

Personal notes of Bryan Much in support of Volunteer Recruiting and Retention Discussion Sessions

Some major categories to discuss are:

TRADITIONAL CLUBS VS SOCIAL MEDIA

GRAYING OUT OF CLUB LEADERS AND VOLUNTEERS

MANAGING TIME/COMMITMENT EXPECTATIONS (some can give a little contrasted against some that can give a lot – make it known that generally all levels of participation are important)

FORMING NEW CLUBS

Need/purpose/project or they will dissipate. Don't start a club too far ahead of a project.

Need mentor/guidance

General notes:

Millennials don't join.

People pay to attend events. Happy to just write checks.

The socialization of clubs replaced by social media.

If you wanted to ride with a group, joined a club. Needed tech help? Joined a club. Now internet.

Politics – both club politics and introducing external politics into a club.

Leaders or members that drive people away because of their personality.

Club burnout.

Some don't volunteer because see what happened to others that volunteered. They did one project and then were immediately tasked with another.

Fill commitment, let them move on.

1990 – avg rider was 32

2009 – 40

These days – 47

2009- 11M riders

2013 – 13M riders

81% male

19% female

Avg age of a street club – mid 60s.

Old guys arguing at a meeting.

Are we seeking volunteers by reaching outside our own little circle?

Term limits for officers?

Leader turnover – stagnation vs new ideas.

As grow older, vols want to step back and enjoy themselves more.

Young volunteers might not trust themselves.

Volunteerism survey:

65+ vol 94 hrs/yr

Other age groups half or less that time.

16-19 36 hrs/yr

Don't waste people's time. They won't be back. Example about trail maintenance.

Bennies of volunteering:

Make friends

New skills

Happier/healthier

Sense of self-worth

Connect with community to make it a better place.

Practice and develop your social skills.

Introverts.

Meaningful connections to others reduces stress and combats depression.

Being helpful to others delivers immense pleasure.

Increases self-confidence.

Sense of purpose.

Advance your career. Get experience. Public speaking. Marketing. Diversion from the rest of your life.

Some work alone vs working as part of a team or group.

Work behind the scenes or up front?

How much time?

What skills do you have?

Rotate jobs.

2-23 hours/wk or 100 hrs/yr may be good for some.

Needs to be fun and rewarding versus another chore on the to-do list.

Vols should understand what is expected.

Vols should not force themselves into a bad fit or a role they dislike.

Encourage people to join/stay.

Some happy doing the work. Some feel under-appreciated.

Club-related perks.

Recognition.

Development paths.

Flexibility – not paid employees.

ID exactly what we need vols for.

Develop a recruitment program.

Create clear responsibilities for vols.

Ensure they feel part of the team.

Use social media to spread the word.

It takes planning and work to get volunteers and to get them to stick around.

Specify jobs and skills needed.

Make it win-win. Not just club needs but how vol will be served as well.

Support something they believe in.

Swag, public recognition, vol appreciation day.

Give them a great experience.

Young people bring energy and passion. May not have wisdom, but work with them. They see world differently. Many have been exposed to more diversity than earlier generations.

Flexibility.

Many hands make light work.

Mission focused.

Recognition and appreciation.

Give vols a strong orientation to the organization. Make sure they understand what it is all about.

They need to know who is in charge and what they are doing. Transparency.

Accessible leadership.

Give vols a say. Give them a voice.

Listen.

Motivating vols is harder than motivating employees.

Vols looking for satisfaction, the chance to contribute to a good cause, or have fun.

Ignoring the performance of people is almost as bad as shredding their effort right before their eyes.

Experiment: monetary bonus, pizza voucher, texted compliment. All three good but compliment longest lasting.

Reluctant vol that gets public appreciation will likely will step up for next project.

Friction: Will it be worth my time? Will I look like a fool? Will it be too hard? Will anyone care? Path of least resistance is to avoid all that bad potential.

Make it easier to participate. Break tasks into smaller ones.

Vols often put in more effort than required.

Interview vols to get their ideas.

Listen to your best employees and create a shared culture based on their values.

The values of your most motivated vols can get other people excited to volunteer.

Encourage vols to ID problems they want to solve and let them find ways to do it.

Encourage vol mingling at meetings. Get conversations started.

FB group for vols – have some fun too.

Recognize them. Make them feel special.

Leaderboard for most hours. Rewards.

At meetings ask vols if there is something they want to take on.

E-mail survey to find out about skills people have.

Vol interest survey/targeted e-mails.

Testimonials from other volunteers.

Pictures of vols having a good time – trail work.

Current vols can be best recruiters.

Always be ready to recruit. Conversations pop up. Follow-up.

Have an elevator speech ready.

Look at good contributors on social media and recruit them.

Recruitment business cards.

Bring a friend.

Circle back to former vols after a period of time. “No” doesn’t mean forever.

No can mean later – circle back.

Balance – is it a good time or a good fit. Don't force it or manipulate it.

Give vols a title.

Trial basis – suggest 6 mos and see what happens.

Suggested reading:

[The Decline Of The Motorcycle Club - Best Rest Products](#)

[Passing the volunteer torch · Montana Fourth Estate Project](#)

[Volunteering and its Surprising Benefits - HelpGuide.org](#)

[4 tips for finding volunteers for your young or small nonprofit \(getfullyfunded.com\)](#)

[Five tips to attract young volunteers - Volunteer Matters - Castanet.net](#)

[6 ways to recruit and retain more volunteers at your club | LoveAdmin](#)

[Why can't I get a volunteer? \(linkedin.com\)](#)

[Column How to get volunteers to do what you want | Rotary International](#)

[20 Ways to Recruit Volunteers for Your Nonprofit \(signupgenius.com\)](#)

[4 Effective email campaigns to recruit more volunteers for your association \(yourmembership.com\)](#)

[Volunteer Incentives and Engagement Ideas That Won't Cost Your Organization A Dime | Track It Forward](#)