

Volunteer Retention



**Encouraging Volunteers to
Stay!**

- 
- **Everything you do as a volunteer manager is either....**

**... an invitation for the
volunteer to stay**

OR

...an invitation to go



Objectives

- **Recognize the benefits of volunteer retention**
- **Identify and discuss factors that impact volunteer retention**
- **Brainstorm strategies to address volunteer retention**
- **Review some current retention findings**



Volunteer Retention Benefits Activity



Basic Motivational Needs

- **Affiliation**
- **Achievement**
- **Power**



Volunteer Retention – Key Findings

- **1 of 3 who volunteer in one year do not volunteer the next year.**
- **States with high volunteer rates tend to have high rates of retention.**
- **Volunteer retention rates, similar to volunteer rates, increase with age.**
- **The higher the level of education, the more likely to continue to volunteer.**



Volunteer Retention – Key Findings

- **Volunteers who devote more time to volunteering have the highest retention rates.**
- **Volunteer retention is related to type of organization and the activities that the volunteer performs.**



Retention Factors Activity



Retention Factors

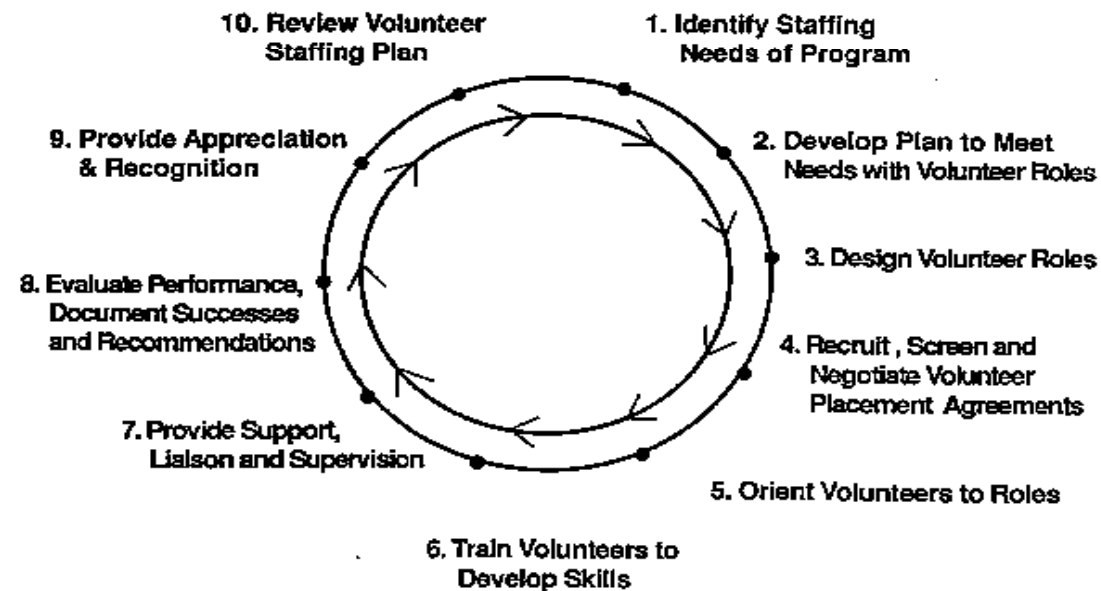
- **Expectations**
- **Rewards**
- **Rules**
- **Climate**
- **Systems**
- **Setting**
- **People**
- **Success/Impact**
- **Communication**
- **Individualism**



Volunteer Retention

- **Culmination of all prior planning**
- **Successful only if all other elements of a fully functional volunteer management program are in place.**

Cycle of Volunteer Staffing





Steps in Cycle

- **1) Identifying Staffing Needs**
- **2) Describe Volunteer Roles to Meet Needs**
- **3) Design Volunteer Roles**
- **4) Recruit, Screen, & Place Volunteers**
- **5) Orient Volunteers**



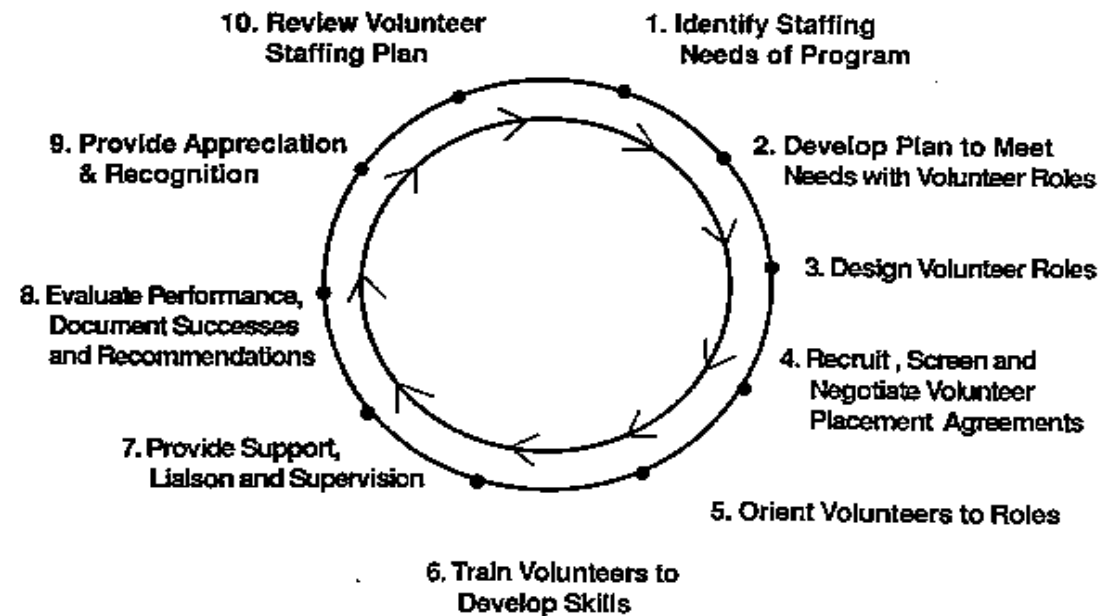
Steps in Cycle

- **6) Train Volunteers**
- **7) Provide Support, Liaison, and Supervision**
- **8) Evaluate Performance, Document Success, and Make Recommendations**
- **9) Provide Appreciation and Recognition**
- **10) Review Staffing Plan**



Retention Activity – Strategies

Cycle of Volunteer Staffing





“Disconnect” Differences

- **Expectations**
- **Rules**
- **Access to Information**
- **Resources**
- **Status**
- **Authority**
- **Regard**



Keys to Volunteer Retention

- **Address Motivational Needs**
- **Address Sense of Belonging**
- **Treat Volunteers as Equals**
- **Seek/Promote Opportunities for Interaction**



Keys Continued....

- **Respect and Utilize Diversity**
- **Facilitate Ownership**
- **Celebrate/Recognize Accomplishments**



Baby Boomer – Key Findings

- **Baby boomer volunteer today at higher rates that past generations did at the same age.**
- **Remaining in the workforce increases the likelihood they will continue to volunteer.**
- **High volunteer rate is tied to education level and propensity to have children later in life.**



Baby Boomers – Key Findings

- **Baby boomers appear to have different volunteer interests than past generations.**
- **Baby boomers who engage in professional or management volunteer activities are more likely to volunteer from year to year.**
- **The more hours a boomer volunteers, the more likely he/she will return from year to year.**



Basic Rule of Retention

- **Retention doesn't happened in a vacuum.**
- **Don't waste the volunteer's time.**
- **Let volunteers do the work they want to do.**
- **Thank volunteers for their efforts**
- **Don't automatically assume you've lost a volunteer.**



Volunteer Retention

- **By practicing good sound management techniques you will go a long way toward motivating volunteers to continue.**

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