

Volunteer Program Guide

How to set up a volunteer program: Includes resources, templates, checklists and approaches to the process.

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What is a Volunteer Program?

A Volunteer Program allows organizations to set up a professional and organized program for their volunteers. A well thought out program can contribute to a positive workspace for volunteers, successful recruitment, and better retention of volunteers.

Volunteer programs vary depending on the organization. This guide focuses on organizations that have staff and a board. If your organization is completely volunteer run, you can apply the principles below by having volunteers manage other volunteers.

"Regardless of the number of volunteers, there is a person in each organization whose job it is to recruit, train, oversee and recognize volunteers. In some cases, this person may be the manager of volunteers or perhaps the administrator of volunteer resources. In other cases, volunteer program management is one of many responsibilities." – Volunteer Canada

If your organization is creating a volunteer program, this guide will help you establish a secure program by learning the necessary steps. This includes:

- Preparing your organization
- Setting up a recruitment strategy
- How to properly screen and select volunteers to ensure they are suitable for your organization
- How to create a successful orientation
- When to train volunteers and tips on approaching training
- Tools to retain your volunteers
- Resources on risk management and policies & procedures.

We provided additional resources in case you want more information, would like to work off a template or would like to see examples.

Prepare Your Organization

Creating a new volunteer program or re-evaluating an existing one involves multiple aspects. This includes needs assessment, volunteer position development, recruitment, supervision, evaluation, and recognition. Therefore, it is important for you to evaluate if your organization needs volunteers before you start setting up a volunteer program. Many organizations believe that they are ready for volunteers but this is often not the case.

Before you begin planning for a volunteer program you should evaluate whether your organization *needs* volunteers, if is *capable* of incorporating them, and *how* you can start the process of integrating volunteering into your existing programs.

Needs Assessment

The first step to preparing your organization for volunteers is to complete a needs assessment. This can include evaluating if volunteers could help meet some of the needs in your community or if they can fill gaps in your organization that your current staff cannot address.

The Hands on Network recommends that organizations ask these 5 questions during a needs assessment:

- 1. What is your organizational vision and mission?
- 2. What are you trying to accomplish in your community? What is the program's purpose?
- 3. How do volunteers fit into the program's mission, strategies, and goals?
- 4. How could volunteers best meet the programs needs to serve more people and make a greater difference in the community?
- 5. How can volunteers help meet program goals?

After you have answered these questions, set aside time to answer "if we had more time or expertise we would..." This will help you determine where you can utilize volunteers, where there are gaps in your organization, and can help create potential volunteer positions. It will also help staff get on board with the idea of volunteers since they won't see them as competition if they aren't taking over their current role in the organization.

*This can be integrated into the discussion you have with your board and staff about volunteers. See step 1 of the four elements to find out more.

Four elements of planning for volunteers - Charity Village

These four elements assume you have staff. If you don't have staff you can adapt to your situation. For example, volunteers may organize other volunteers.

- 1. Board and staff commitment
- 2. Creating a supportive environment through staff "buy in"
- 3. An infrastructure that involves money and good admin practices
- 4. A "statement of involvement" to further enhance organizational commitment

Step 1: Getting leadership commitment (board & staff)

In order to get your team committed, it is recommended to hold a discussion with your board and your staff to decide why volunteers should be a part of the organization and how they will be utilized. This discussion will also allow your board and staff to address any concerns that they have with the idea of volunteers.

The resource <u>Discussion Guide for Organizational Commitment</u> by Charity Village has a selection of questions to help guide your discussion.

There is also the option of sending out a written questionnaire to your staff and board to think about their ideas before the meeting or to allow team members to share their thoughts if they can't attend the discussion. You can ask your staff to fill this out to determine where volunteers are needed and who could potentially supervise the volunteers, or if you would need to hire a separate volunteer program coordinator.

Here is an example from Kentucky Commission on Community Volunteerism and Service: http://chfs.ky.gov/NR/rdonlyres/A2FB94C4-ADA1-4A40-BEB0-AC5BDF6779DF/0/StaffAssessmentSurveyonVolunteerInvolvement.pdf

Step 2: Create a supportive environment through staff "buy in"

In order for volunteers to feel supported, it is important that staff receive volunteers enthusiastically. By involving staff early on it will help create team spirit around the idea of volunteers. Step 1 will help create a supportive environment because the board and staff will share their opinion on volunteers and where they could be useful. This will help ensure their support towards volunteers once the program is integrated into the organization.

The following resource provides ideas on how else you can create a supportive environment <u>Discussion Guide, creating a supportive</u> environment.

Step 3: Building an infrastructure for volunteers

In order to build a proper infrastructure, it is important to be prepared to spend money on the program and time with administrative tasks.

Some examples of spending money on a volunteer program are:

- Paying staff to coordinate volunteers (full/part time)
- Recruitment & marketing
- Orientation & training
- Office supplies, equipment or space
- Recognition events or gifts (optional, see Recognition section for info)

Some examples of administrative tasks are:

- Developing position descriptions
- Data collection (i.e. recording volunteer hours)
- Strategies for managing risk to volunteers, organizations, and clients
- Screening practices (police & reference checks)
- Type & frequency of supervision
- Determining recognition opportunities

 Plan for policies & procedures to guide your volunteer activities: lay the foundation for successful volunteer experiences

Step 4: Creating a statement of Volunteer Involvement

A volunteer involvement statement should describe the purpose of volunteers to your organization. It can answer all or any of the below:

- Beliefs about volunteers & added value
- How volunteers help with the mission
- Where volunteers will or won't be used
- The rights of volunteers

Below are three examples from different organizations. Notice how their statements are different with relation to the size of their organization and their purpose.

"Volunteer individuals and groups help Hope Mission in many areas. They may serve in Food Services, special events, holiday meals, the Hope Bargain Shoppe, Janitorial and Maintenance, child and youth programs, Brightwood Ranch Camps, community support and other ways." – Hope Mission

"The United Nations Volunteers (UNV) programme is the UN organization that supports sustainable human development globally through the promotion of volunteerism, including the mobilization of volunteers. It serves the causes of peace and development by enhancing opportunities for participation by all peoples. It is universal, inclusive and embraces volunteer action in all its diversity. It values free will, commitment, engagement, and solidarity, which are the foundations of volunteerism." – UN Volunteers

"Every year, we count on the help of over 500 people to volunteer their time to a wide range of activities—from hamper packing to hamper delivery, office support to running our donation desks. Whether you're a student looking to make a difference in your community, retired and would like to lend a hand or part of a group or company looking for a hands-on experience, we welcome volunteers from all corners of the city!" – Edmonton Christmas Bureau

It is useful to create the statement with your board and staff so that they support the volunteers and are knowledgeable about their purpose.

If you would like to see more examples before you start creating your own, check out the resource <u>Sample Statements</u> and <u>Value Statements</u>.

Here is a checklist to review and ensure you complete before you begin recruitment:

Pre-Recruitment Checklist- provided by Service Leader

top management has shown their support for volunteer placements and initiatives
staff is prepared to assist in the interviewing, screening, orienting, training and supervising volunteers
everyone is fully trained and knowledgeable about their role in volunteer placements
volunteer materials (flyers, brochures, job descriptions, handbooks, etc.) have been developed and produced
there is a place for volunteers to work
policies, procedures, and record keeping systems are in place
legal and liability issues pertaining to volunteer involvement have been resolved
staff are ready to respond to the inquiries of potential volunteers
volunteer recruiter(s) can speak knowledgeably and enthusiastically about the mission and work of the organization
all staff knows how to handle and direct calls from potential volunteers
systems are in place for evaluating the performance of volunteers and the outcome(s) of volunteer initiatives

Recruitment

Why Should You Recruit Volunteers?

Recruitment and retention are crucial to the sustainability of your organization. Recruitment should be an ongoing process continually addressed by your organization.

To improve your chances of retaining volunteers in the long run you should recruit volunteers that are capable of specific skills, are prepared to volunteer and are passionate about their role in your organization.

Your goal is to find the best volunteer for your organization. To do this, look for someone who has the skills and experience that are required for the position. If they don't currently have the skills, do you have the resources to properly train them and are they capable of acquiring the specific set of skills?

You also need to know if they can commit to the required tasks and the defined time period. Position descriptions, applications, interviews, and a probation period will help you determine if the volunteer is a good fit, as well as help the volunteer decide if they want to volunteer for your organization.

Five Recruitment Strategies adapted from Charity Village

What good recruiters know: The best way to market for volunteers

- Referrals and asking directly
- Targeting appropriate individuals or groups will gain more recruits
- Most profitable approach is to combine all five recruiting methods

1. Referrals from existing volunteers or staff

Volunteers or staff can recommend the position to a friend or acquaintance if they think the person would be a good fit. This is the most effective form of recruitment and may limit risk factors since someone from the organization knows the individual personally.

2. Asking directly

Approach an individual or group. This can be at volunteer fairs, through presentations, or other networking events.

Recruitment presentations should:

- Tell the community about your work
- Describe the needs and how volunteers meet them
- Explain rewards and sense of satisfaction

3. Asking indirectly: Media

There are multiple venues that you can advertise your positions such as television, print, radio, websites and social media. Check out IVC's media guide with contact information or how you can promote your opportunity.

4. Using delegates like Volunteer Centres whose role is to help you recruit.

Volunteer centres can help in a variety of ways. IVC can promote your position on our online database, our volunteer listing in the Sherwood Park News and through our social media platforms. Contact your local centre, which may be listed below, to find out how they can help promote your volunteer positions.

Local Volunteer Centres:

Strathcona County

& Sherwood Park: www.ivcstrathcona.org
Edmonton: www.ivcstrathcona.org
Edmonton: www.ivcstrathcona.org

Stony Plain: www.stonyplain.com
St. Albert: www.stalbertcivc.com

Fort Saskatchewan: vcfortsask@telus.net

5. Targeted searching: seek individuals or groups that are likely to have skills or talents identified in the position description

Example: If you need a volunteer to make posters, contact local design companies to see if someone is willing to volunteer their time to design a poster.

Importance of Motivation, by Charity Village:

Pay attention to motivation when recruiting.

- Individual motivation is key to successful placement
- Each person is driven to volunteer for different reasons
- Motivation varies with age, different generations volunteer for different reasons

Your objective: Offer someone an opportunity to do:

- What they like
- What interests them
- What stimulates them to help

For more information on what motivates volunteers, look at the resource *Volunteer Motivation*.

Plan Your Strategy

Some people find it useful to list each volunteer position and brainstorm for each one separately since they may require different skills or needs. They then decide when and where they will market the position, how many volunteers they need to attract and how they will recruit volunteers. There is a resource called *Recruitment Plan* if you would like to use a chart during your recruitment process.

Recruiting Checklist for Events

□ Contact Current & Past Volunteers:

- Ask any volunteers that are currently with your organization
- Ask your board members to volunteer
- Ask previous volunteers that have volunteered at your events
- Contact individuals who have offered to volunteer in the past

□ Recruit Within Your Organization

Have staff, board or volunteers to create a list of potential contacts. This could include their friends, family, co-workers, neighbours, community members or acquaintances.

□ Advertise:

Once you have contacted existing volunteers and your recruiters' potential lists, you may need to continue your search. You could:

- Write a newsletter article or a post on your organization's blog or forum
- Post a video or photos of last year's event on your Facebook page and promote you are looking for volunteers for this year
- Put an ad in your local newspaper(s)
- Post a request through your municipal volunteer centre
- Post a request at a local high school or student volunteer centres at universities and colleges
- Sign up with volunteer matching sites (for suggestions, see IVC's media guide on our website)

☐ Target Specific Skills:

If you need volunteers with specific skills or experience, you may want to contact:

- Local small companies
- Individuals who have volunteered at similar events.
- Local companies that might have employees willing to volunteer for your event. This is often an incentive for companies to sponsor your event if they already have a volunteer program in place for their staff.
 For example, Investors Group has a program where they will sponsor a BBQ and provide staff to cook at your event.

Screening and Selecting

It is important to screen your potential volunteers to ensure that they are a good fit for your organization. Screening is also crucial to the safety of your staff and those in the community that you serve, as well as the volunteer.

There are four main components that aid to screening the potential candidate during the volunteer selection period:

1) Position Descriptions

Position Descriptions aid to the screening process because they allow the potential candidate to decide if they are interested in the role and it encourages self-screening. A volunteer may have a specific time frame that they can commit to, they may be looking to use or gain specific skills, or are restricted by age. Creating an informative and engaging description not only motivates people to apply for the position, but it also assists in risk management by identifying minimum qualifications.

Some organizations are finding it more difficult to recruit volunteers due to limited time commitment and increased competition for volunteers. This means that your organization needs to create flexible opportunities in terms of availability and job tasks.

Organizations are increasingly seeing volunteers come with their own ideas of how they'd like to help. This means that your organization might have to be flexible and work with volunteers to create opportunities and new position descriptions to appeal to more volunteers. For example, if someone has project management skills or IT knowledge, keep an open mind and try to design an opportunity that utilizes these skills.

You should create a description for each volunteer position at your organization.

Potential information that you might want to include in your position description:

- Age requirement
- Available times
- Reoccurring position or a one-time event
- Location
- Job tasks

- Contact Information
- A link to the formal application
- Required application items such as references, resume, police information or vulnerable sector checks, etc.

The links below provide online position descriptions that give a good sense of what their roles entail.

http://www.edmontonsfoodbank.com/donate/volunteer-opportunities

https://mealsonwheelsedmonton.org/donate/volunteer/

2) Formal Application

The application process can include multiple factors.

Charity Village describes the formal application process as:

- Supports the idea that volunteering is a privilege, not a right
- "Potential candidate" implies that not everyone will be suitable or accepted
- Acts as a screening tool before an interview
- Demonstrates the organization is serious and professional
- Ensures volunteers are really interested
- Builds a file of applicants for future needs

Check out the resources for ideas on what to include on your <u>application</u> form. Below are two examples of organizations that have online application forms.

https://mealsonwheelsedmonton.org/donate/volunteer/volunteer-sign-up/

https://www.volgistics.com/ex/portal.dll/ap?AP=1616632581

Some organizations choose that the applicant to provide a resume, reference checks, and police information or vulnerable sector checks.

To learn about whether or not your volunteers need to get a police information or vulnerable sector check, Volunteer Alberta describes what the two are and who needs them:

http://volunteeralberta.ab.ca/programs services resources/people/volunteer-screening/police-information-checks/

3) Interview

Interviews are important to find out if volunteers are suitable for the position. Idealist describes interviewing the potential volunteer as an opportunity to ask more about their motivation, skills and experiences they are hoping to use and learn, and their expectations. Look at the resources: Pre-Interview Checklist, Conducting the Interview, and Developing Interview Questions to help you plan for your interview.

4) Matching

Based on the candidate's formal application, interview and potentially their references or police information & vulnerable sector checks, you should be able to determine whether the person is suitable for the position.

Some questions you can ask yourself are: "Is the individual a good fit for your organization? Can you offer them a volunteer position that fits their needs, wants, and expectations? Will everyone be safe with this volunteer arrangement – the volunteer, the client or constituent, the organization?"-Idealist

You can also determine if there is a different position in the organization that might fit them better based on their skills.

Here is a resource to help you with this process: https://www.energizeinc.com/how tos volunteer management/screening

5) Probation Period

Volunteer Canada says, "A three to six-month probationary period allows the organization and the volunteer to ensure they have made the right choices and offers each the chance to change their minds.

During the orientation and training period, an organization should:

- gain knowledge of the volunteer's approach, values, and work style role playing may be used to explore some of these issues;
- ensure that the volunteer understands organizational policies as they relate to his or her role within the organization (i.e., policies governing road trips with vulnerable persons);
- work on the development of interpersonal skills, as required, in the areas where the volunteer will be working; and

 make the final decision as to whether the volunteer should be offered the position on a permanent basis."

To learn more about what to do during this probation period, look at the Orientation & Training section below.

Orientation & Training

Part of orientation and training is the probation period, for both the volunteer and the organization to see if the partnership is a good fit. It is also about integrating your volunteers into the organization by making them comfortable and knowledgeable. This can be achieved through orientation, training, and ongoing support.

Orientation

An orientation should provide background information about the organization and the volunteer position. It should also be gradual to ensure volunteers retain information and build relationships.

Charity Village says that an effective orientation should:

- Help volunteers feel part of the team
- Decrease anxiety about joining a new group
- Provide a positive and professional first impression
- Help volunteers understand goals, expectations, and address concerns
- Build on what the volunteer already knows and understands
- Foster early commitment
- Expose participants to the culture of the workplace

The Charity Village resource, <u>Orientation Tips</u>, outlines what you should cover during your orientation and tips on how to plan for it.

For organizations that require adult volunteers, the Charity Village source <u>Adult Learning Principles</u> is valuable to apply to your orientation planning. Adults learn differently than children or youth. You can use these facts about adult learning to help educate your volunteers so that they retain the information.

Here are some other resources that may help you in developing an orientation handout for your new volunteers: <u>Volunteer Handbook Template</u> and <u>Generic Volunteer Orientation Manual</u>.

Training

Training focuses on skill development if they don't already have the skill. Keep in mind that not every volunteer will need training.

Training shows volunteers that you value their time and effort. A lot of volunteers appreciate training because they are more prepared for their role and they can often apply it elsewhere.

Charity Village's Tips for Training

- Focus on developing or improving a set of skills
- Make it specific to the tasks the volunteer will perform
- Training should be ongoing and occur any time tasks or volunteers change
- Based on the same design tips and adult learning principles as orientation
- Funds for training are precious, invite volunteers to attend staff sessions
- When it makes sense, team up with a corporate partner; ask if you can send a couple volunteers to their training sessions.

In order to ensure you cover all of the necessary information, it is helpful to have a checklist like the resource called *Volunteer Induction Checklist*.

Once you have completed their orientation and training, it is important to follow up with the volunteer to see how their experience was. There is an example of a printout sheet you can hand out called *Volunteer Review*.

Retention

Retaining a volunteer depends on many factors, some of which are beyond your control.

Below are Charity Village's top retention strategies:

- 1) Create a quality volunteer experience
- 2) Develop a "true believer" in the cause
- 3) Provide organizational support
- 4) Ensure the volunteer gets more than they give

To find out more about how to implement their strategies check out the resource *Top Retention Strategies*.

Ongoing Support

It is important to support your volunteers from the beginning through orientation and training but also during their experience. Ongoing Support not only builds and maintains relationships but it creates an enjoyable experience. Your organization can offer support through recognition, reassignment, and supervision.

Charity Village points out that your support role will change depending on:

- Your relationship with the volunteer
- Their skills and experience
- The volunteer opportunity
- Their length of time with the organization
- Where they are located (are they out of the office?)

Supervisory support

Ideally meet regularly with your volunteers. Check in to see how they are enjoying their experience and if you can do anything else to be supporting them or if they have any ideas on how to improve their position. There are a couple of key moments you should focus on the volunteer, such as:

- 1) **The beginning of their placement**; this is often the probation period so it is important to make sure they are a good fit.
- 2) **In specific feedback sessions**; these can be scheduled to give them feedback on what they are doing well and how they can improve. This

- is also a good time to ask them how their experience is and what you can do to make it even better.
- 3) At the point someone is being reassigned; volunteers may request to be reassigned or you may choose to reassign them. This could be because of restructuring positions or a discovery of a new skill. For example, if you realize a volunteer has a photography skill, you may want to see if they would be willing to take photos at an upcoming event.
- 4) When a volunteer leaves your organization; it is inevitable that volunteers will leave even if you do all of the suggested support. Volunteer's connection the organization may be lost. For example, the child of a volunteer for a local sports organization may quit a sport or move up to the next level. Other factors could be that their initial motivation to help, their availability or their interests may have changed. This is an opportunity to learn and evaluate their experience with your organization. Charity Village has a resource on how to conduct an exit interview called When Volunteers Leave: exit interviews.

Charity Village's resource, <u>Support or supervision</u> provides more information on each of these key support sessions. During this time you can also conduct a <u>Performance Appraisal</u> to evaluate how the volunteer is doing so far.

Recognition

Volunteer recognition should always be a priority. Acknowledgment should be personal, therefore you should be creative in recognizing each volunteer.

Recognition can be formal or informal but Canada's recent <u>Volunteer</u> <u>Recognition Study</u> showed that the majority of volunteers in Canada don't care about being thanked through monetary gifts, formal events or publically. Instead, they want to know the impact of their contributions. For example, if your organization serves food, you can calculate how many meals were delivered during the hours the volunteer worked. In order to do this you should keep track of volunteer hours, therefore it is useful to have a <u>Volunteer Sign-in Sheet</u>.

For more ideas on how to recognize your volunteers, check out <u>Volunteer</u> <u>Recognition.</u>

Risk Management

What is risk management?

Risk management is identifying and evaluating any risks to your organization while implementing procedures to limit and prevent these factors.

Instead of creating our own document about what non-profits need to do in relation to risk managing volunteers we have linked the <u>Insurance Tool Kit</u> <u>for the Voluntary Sector</u>. This is a guide created by the Calgary Chamber of Voluntary Organizations that outlines all the information you need to know about insurance and other risk factors.

Policies and Procedures

Policies and procedures will help guide the logistics of your volunteer program.

Policies

Policies are clear statements of how your organization will manage their volunteers. They will provide a set of principles to help with decision making in the future. You may choose to include existing policies from your organization, as well as create new ones for the volunteers specifically.

Procedures

Procedures describe how each policy will be put into action in your organization.

Volunteer Victoria says that each procedure should outline:

- Who will do what
- What steps they need to take
- Which forms or documents to use.

To help you develop your own policies and procedures we have included a few resources such as *Volunteer Centre HR Policy Manual Example*, <u>Sample Volunteer Policy Template</u>, and <u>Checklist of Policies and Procedures</u>.