

The Three R's of Volunteer Management

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You are in the right place.

- If you work with volunteers.
- If you rely on volunteers to accomplish your mission.
- If you get frustrated with your volunteers (sometimes).

Where are we?



- Edwardsville/Glen Carbon
- St. Louis MSA & University Town
- 500 Members
- 3 Full Time Staff
- 15-20 Ambassadors
- 5-Star Accreditation from U.S. Chamber of Commerce

How did we get here?

- Started as membership director in 2017.
- Inherited a fresh batch of volunteers who were willing but wandering.
- Developed a volunteer management structure that led to increased effectiveness and engagement.

The Three R's of Volunteer Management

- Recruit
- Retain
- Recognize

Recruit

- The best volunteers are recruited. Carefully select them.
- Look and listen for those who “want to get more involved.”
- Pair their strengths with your challenges.
- Clarify expectations.
- Establish a test drive process.

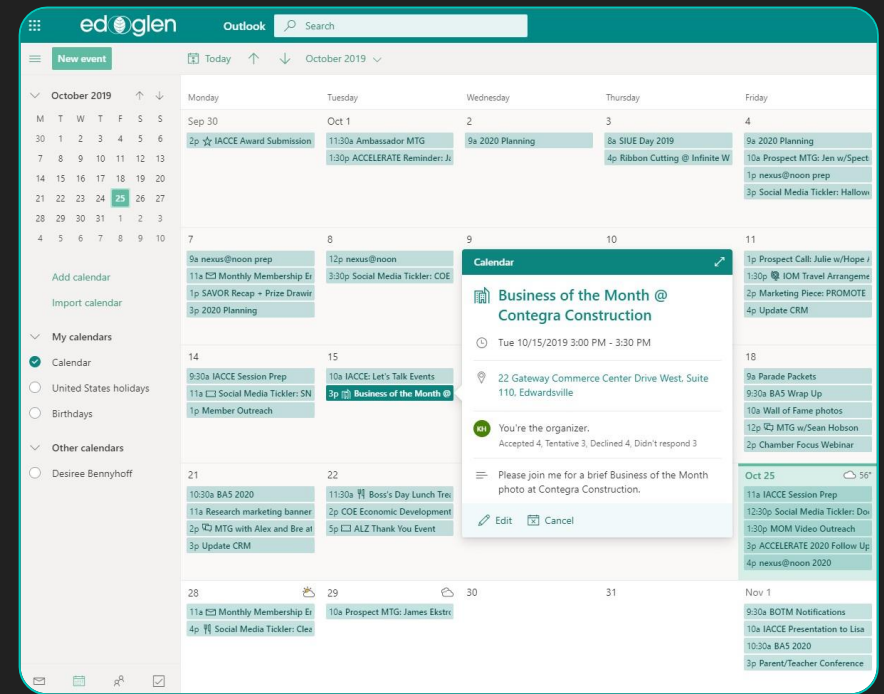
“A rigorous recruitment process often leads to a higher level of engagement.”
- Mary Byers

Pulse Check: Recruit

- How are you currently recruiting volunteers?
- Are you finding the right people?
- What is **ONE THING** you could try to enhance your recruitment efforts?

Retain

- Provide a clear on ramp and off ramp.
- Regular training with bite sized pieces of information.
- Dedicate time to individual engagement.
- Give your volunteers some ownership. Trust them.
- Give specific assignments/roles.
- Ask for feedback and do something with it.



Pulse Check: Retain

- What are you currently doing to retain your best volunteers?
- Are the expectations clear?
- Is there **ONE THING** you could incorporate to increase retention?

Recognize

Ambassador Motivation Assessment

Please circle the TOP 5 Reasons you choose to serve as an ambassador.

Sense of Accomplishment	Learning New Skills/Info	Access to Influencers
Contributing to a Worthy Cause	Ability to Influence Others	Sense of Belonging
Using Your Talents or Sharing Your Expertise	Giving Back to the Community	Increased Level of Responsibility
Recognized by Other Leaders	Meeting Professional Goals	Meeting and Connecting with Others
Interesting, Exciting Work	Sense of Effectiveness	Building Relationships

Below is the point breakdown for specific ambassador service:

20 POINTS	recruiting a new chamber member
15 POINTS	working at a chamber fundraiser
10 POINTS	accompanying Katie on a prospect appointment
10 POINTS	serving at monthly BA5 event
10 POINTS	referring a prospect to Katie (including phone & email)
5 POINTS	serving at ribbon cutting/ <u>ground breaking</u> ceremony
5 POINTS	attending breakfast or lunch chamber networking programs
5 POINTS	attending a government affairs program
5 POINTS	attending any other Ed/Glen Chamber professional education event
5 POINTS	attending monthly ambassador committee meeting

- Understand what motivates your volunteers. Do more of it.
- A little incentive goes a long way.
- Don't underestimate the power of competition.
- Make their impact clear. Highlight their contributions.
- Make them feel special.

Pulse Check: Recognize

- How do you recognize the efforts of your volunteers?
- Do you know what motivates your ambassadors?
- What **ONE THING** could you do to show some appreciation?



Results

- Intentional recruitment → **higher percentage of membership represented**
 - 2017 = 9 industries
 - 2018 = 11 industries
 - 2019 = 12 industries

Results

- Clear expectations → **greater retention of ambassadors for multiple years**
 - 2017-2018 = 1 recruited, 75% retained
 - 2018-2019 = 4 recruited, 95% retained

Results

- Annual recognition → **significant increase in activity points earned**
 - 2017 = 285
 - 2018 = 360
 - 2019 = 460
- Monthly recognition → **doubled new member referrals**
 - 2018 = 10 referrals
 - 2019 = 21 referrals

Retire: Bonus Content!

- Give underperformers a chance to do the right thing.
- Suggest a more effective place for the volunteer to plug in.
- Show appreciation for what has been done.
- Pay attention to their world.
- Avoid blindsiding.

Reframe: Extra Bonus Content!

- Volunteers want to be led. Be consistent.
- Volunteers should work to replace themselves.
- Roll up your sleeves and get in the trenches.

Questions?

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