



VolunteerMatch

Recruit, Retain & Inspire with Great Volunteer Stories

What story do you tell to
volunteers?

Does your story educate & inspire?



youtu.be/SzGXyzP_CBw

Why do people volunteer with you?

Volunteers want to make a difference in their community and find a cause they care about.

- Organizations often track quantitative data about volunteers, but that's not the whole story.
- Most volunteers don't volunteer for the hours!

Getting Past Numbers

What's informing your story now?

- What matters to your volunteers?

How do you deploy your mission in the community?

- What are the values or goals that drive your work?
- How are your clients, or the community, helped by the work you do?

What's the problem you're trying to solve?

- What's different or better because of the work volunteers do?

Sharing the Story

Recruit, Retain, & Inspire

For prospective volunteers share how they can make a difference by:

- Reflecting the language, terms, and motivations of your current volunteers.
- Show what's different or better because of volunteers.
- Explain what current volunteers get out of the experience.

Recruit, Retain, & Inspire

Recognize the work of volunteers through impact storytelling:

- Remember what matters to your volunteers & share how they've made a difference.
- Help them share their story with others (word of mouth).
- Connect the work of volunteers to the mission – Why do you do what you do?

Thank You!

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Additional Recognition & Appreciation Resources

5 Languages of Appreciation for Volunteers

Words of Affirmation

Spoken or written.
Honest and personalized.

Examples:
Thank you note, feedback on a job well done.

Quality time

Individual or small group time. Social or role related.

Examples:
Check-in, Feedback coffee, invitation to lunch.

Acts of Service

Support from others, pulling together as a team, all contributing.

Examples:
lending a hand, support for difficult or struggling volunteer, mentor

Gifts

Branded swag or role specific items/tools

Examples:
Clothing, drinkware, supplies to do the work.

Physical Touch

Only as appropriate and only with consent.

Examples:
High-five, fist-bumps, other contact if appropriate.



Recognition Pyramid

Different types of recognition and recognition activities

- All are important
- Individual volunteers will appreciate some more than others

