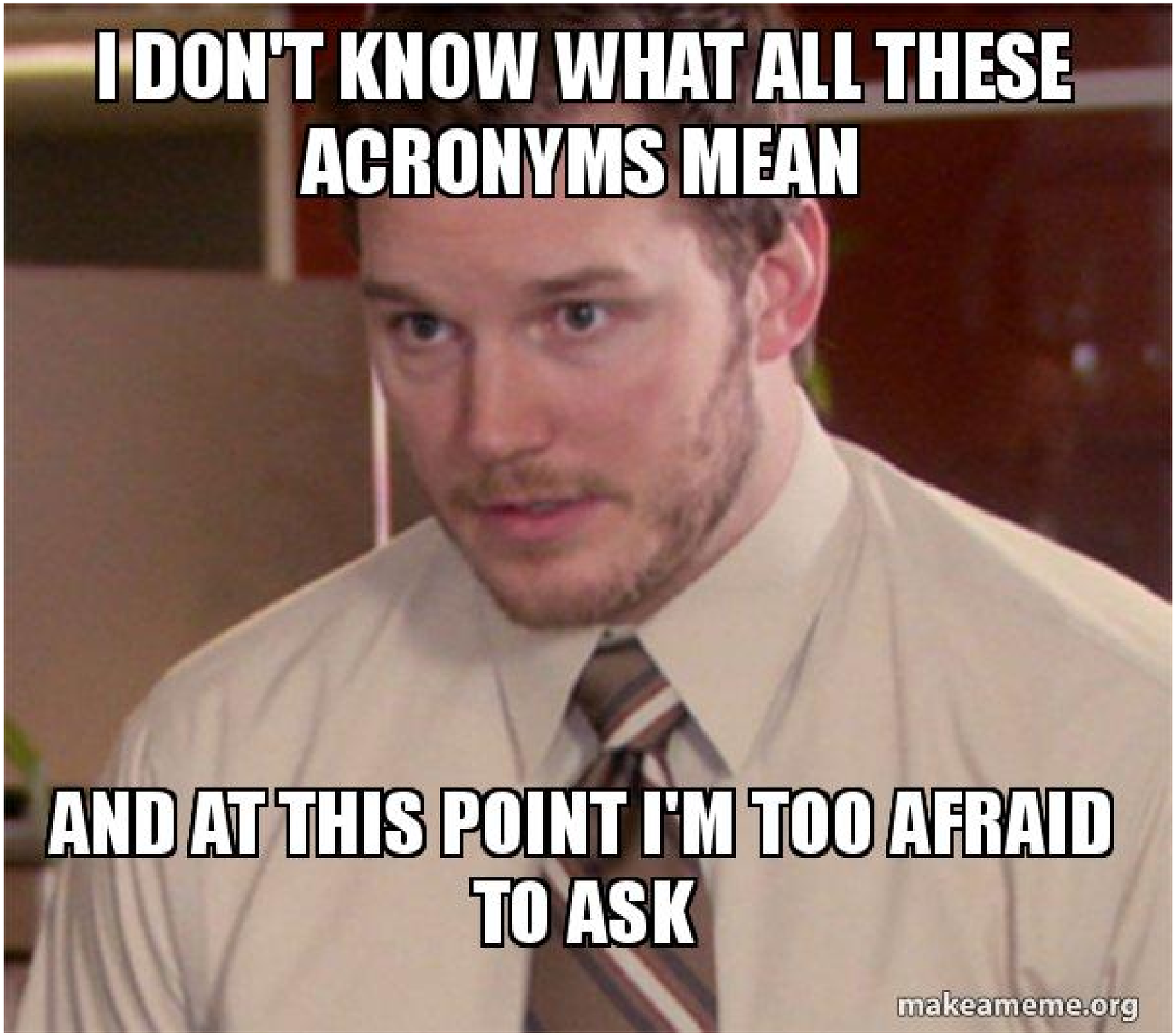
Attraction and Recruitment

MESSAGE	ACCESS	FLEXIBILITY	EVENTS
Tailor your message and focus on mission and benefits.	Service organizations exist to help the world.	Are you willing to change the schedule to attract a different group?	Bring a friend day.

Volunteer Registration

- Comprehensive but SIMPLE
- New Tech vs Old School
- Mandatory for YOU
- First Contact

Orientation and Training



Orientation and Training

Mission Connection	Culture and Roles	Consistency
Training Materials	Goals	Skills

Volunteer Management

Who, what, and how

- One to Rule Them All
- Tracking and Data
- Job Titles, Responsibilities, and Boundaries
- Professional Development

After First Contact

Feedback Culture

What, When, How

Build Community

Communication

Have you tried
Remind text
messaging? It 's FREE!

- Performance Reviews
- Program Goals
- Personal Goals

Evaluation and Feedback

Appreciation and Recognition

FREE

Newsletter recognition
Interviews
Letters to the editor
VIP Parking
Photos
Invitations to Events
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LOW COST

Personal thank yous
Birthday cards
Awards / Tokens
Treats
Client Made Items

LOTS OF BUCKS

Annual Events
Plaques
Tickets
Gift Cards
T-shirts / Swag
Coffee Mugs

LET THIS INSPIRE US:

“Everybody can be great. Because anybody can serve. You don’t have to have a college degree to serve. You don’t have to make your subject and your verb agree to serve…. You don’t have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace. A soul generated by love.”

DR. MARTIN LUTHER KING, JR.

Irene Szakonyi

Executive Director

The Starke County Youth Club, Inc.

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The Starke County Youth Club exists to support children and families.

Training Resources

Indiana Youth Institute

Free webinars and trainings, Beall Ball Lending Library

VolunteerMatch

Free webinar topics for volunteer managers on engagement and management best practices

Center for Nonprofit Excellence

Guides and tools for engagement, recruitment, supervision