

# RETENTION OF Volunteers



**Sakis Pappous,**  
Senior Lecturer, Director of Sport Management, University of Kent, UK.



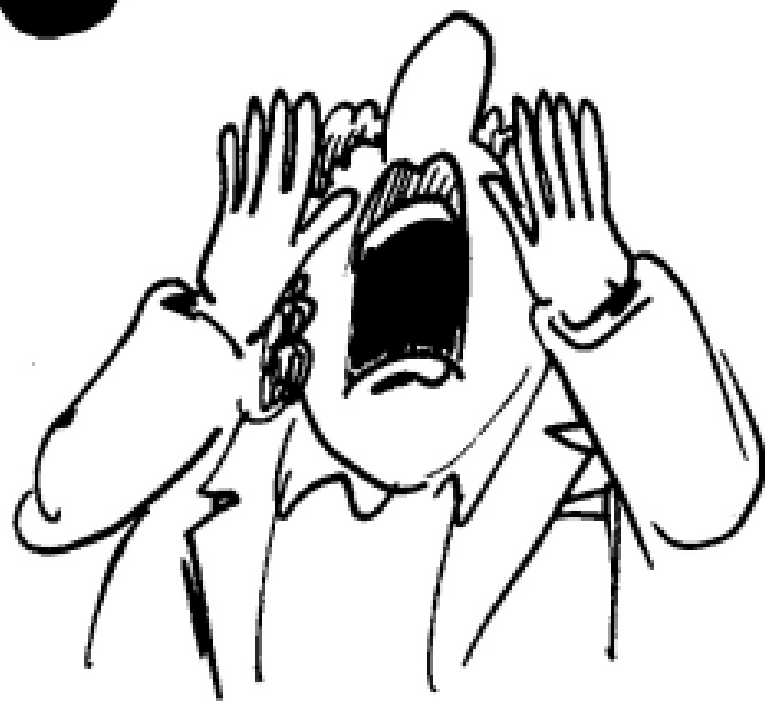
The difficult thing  
is to keep a long  
term commitment...

# The 3 R's in Human Resources Management of Volunteering

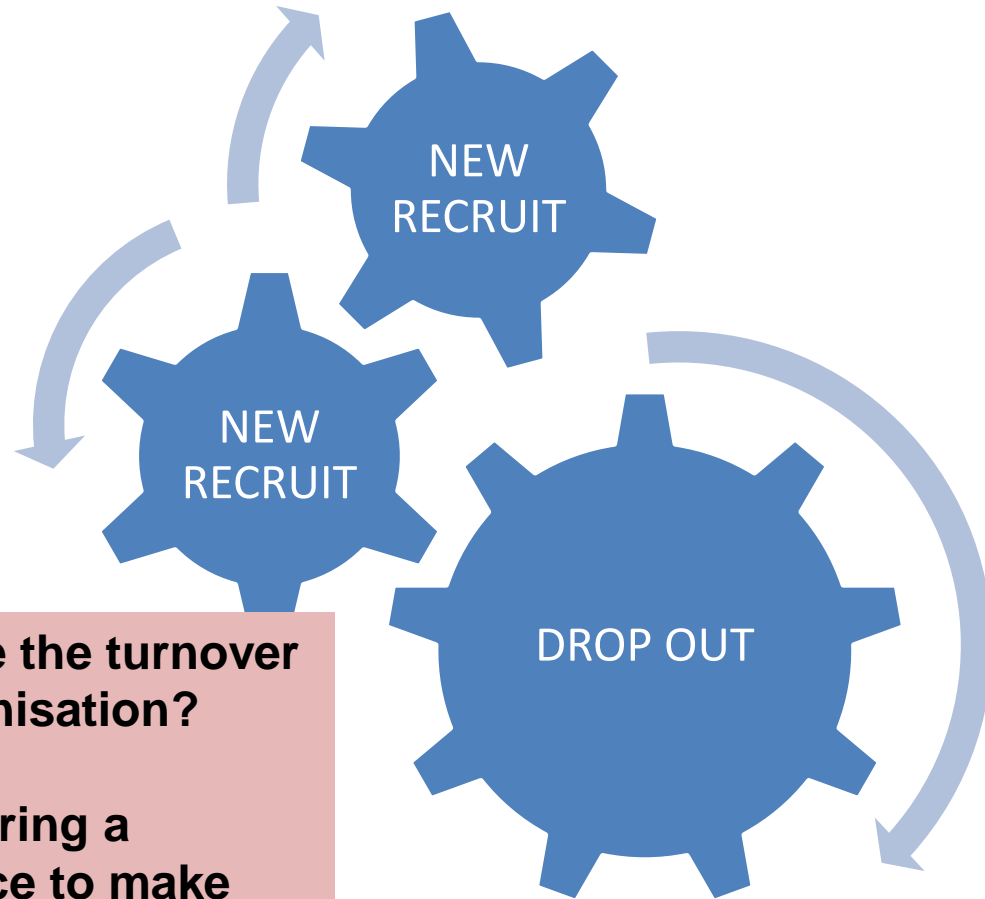
- Recruitment
- Recognition
- Retention

# Volunteers!

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# The recruitment treadmill: too much attention on recruiting. Ignoring the fact that volunteers are leaving



**What you can do to reduce the turnover of volunteers in your organisation?**

**How can we make volunteering a valuable enough experience to make existing volunteers stay?**

# Firsts step: Draw up volunteer tasks that our joyful!

## Questions:

- What would attract and keep volunteers?
- A chance to learn new skills?
- Meet new people?
- What does the role have to offer volunteer in the medium to long term?





# Motivations for volunteering...

are also needs that need to be met

- Learn new skills
- Use existing skills
- Address a specific problem in the community
- Gaining 'work' experience
- Feeling useful
- Getting out of the house
- Making new friends

And last but not least:

To have fun

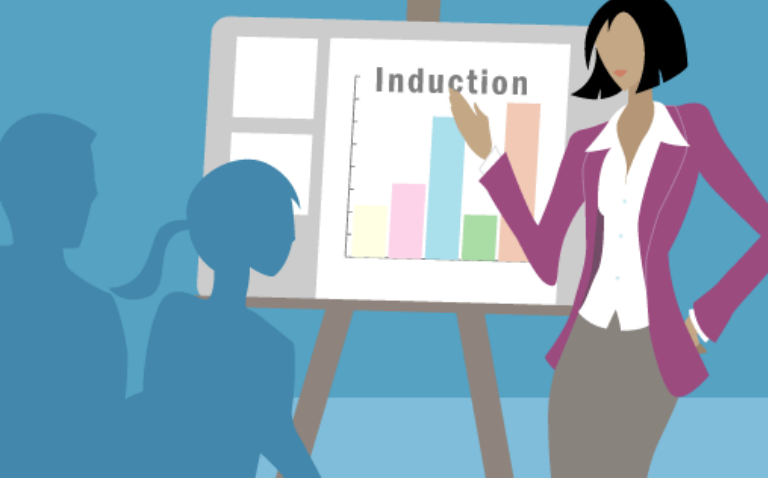


# Communication with volunteers is very important

- Keep track of their motivations because these might change!







# Induction period

- New volunteers can be as nervous when they start as they would be if they were starting a new paid job.
- Quite frequently induction are just about introducing them to staff
- In the beginning a new volunteers is always testing to see if they want to stay
- Tip: Present the induction period as a trial period role before they commit themselves on a longer-term basis

# Support and supervision

- Good quality feedback and support is CRUCIAL
- Provide them with a person to whom they can express their concerns



# Recognition

## Formal

- Organise events ( 'Volunteers week' )
- Certificates (an annual 'thank you', or after a completion of a specific number of volunteering hours)
- Accreditation (National Vocational Qualification)
- Invite volunteers to meetings that affect them (staff/board meetings, working groups etc).

## Informal

- Saying 'thank you'
- Making sure they have enough tasks to do every day.
- Make them feel included in the internal life of the institution (social events, going out for lunch, to the pub etc. )

# Summarising good practice

- Name a mentor to whom they will address problems
- Schedule an introductory period
- Clarify expectations from both sides can expect and what your organisation expects
- Establish a volunteer policy

...and what about if I do all that and the volunteers still drop out? 😞

- Ask them WHY? (Exit interviews, questionnaires)
- People leaving the organisation are usually frank
- Avoid having the volunteer's immediate supervisor doing the interview, questionnaire



*Haben Sie vielen Dank!*



We acknowledge [www.volunteering.org.uk](http://www.volunteering.org.uk) as the main source of information of this presentation