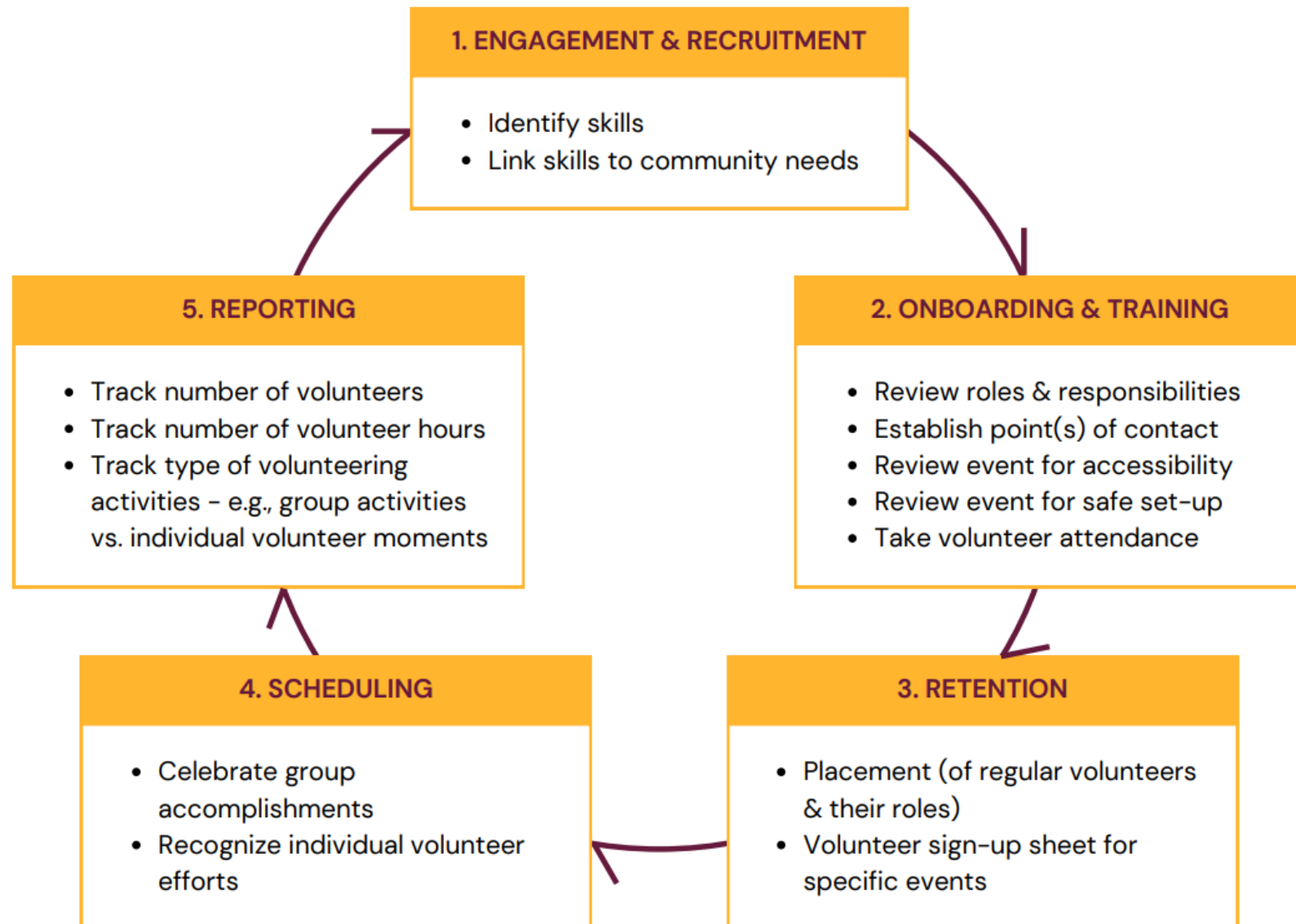


Volunteer Engagement Cycle



Tips for recruiting and retaining volunteers

PLAN EFFECTIVE PROMOTING AND RECRUITING

- Place posters in high traffic locations
- Keep volunteer sign-up sheet in known location
- Use inclusive messaging for recruitment materials (e.g., age-inclusivity, connectivity, neighbourliness)
- Over-recruit! If you need 7 volunteers, recruit 10.

EMPHASIZE BENEFITS OF VOLUNTEERING

- Enhances healthy lifestyle (Reduced isolation; more connected community).
- Creates a sense of contribution ("paying it forward")
- Enhances sense of self (your strengths; past interests; new skills).

DEBRIEF AFTER A VOLUNTEERING EVENT/ACTIVITY

- Share stories
- Reflect on successes/challenges
- Check in with volunteers (how is this impacting them personally – their energy, their time, their wellbeing)

USE EFFECTIVE TRAINING TOOLS

- Outlines of volunteer process and role description
- Contact info for main point(s) of contact
- Prompts for key discussion topics
- Collection of success stories of past volunteers

RECOGNIZE VOLUNTEER EFFORTS

- Individual profiles on bulletin boards
- "Volunteer of the month" in newsletter
- Volunteers appreciation party
- Collect and share success stories with wider community

From these ideas, what are 1 or 2 steps of your next wise action?

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