

“Attracting, Managing and Retaining Volunteers for Your Nonprofit”

Panelists

Erin Pach, Front of House Director
Mayo Performing Arts Center

Jackie Looby, Director, Volunteer Services & Programs,
Cornerstone Family Programs & Morristown Neighborhood House

Moderator

Sally Glick, Principal of the Firm
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SOBELCO

Volunteer Highlights in New Jersey

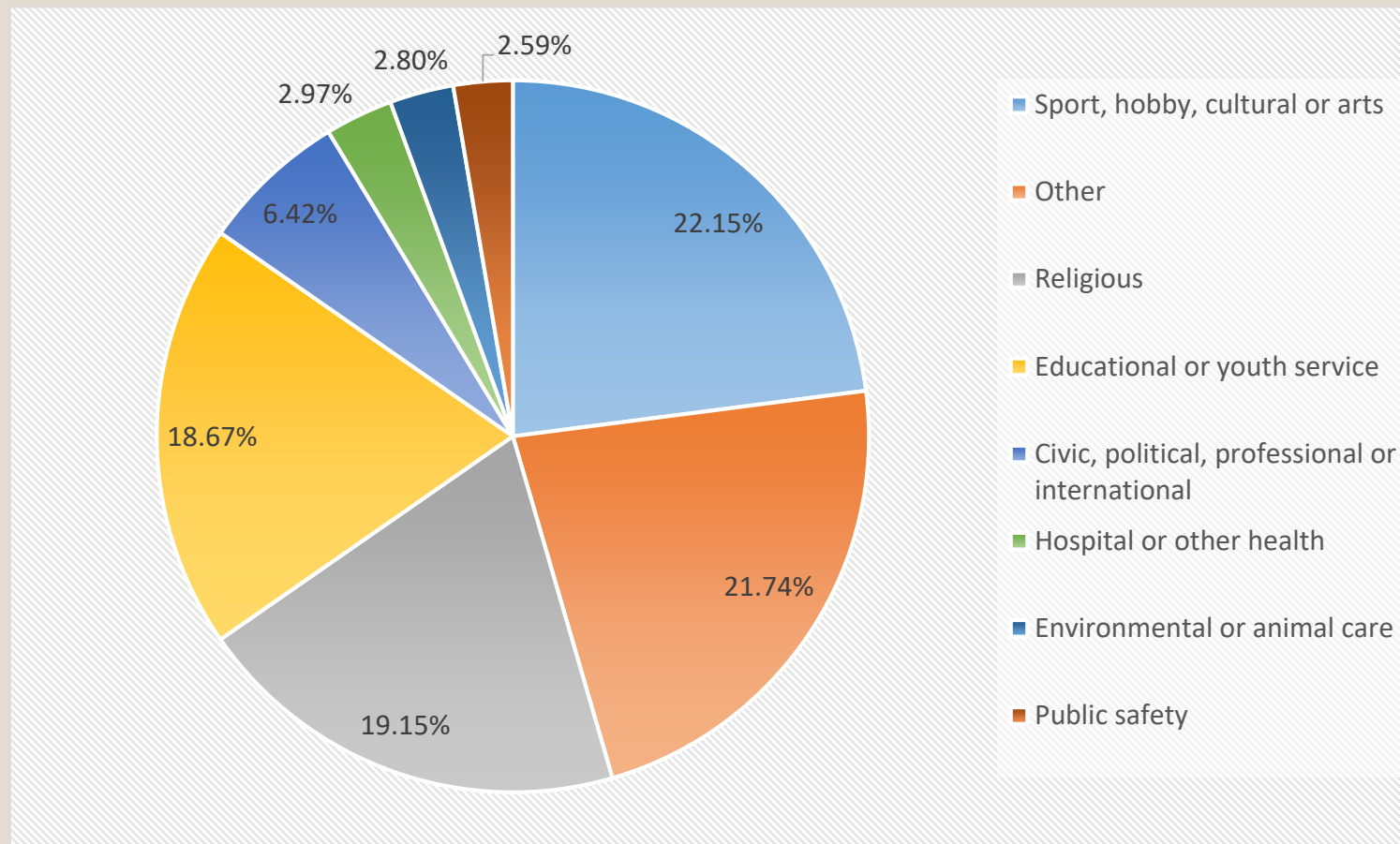
1,863,865 volunteers contribute **162.7 million hours** of service
Volunteer service worth an estimated **\$3.9 billion**



VOLUNTEERS



Volunteers in New Jersey



Attracting Volunteers

Make it easy to volunteer

Make the process straight forward

Help coordinate with corporate volunteers, individuals, groups of all sizes

Schedule convenient dates for volunteers – based on availability



Orientation – Start off Right

- Decide how often to open orientation (twice a year/ongoing throughout the year)
- Educate the volunteers – including the mission, impact, and various programs available
- Tell them what's expected; describe their duties in detail
- Explain the impact they have on the organization, the staff, the clients and the community
- Share the handbook and have them sign off



Effective Engagement/Management

They are on the front lines; what does that mean to them and to the organization

Create a stable volunteer community that supports the organization and each other



Creating Passion

- Emphasize team work and commitment to the program
- Build camaraderie /encourage family atmosphere among the volunteers



Connect to the Organization's Values

Focus on clear communication

Explain how the volunteer role impacts the organization

Reinforce the outcome of individual performances



Incentive and Appreciation – Retention

Participate in volunteer appreciation week

Send hand-written notes

Recognize extraordinary volunteerism with shout outs
(recognize the volunteer of the week?)

Mention volunteer efforts on website, social media, etc.



Contact Information



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