RETAIN AND RECRUIT VOLUNTEERS

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vol·un·teer

As the dictionary defines the word volunteer:

noun

plural noun: **volunteers**

1. a person who freely offers to take part in an enterprise or undertake a task.

2. a person who voluntarily undertakes or expresses a willingness to undertake a service: such as

a: one who enters into military service voluntarily

B (1): one who renders a service or takes part in a transaction while having no legal concern or interest

intransitive verb

1. to offer oneself as a volunteer

Reasons Why We Don't Volunteer

- No one ever ask
- I didn’t know the PTA needed volunteers
- To receive personal recognition
- The last time I attended an event it seemed very unorganized
- Diversity – The PTA does not look like me
- I didn’t think I would fit in. The group looked very cliquish
- The last time I volunteered, the president rushed through the instructions when he was telling me what I needed to do
- The last time I volunteered, no one ever said thank you
- I think it takes too much time to volunteer
- The PTA doesn’t seem inviting and they act like they don’t need me
- I don’t have a high school diploma or the education needed
- My children will not be going to this school after this year

Who Do Volunteers Look Like

Why We Don't Ask For Volunteers

- FEAR
  - We fear they may take over
  - Fear that they don't know what we know and they will mess everything up
- We feel they may not be qualified
- We don't like talking to people
- Prejudge - We don't like the way they dress or look
  - We heard that they are homeless or in transition
- We feel they are not dependable
- They are not a PTA member
- They told me NO before
- I really don't know what I'm doing and I may give the wrong information
- Their child is leaving the school next year

Reasons Why People Volunteer

- To feel connected to a cause or purpose
- They have a personal interest or want to receive personal gratification
- To receive personal recognition
- They have a need to feel wanted or needed
- To have an impact in the community or association
- To build their resume or explore a career
- To gain leadership skills
- To learn something new
- To meet new people and/or gain new friends
- To feel good or proud
- They have a passion for helping others

Volunteers Provide:

- Information
- Talents
- Support
- Leadership
- Manpower
- Help
- Organization
- Details
- Vision
- Customer Service

Where Do We Get Volunteers

- Parents of our students
  - Open House / Back to School Fair
- Teachers from school
- PTA members
- Local Churches
- Senior Assisted Living Homes
- Meet them in the line at the grocery store
- Local coffee shop

Don'ts and Do's

DON'TS

- Be negative about PTA or Volunteering
- Pre-Judge or assume
  - Don't judge the parent based on what you know about their child(ren).
- Take on tasks, events, meetings, confrontation, or projects alone
- Harbor ill feelings or hold grudges
- Get frustrated
- Brag about previous or other volunteers
- Toot your own horn
- Ignore those who are helping
- Create or be involved in a cliques or give the impression that PTA is an elite and exclusive group
- GOSSIP OR TALK ABOUT THE VOLUNTEERS
  - If you don't have anything nice to say don't say it at all
  - Don't give your opinion about someone

DO'S

- Maintain a positive attitude
- Be inviting, approachable and welcoming.
- Invite everyone to join PTA and volunteer
- Be organized and plan events
- Be open to new ideas and suggestions
- Communicate in several different ways
  - Email, phone call, text message
  - Be willing to explain the task several times (in a nice voice tone) if the volunteer does not understand
- Be respectful of the volunteers time
- Explain the advocacy in PTA and Volunteering
- Be the example of a great volunteer
- Follow-up after your initial meeting, call and email within 48 hours of obtaining their phone number.
  - Call them if you haven't seen them in a few days or if they miss an event.

- **A**sk for **S**omeone's **K**nowledge
  - Get to know your volunteers talents.
  - Ask questions
  - Get to know your volunteers
- **A**cknowledge **S**pecial **K**indness
  - Create name tags for your volunteers. This help others acknowledge volunteers too.
  - Mention volunteers by name during the welcome of a meeting or event.
- **A**ppreciate **S**pecific acts of **K**indness
  - Send thank you notes after a volunteer provides a service or their time.
  - Provide public Thank you
  - Send an email thanking them.

- **Specific**
  - Give specific details of what you want your volunteers to do
  - Possible training prior to your event
  - Outline details of is required
- **Shadow**
  - Provide an opportunity for volunteers to shadow someone who may have volunteered in the same position in the past
- **Show**
  - Show your volunteers how valuable they are to your unit, event, and/or project.
  - Show them with details what you would like them to do

- **Kudos**
  - Always give kudos big and small
  - Possible training prior to your event
  - Outline details of is required
- **Knowledge**
  - Everyone has different talents and knowledge which are to be used to have successful events and meetings.
- **K.I.S.S. – Kiss It Simply Specific**
  - Have a plan of action
  - Provide as many details as possible
  - Communicate on a regular basis via email, text message, and phone calls.
  - Keep your events simple, not complicated.

ASK SOMEONE'S KNOWLEDGE

Confidence in Asking

- Be confident in asking someone to volunteer
- Have a 2 minute and 5 minute elevator speech memorized and ready
- Memorize at least 3 benefits to volunteering with PTA
- Try not to talk yourself out of asking someone to volunteer
- Be willing to continue the conversation
- Be willing to ask the same person to volunteer more than one time.
- Be willing and ready to build relationships
- Be willing to give your phone number to the person you are asking to volunteer.
- Be willing to learn something from the person/people you are asking to volunteer
- Choose something about the person to remember them when you see them again.

Overcome Objectives

- I don’t have time
  - I totally understand. When I first join PTA, I thought I didn’t have time. Now the joy I get from putting smile on our students faces makes me find time in my busy schedule
  - I totally understand. The next time you are at the grocery store, do you think you can pick up a large bag of candy and donate it to PTA?
- I don’t want to embarrass my child by being at the school
  - Yes, I thought the same thing. Now, that I have been volunteering, I’ve adopted other students that expect me to assist them with their work. It has actually made my child a little more popular and less shy.
- PTA is a clique and I don’t want any part of it.
  - Many parents have preconceived ideas equating parent groups with cliques. PTAs have to actively reach out to counter the idea that their group is an exclusive club and they are working hard to welcome new volunteers. Personal connections can serve to breakdown cliques.

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Retain… Don't Run Them Away

- Contact volunteers well before you need them to patriciate or volunteer
- Include them in the planning process of your event or meeting
- Always give kudos and recognition after your event
  - Send thank you cards, send an email, post on Facebook
- Be willing to apologize if something goes wrong, if you do something wrong or they interpret something wrong
- Introduce new volunteers to previous volunteers upon arrival
  - Introduce volunteers to your executive team
- Be respectful of your volunteers time and their availability
- Ask teachers and the principal to ask parents to volunteer
- Provide incentives for people to volunteer
  - $5 gift card to Starbuck's (some restaurants will donate gift cards)
  - Dress down passes for students when parents volunteer
- Make volunteering fun not work

Fun, Laughs & Memories

- Volunteers want to participate in something fun
- Volunteers want you to BE PREPARED for them
- Volunteers want to feel welcomed
- Volunteers Want Good Training
- Volunteers want to know how much time the task will take
- Volunteers want to learn something new
- Volunteers want to receive good communication
- Capture the memories and post them with their consent
- Volunteers want to be appreciated
- Volunteers want to do interesting work
- Volunteers expect to give, in order to get something back
- Volunteers want to be socially connected
- Volunteers want to have fun