

Finding And Retaining Volunteers



SCORE

DEWLYN
NONPROFIT SERVICES

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C. Smith
DEWLYN
NONPROFIT SERVICES

About Your Presenter: Cheryl Smith

1. **Current:** CEO, Dewlyn Nonprofit Services.
2. **Reach:** Training, start-up, and strategic alignment for thousands of nonprofits each year. U.S. Small Business Week Presenter for SBA/SCORE and Maui, HI. Training for faith-based, universities, banks, community-based organizations and SCORE chapters across the U.S.
3. **Experience:** 25+ years in Nonprofit Sector, including C-Level and Board Positions.
4. **Education:** BA, Michigan State University (MI); MPA, Kennesaw State (GA).
5. **Past Contribution:** Secured millions in grants for small nonprofits.
6. **My Favs:** Morning runs, books on the quantum field, metaphysics and consciousness, and making soap!
7. **Other Wins:** Mother to 3 amazing people & Nanna to 1 brilliant future leader. ❤️

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WORKSHOP LOGISTICS

Run-Time:
60 minutes

Q & A: 20
minutes

Presentation:
Available
thru SCORE

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DISCLAIMER

These materials are provided for general educational purposes only. It is beyond the scope of this training to cover every possible activity and/or cautionary rules for volunteers. Because the circumstances of each situation involving a particular volunteer are unique, you should contact legal counsel to expand your knowledge, verify the accuracy of this information, and for any specific issues or questions relating to volunteers.

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GRATITUDE

“No one who achieves success does so without the help of others. The wise and confident acknowledge this help with gratitude.”

Alfred North Whitehead



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TODAY'S DISCUSSION TOPICS

1. History
2. Why People Volunteer
3. Volunteer Types & Roles
4. Planning & Recruiting
5. What Could go Wrong & Prevention
6. Managing & Retention

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INTRODUCTION

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HISTORY

A volunteer is a person that freely offers to do something – working toward a common goal

1700's – First Volunteer Firehouse

1800's – Rise of YMCA, The Salvation Army, American Red Cross, The United Way, and Volunteers of America

1900's – Rise of the charitable business and professional groups: The Rotary Club, Kiwanis Int'l, and Lions Int'l


2000's – Rise of the small nonprofit

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STATISTICS

The 2022 Volunteering in America report

- Value of Each Volunteer: \$31.80
- Adult Volunteers - 60 million+
- Volunteer Hours – 4.1 billion
- Economic Value - \$122 billion



Source: IndependentSector.org, Census.gov, and NationalService.org

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WHY PEOPLE VOLUNTEER

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WHY PEOPLE VOLUNTEER

1. Personal tie to cause
2. Career advancement
3. Role model
4. Meet like-minded people
5. Meet different kinds of people
6. They care about the community
7. They are needed
8. Asked/Told (Mandatory)
9. They want to "pay it forward"
10. Gives life meaning



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BENEFITS TO THE NONPROFIT

Increased manpower

- Enables board and staff to focus on more important tasks
- Improves efficiency
- Reach more people

Fresh ideas and approaches

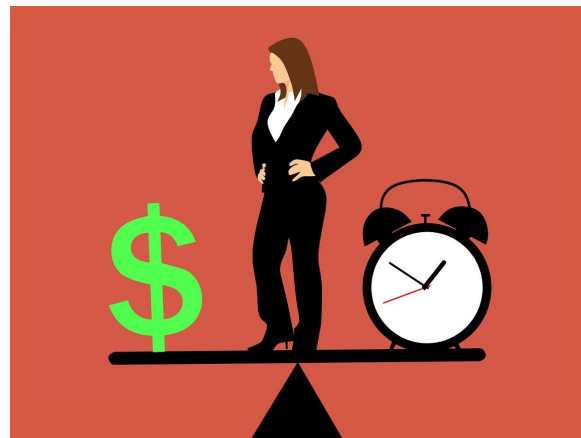
- Helps nonprofit remain relevant

Diversity

- Bridge to community served

Donations

- 70% of volunteers donate



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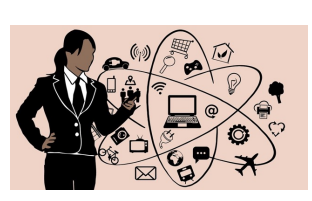


VOLUNTEER TYPES & ROLES

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VOLUNTEER TYPES

1. Nonprofit Board and Committees
2. General Service
3. Virtual Volunteers
4. Micro-Volunteers
5. "Voluntolds"



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VOLUNTEER ROLES


ACTIVE


ADVISOR


ADVOCATE


CREATIVE


GATHERER


HOST


MENTOR


ORGANIZER


TECHNICAL


VOICE

Possible Assignments:

Board Governance or Advisory

General: administrative / errands

Marketing/Fundraising

Advocacy/Awareness

Technical: Data Analysis, IT, Website

Direct Services:

1. Mentoring/Tutoring
2. Care for elderly, sick , and disabled
3. Feed the hungry
4. Provide counseling and support
5. Care for animals
6. Community Clean-up
7. Build houses or playground equipment

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PLANNING & RECRUITING VOLUNTEERS

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Prepare for your volunteer

Organization History

Program Description

Volunteer Role Needed

Volunteer Agreement

Reimbursement Policy & Form

Volunteer Application

Background Checks

GET YOUR HOUSE IN ORDER

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SAMPLE VOLUNTEER AGREEMENT

Guidance for
Volunteer Agreement

[Insert Organization Name]
[Insert Organization Address]
[Insert Organization Contact Email and Phone]

Volunteer Agreement

Our Mission is to [Insert Organization's mission].

This volunteer agreement is the foundation of the working relationship between [Insert Organization Name] and our volunteers. This volunteer agreement is intended to clarify the expectations of both parties in relation to length of time commitment, confidentiality, attendance at training, and adherence to [Insert Organization Name] policies and procedures.

We, at the [Insert Organization Name], want to assure you that we appreciate your contribution to our organization. We are dedicated to ensuring that you have a quality volunteer experience which is both productive and rewarding.

[Insert Organization Name] agrees to accept the volunteering services of:

[Insert Volunteer Name] _____

beginning on _____ and ending on _____

The volunteer role is: _____

and the volunteer will be supervised by _____


[Insert Organization Name] commits to the following:

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DEVELOP A RECRUITMENT STRATEGY

Decide how you want to recruit:

- Word of Mouth
- Radio/PSA
- Print ads/flyers
- Board networking
- Your website
- Volunteer fairs
- Social media



The slide features four distinct illustrations. The top-left shows two men in a friendly conversation. The top-right shows a woman holding a smartphone, possibly taking a photo or video. The middle-left shows two men, one with his arm raised in a celebratory gesture. The middle-right shows two women, one in a red dress and one in a green top, engaged in conversation. The bottom-left is a grid of 20 circular social media and technology icons, including YouTube, RSS, Facebook, Android, Twitter, Google+, Instagram, Yahoo!, Apple, Pinterest, SoundCloud, YouTube, Dribbble, WhatsApp, Blogger, Windows, WordPress, and SoundCloud. The bottom-right shows a cartoon character shouting into a red megaphone.

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WHERE TO FIND VOLUNTEERS

The illustration shows a group of seven stylized human figures in various colors: blue, orange, green, red, purple, and grey. They are arranged in a loose cluster, representing a diverse group of people.

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WHERE TO FIND VOLUNTEERS

1. Family and Friends
2. Your Professional Networks
3. Schools and Universities
4. Local Businesses
5. Clubs and Community Groups
6. Faith-Based Organizations
7. Past Clients
8. Your Current Volunteers
9. Social Media
10. Volunteer Matching Websites



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RESOURCES: Free Online Platforms

1. Benevity Causes Portal – <https://causes.benevity.org>
2. Craigslist (Volunteers Section) – <https://www.craigslist.org/about/sites>
3. Create The Good (AARP) – <https://createthegood.aarp.org>
4. DoSomething (Youth-focused) – <https://www.dosomething.org>
5. Eventbrite (Free for free events) – <https://www.eventbrite.com>
6. Golden Volunteer App– <https://www.goldenvolunteer.com>
7. Points of Light / All For Good – <https://engage.pointsoflight.org>
8. Idealist – <https://www.idealist.org>
9. JustServe – <https://www.justserve.org>



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RESOURCES: Free Online Platforms



10. Meetup – <https://www.meetup.com>
11. Mobilize – <https://www.mobilize.us>
12. Nextdoor – <https://nextdoor.com>
13. Reddit (e.g., r/volunteer) – <https://www.reddit.com/r/volunteer>
14. Serve.gov (AmeriCorps) – <https://www.americorps.gov/serve/volunteer>
15. Taproot Plus (Skills-based projects) – <https://www.taprootplus.org>
16. VolunteerMatch – <https://www.volunteermatch.org>
17. Your Nonprofit's Website – (e.g., www.yournonprofit.org/volunteer)

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RESOURCES: Education-based Partners



1. **High Schools** – Guidance counselors or clubs to offer service hour opportunities.
2. **GED and Adult Education Programs** – Invite students for resume-building service.
3. **Homeschool Co-ops** – Share flyers and offer family-friendly group volunteer events.
4. **Afterschool Providers (Boys & Girls Clubs, YMCA)** – Joint projects w/parents and teens.
5. **Colleges & Universities** – Career services to offer volunteer or internships opportunities.
6. **Fraternities/Sororities** – Propose group service projects tied to philanthropy requirements.
7. **Parent-Teacher Associations (PTAs)** – Share your flyer with parents interested in community service.
8. **Alumni Associations** – Invite members for professional or skilled volunteering.

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RESOURCES: Businesses & Employers



1. **Corporate HR or CSR Departments** – Propose employee volunteer days or service events.
2. **Banks & Credit Unions** – Often allow employees to volunteer; ask to speak at staff meetings.
3. **Law Firms & Accounting Firms** – Offer skills-based volunteering (board service, pro bono work).
4. **Professional Associations (CPA, Bar, HR, Marketing)** – Propose skills-based volunteering (e.g., board service, marketing help).
5. **Real Estate Agencies** – Invite them to sponsor and volunteer at community events.
6. **Grocery Stores** – Ask to post flyers in breakrooms or partner for holiday service drives.
7. **Restaurants & Coffee Shops** – Post flyers on bulletin boards or recruit staff for short-term events.
8. **Fitness Centers & Yoga Studios** – Team volunteering or co-host community wellness events.
9. **Chambers of Commerce** – Ask to present at a meeting or be included in the member newsletter.
10. **Coworking Spaces (e.g., WeWork, Regus, local hubs)** – Post flyers or host a volunteer mixer.

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RESOURCES: Civic And Social Services



Civic and Government Agencies

1. **Libraries** – Promote on library boards.
2. **City Councils or Mayors' Offices** – Be listed as a partner or included in city e-newsletters.
3. **Courts** – Register to accept court-mandated volunteers.

Health & Social Service Agencies

1. **Hospitals** – Partner on health fairs.
2. **Community Health Centers** – Recruit volunteers for health education or outreach.
3. **Mental Health & Recovery Centers** – Invite peer support volunteers or wellness event support.

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RESOURCES: Faith-based & Special Populations



Faith-Based Institutions

1. **Churches / Temples / Mosques** – Connect with missions/outreach leaders to speak at services or request volunteers for events.
2. **Faith-Based Schools** – Offer student service projects or retreats.
3. **Interfaith Councils** – Partner on joint service projects or host community-wide volunteer days.
4. **Clergy Alliances or Ministerial Associations** – Distribute volunteer needs across congregations.

Special Population Supporters

1. **Veteran Organizations** – Engage veterans in meaningful community projects.
2. **Reentry Programs** – Offer purpose-building volunteer opportunities to individuals rebuilding their lives.
3. **Job Training & Workforce Development Centers** – Help participants gain soft skills through volunteer roles.
4. **Foster Care Agencies / DFCS Offices** – Involve staff or families in joint service volunteer opportunities.

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RESOURCES: Hobby Groups & Community



Specialty and Hobby Groups

1. **Arts & Crafts Clubs** – Invite members to help with creative workshops or mural projects.
2. **Photography Clubs** – Ask for pro bono photo coverage of events or program documentation.
3. **Gardening Clubs / Master Gardeners** – Partner for beautification or horticulture programs.

Community-Based Organizations

1. **Neighborhood Associations / HOAs** – Ask to speak at meetings or include flyers in newsletters.
2. **Community Centers** – Co-host volunteer fairs or informational sessions.
3. **Youth Sports Leagues** – Recruit parents and teens during off-season.

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WHAT COULD GO WRONG & PREVENTION

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WHAT COULD GO WRONG

Your Organization:

- Miscommunication of Roles and Expectations
- Lack of Supervision and Training
- Lack of Data Security
- No Background Check
- No Liability Insurance for “Volunteer-Related Incidents”
- Legal Compliance Failure (Charitable Immunity, wage and hour laws)

Your Volunteers:

- Misrepresentation
- Breach in Data & Sensitive Information
- Non-compliance with policies
- Criminal behaviors pose risk
- Injuries caused by volunteers
- Acts not covered by Volunteer Protection Act.
- Burn out



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WHAT COULD GO WRONG

INJURIES

- Injuries to volunteers
- Injuries caused by volunteers

LAWS

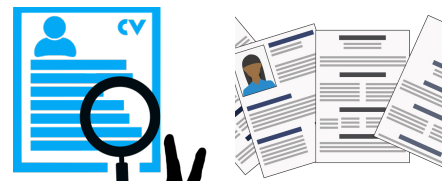
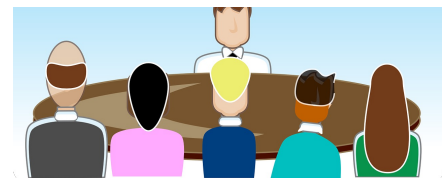
- **Volunteer Protection Act** - federal level of protection to volunteers, directors, and officers of nonprofit organizations from liability for harm caused by their acts or omissions on behalf of the organization, given the act was within the scope of their responsibilities and they were properly licensed or certified.
- **Charitable Immunity** - some states in the U.S. protect nonprofit organizations from liability in lawsuits against alleged negligence.
- **Wage and hour laws** - Fair Labor Standards Act (FLSA), regulate the status of volunteers versus employees, and stipulate when an individual must be compensated as an employee rather than serve as a volunteer.



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Considerations:

- Safe workplace
- Require applications
- Screening & background checks
- Training & supervision
- Insurance
- Volunteer Agreement



PREVENTION

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INTERVIEWING QUESTIONS

Get to know your new volunteers and their motivation for getting involved. Here are some questions you can ask:

- How did you hear about us?
- What motivated you to get involved?
- What type of projects are you interested in?
- Do you have any special or technical skills?
- How do you prefer to be contacted?
- What resources do you need from us?
- Is there anything that we have not asked, that you would like for us to know?

**Must adhere to standards of conduct



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MANAGING & RETAINING VOLUNTEERS

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1. Communicate expectations
2. Be accessible
3. Provide accommodation whenever necessary
4. Provide autonomy
5. Mastery
6. Purpose
7. Respect their time

MANAGING VOLUNTEERS


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TRAINING VOLUNTEERS

Onboarding - a deliberate process of helping new volunteers acquire the necessary knowledge, skills, and behaviors they'll need to become effective members of your organization.

As a rule of thumb, make sure that every new volunteer receives at least:

- A warm welcome
- Some background information about your nonprofit
- A task description & explanation of how their time helps your cause
- An introduction to a staff member that they can go to for help
- A handout that sums it all up in case they forget!



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THANK YOU LETTER TO A VOLUNTEER AFTER AN EVENT

Dear Kelly,

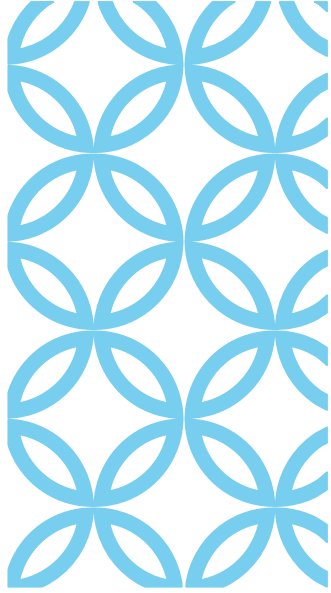
Thank you so much with your hard work during our last food drive. With your help, this event brought in 500lbs of nonperishable food to help feed children in low-income areas of our community. Because of your efforts, we are able to ensure that all children have access to three nutritious meals every day. We would not be able to fulfill our mission of meeting the nutritional needs of the community's children without the generosity of volunteers like you.

Thanks for all that you do. Your willingness to give freely of your time and talent is greatly appreciated, and your efforts have truly made a difference in our community.

Sincerely,

Winston Bradly,
Executive Director of ABC Foundation, Inc.

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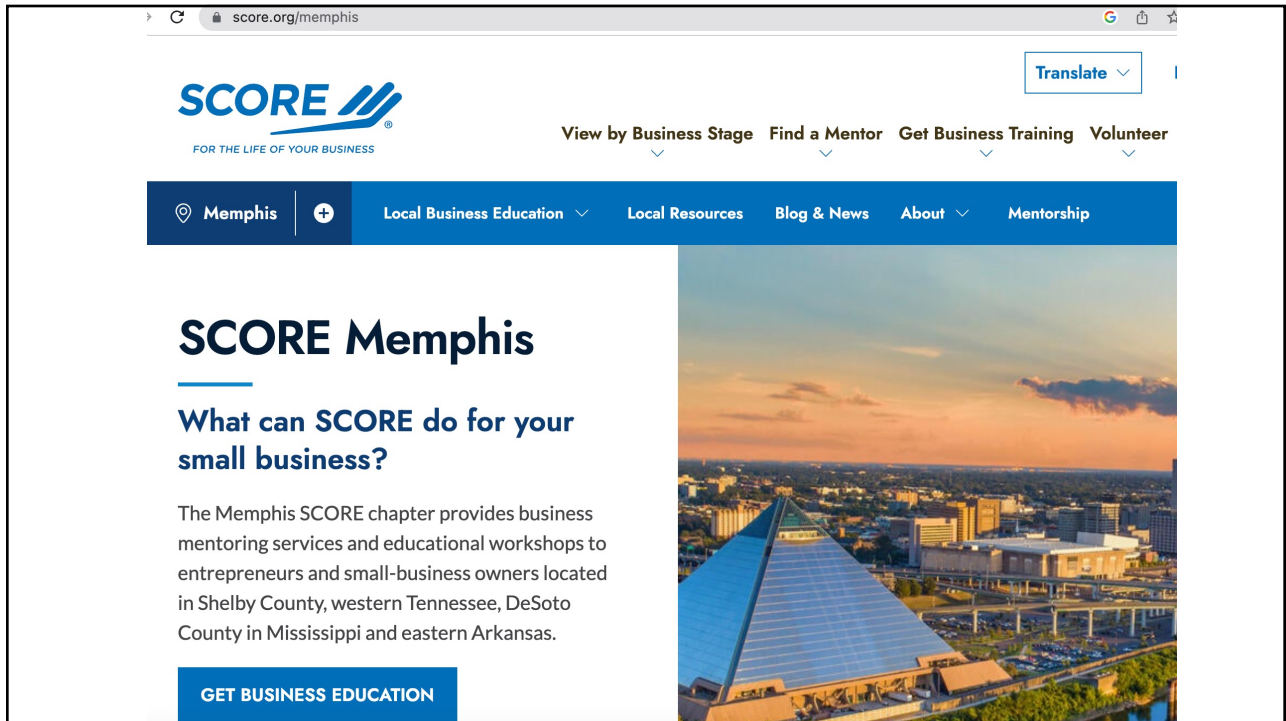


“Today I choose to live with gratitude for the love that fills my heart, the peace that rests within my spirit, and the voice of hope that says all things are possible.”

Anonymous

GRATITUDE

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score.org/memphis

SCORE
FOR THE LIFE OF YOUR BUSINESS

Translate

View by Business Stage Find a Mentor Get Business Training Volunteer

Memphis Local Business Education Local Resources Blog & News About Mentorship

SCORE Memphis

What can SCORE do for your small business?

The Memphis SCORE chapter provides business mentoring services and educational workshops to entrepreneurs and small-business owners located in Shelby County, western Tennessee, DeSoto County in Mississippi and eastern Arkansas.

GET BUSINESS EDUCATION

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Cheryl Smith, CEO
Dewlyn Nonprofit Services
National Nonprofit Trainer & Coach

What I do each day...

1. Establish nonprofit organizations
2. Grant proposal-writing
3. Strategic Planning
4. Group coaching and training



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Thank You!



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