

Volunteer Recruitment and Retention

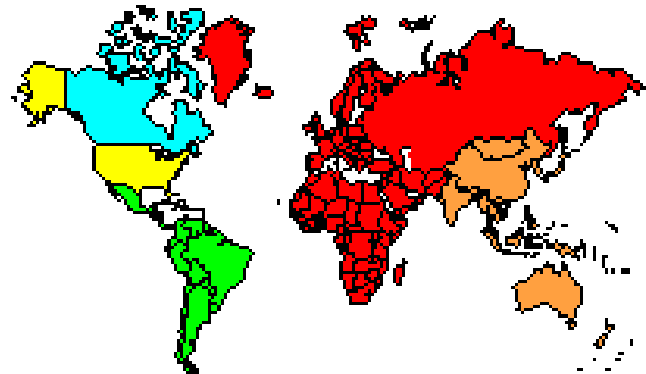


John Conrad
Boston Section



Topics to Be Covered

- **The Challenge**
- **My Experience**
- **Tools Available**
- **Tips for Recruiting and retaining**
- **Things to Avoid**



The Challenge



Finding volunteers is a problem

- The “Few” do all the work
- The “Few” burn-out and drift away
- Newcomers are wary of joining a committee
- Newcomers do not want responsibility
- Nobody has any time to volunteer

Television

... but they do have time to watch TV!



Research shows:

“People who say that TV is “their primary form of entertainment” ...volunteer less and work on community projects less often, attend fewer dinner parties and fewer club meetings, spend less time visiting friends, entertain at home less, picnic less and are less interested in politics.”

“Bowling Alone” – Robert Putnam

The Solution?



I have no idea how to solve this problem!!!

However.....

- I do have some experience
- I have seen what has worked.
- I have seen what does not work.
- I have a number of ideas that may be useful to you.

My Experience



- **IEEE member for 10 years**
- **Vice-chair Boston Section**
- **Section Chair – Florida West Coast**
- **Section Treasurer – Florida West Coast & Boston**
- **Conference Treasurer –
WAMICON Conference 2004, 2005, 2006**
- **Conference Treasurer –
I&CPS Conference 2000, 2004**
- **ASQ Section Chair - Tampa**

IEEE HQ Website

- You are not the first to experience this problem: 324 sections have a challenge getting volunteers
- IEEE have provided a lot of useful information on the website
- Shamelessly steal ideas from the website!



http://www.ieee.org/web/geo_activities/units/volunteer/index.html

Volunteer Recruitment Toolkit

This tool kit has been developed to provide IEEE Units with ideas for recruiting local IEEE members who may be interested in volunteering time to help lead in IEEE activities. Included in this package are:

- Tips for recruiting volunteers
- Job descriptions for Section and Subunit officer positions
- The importance of recognizing the efforts of volunteers
- Customizable volunteer recruitment brochure
- One-page handout or flyer (suitable for bulletin boards)
- Surveying local members about volunteering
- A presentation on recruiting tips:
“**Recruiting, Nurturing & Retaining Volunteers**”
by Don Bramlett, Southeastern Michigan Section

POINTERS FOR RECRUITING & RETAINING VOLUNTEERS

- **Identify the job**
- **Making Contact**
- **Try to match interests and motive for volunteering**
- **Provide clear deadlines**
- **Training**
- **Meeting Logistics**
- **Monitoring**
- **Feedback**
- **Show appreciation**



http://www.ieee.org/web/geo_activities/rab/scs/volunteer/recruit.html

12 BASIC NEEDS THAT ALL VOLUNTEERS SHARE



According to one expert, there are 12 basic needs that all volunteers share*

- 1) A specific manageable task with a beginning and an end.
- 2) A task that matches the interests and reasons for volunteering.
- 3) A good reason for doing the task.
- 4) Written instructions.
- 5) A reasonable deadline for doing the task.
- 6) Freedom to complete the task when and where it is most convenient for the volunteer.
- 7) Everything necessary to complete the task without interruption.
- 8) Adequate training.
- 9) A safe, comfortable, and friendly working environment.
- 10) Follow-up to see that the task is completed.
- 11) An opportunity to provide feedback when the task is finished.
- 12) Appreciation, recognition, and rewards that match the reasons for volunteering.

(*The list is from “Volunteers: How to Get Them, How to Keep Them” by Helen Little; Panacea Press, Inc. Naperville IL., 1999)

Things That Have Helped Me to Recruit Volunteers

- **Planning Ahead: Find volunteers BEFORE you need them**
- **Making a personal request for help.**
- **Asking a stranger to help with a small task: Identifying a contact in their company**
- **Thanking volunteers generously for doing small things to help**
- **Constantly trying new ideas and not being discouraged by failures**
- **Taking risks! Hosting conferences. Holding seminars. Doing things even if they may fail.**
- **Always remembering that my Section is a service organization: What else can I do to interest, educate or entertain our members?**

Things That Can Hinder the Recruitment of Volunteers

- Do not make general, vague requests for volunteers
- Do not ignore anyone who shows the slightest interest
- Do not waste volunteer time and IEEE money on activities that do not interest, educate or entertain your members
- Do not scare away potential volunteers by overloading them with responsibility
- Do not discuss issues endlessly...act!
- Do not forget to ask someone to help

The Hook

Remember, if you follow my advice your volunteer has now completed a couple of easy tasks without making any commitment.

- **It was a pleasant and satisfying experience.**
- **They have positive feelings towards the IEEE!**
- **So, ask if they would like to help on a regular basis**
 - maybe in a minor role
 - maybe as a committee member
 - maybe as Chapter Chair!

Be cautious, but you have to ask!!



Volunteer Recruitment

The Boston Section needs help.

Call me!! Send an E-mail.

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IEEE HQ Web Site

http://www.ieee.org/web/geo_activities/units/volunteer/index.html

