

Creating a culture of volunteer appreciation in your organization

That just may spark some ideas about how you
recognize your volunteers!

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Presented by Amanda Sokol, Volunteer Management Group, Communications Director



The little things

- Get to know your volunteers – celebrate the details they've shared with you (a milestone anniversary, graduation, first marathon, etc.)
- Tell them not only the impact they've had on your organization but on your role specifically. Tell them why you love your job.
- Timely and sincere thank you's, hand written cards/notes, small gifts, SWAG gifts* Put them in the mail!
- Food, beverages.



Public acknowledgement of your volunteer's involvement

- Talk about the successes in your volunteer program in a blog post, social media post, website, annual report, other publication, etc.
- Write a letter to the volunteer's teacher, employer, etc.
- Awards, certificates.
- Recommendations on Linked In
- Try something different like an Infographic or chart that highlights volunteer's impact on your organization – something they can share.



Involve others!

- Other staff, other volunteers, and Board members
- Clients, members or participants
- Local media
- Volunteer's family or friends
- Collaborate with other organizations to do a joint recognition "event"? Be creative!



Volunteers are unpaid staff and a valued part of your team

- Introduce them to staff and other volunteers
- Have senior management perform the same tasks alongside volunteers when possible
- Ask them what they need/want – *listen* to their answer, follow through.
- Spend time asking their input about their role and the program – formally or informally over a coffee – host focus groups
- Invite them to your celebrations and events
- Inform them of latest news (new hires, staff leaving, strategic direction, etc.)
- Invite them to staff meetings or planning meetings
- Tell senior management about the great work of a specific volunteer or team.



Mix it up!

- Don't always do the same thing
- Use multiple forms of recognition
- Check your numbers



What works in your organization?

Share your most successful recognition event/project/method

- Why was it successful?
- How do you know?
- What percentage of volunteers were included/took part?
- What did you learn?



Audit

Thanks for taking part in today's discussion!

