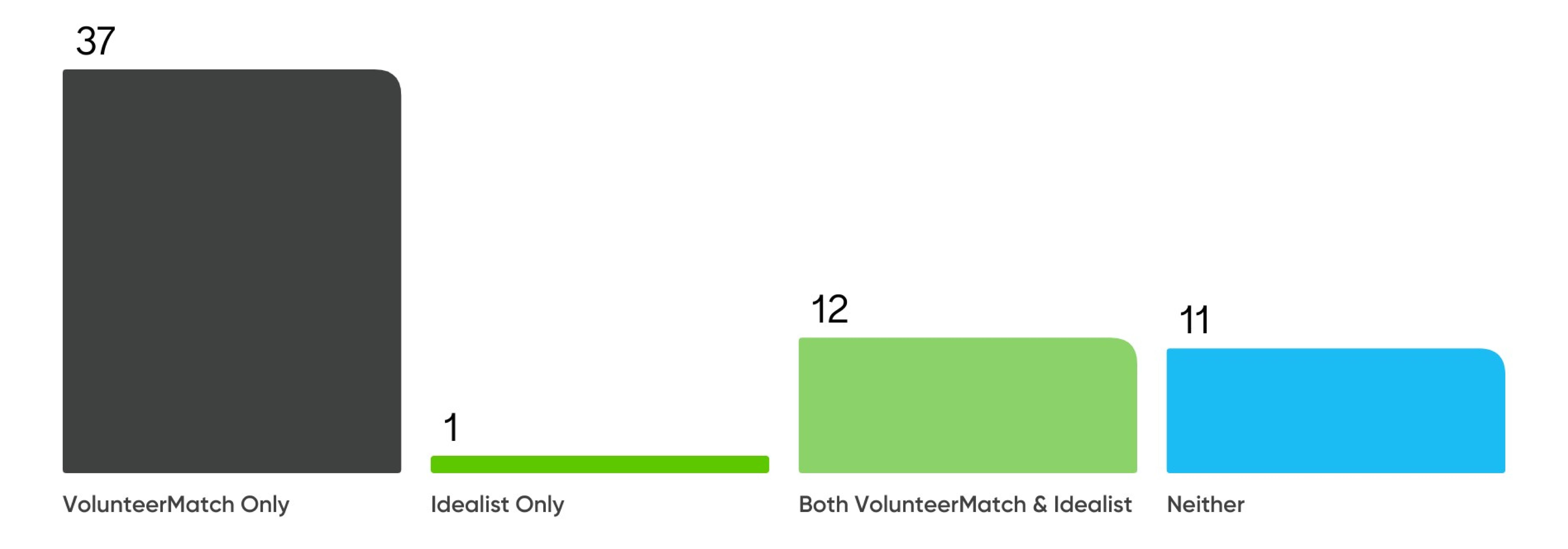


# Recruiting Workshop Series: Follow Up Communications



# Are you currently using:





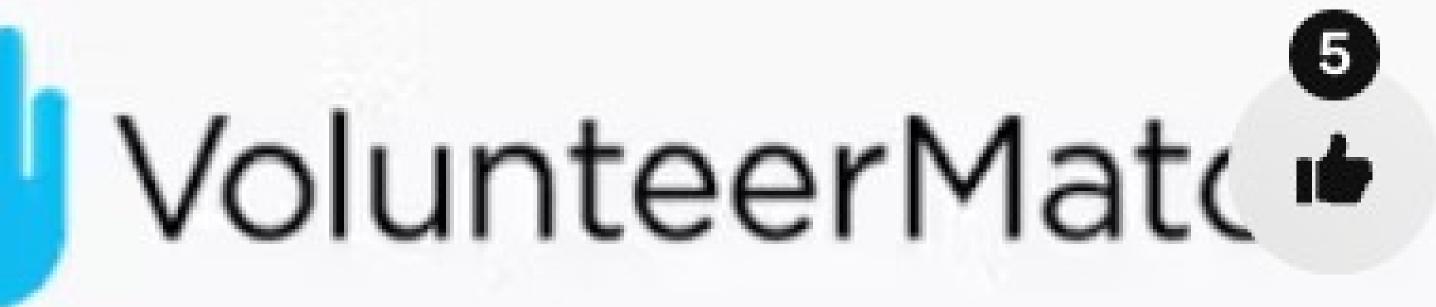




# Welcome!

This series is designed to walk you through the most important components for successfully recruiting volunteers.

- All resources and recordings will be shared
- You'll get out what you put in consider planning an hour of focus time between workshops
- I can't do it for you, but I'm here to help





# Did you attend or watch the previous sessions?



















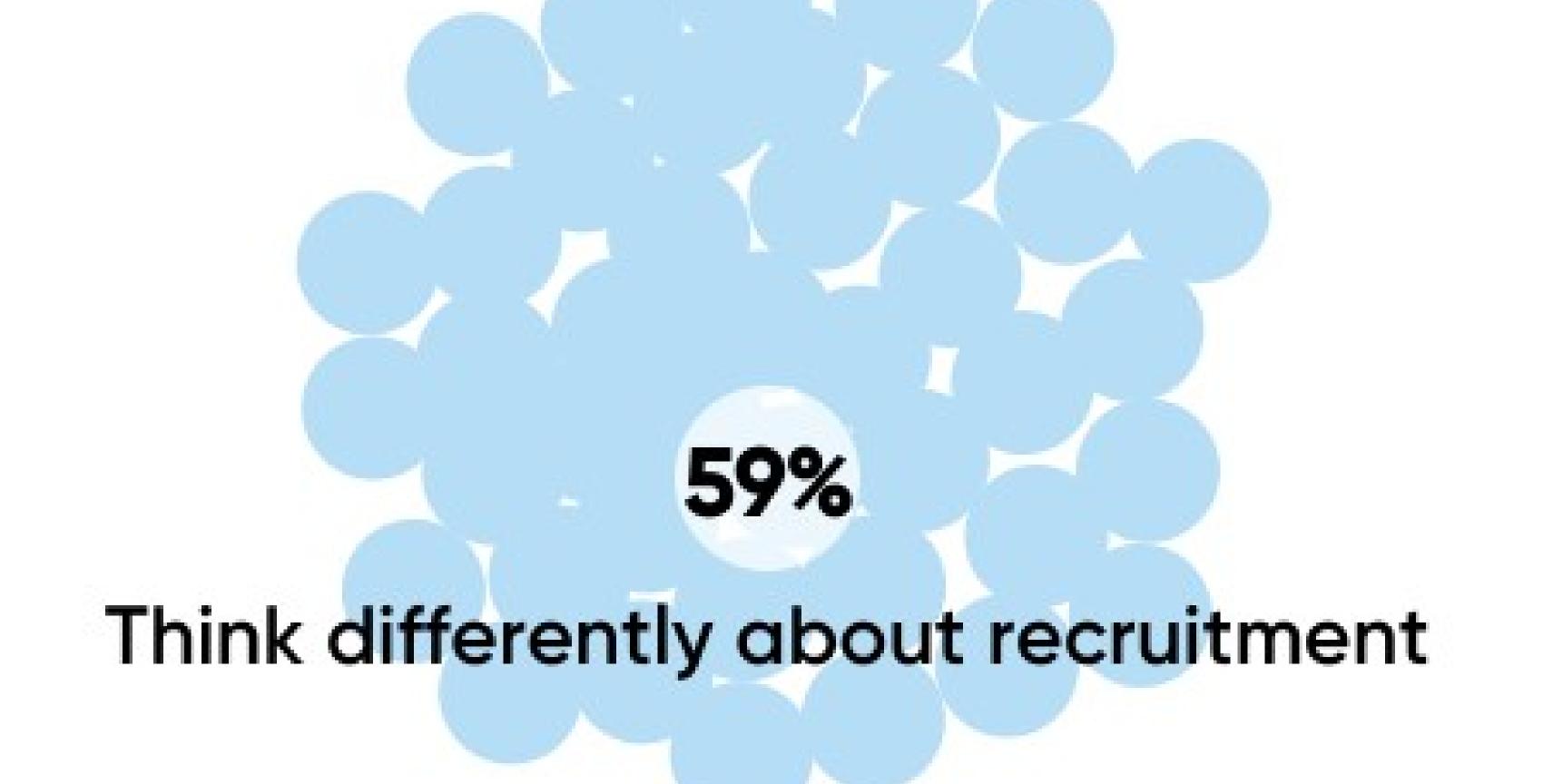
# If you attended or watched all or some of the sessions did you:

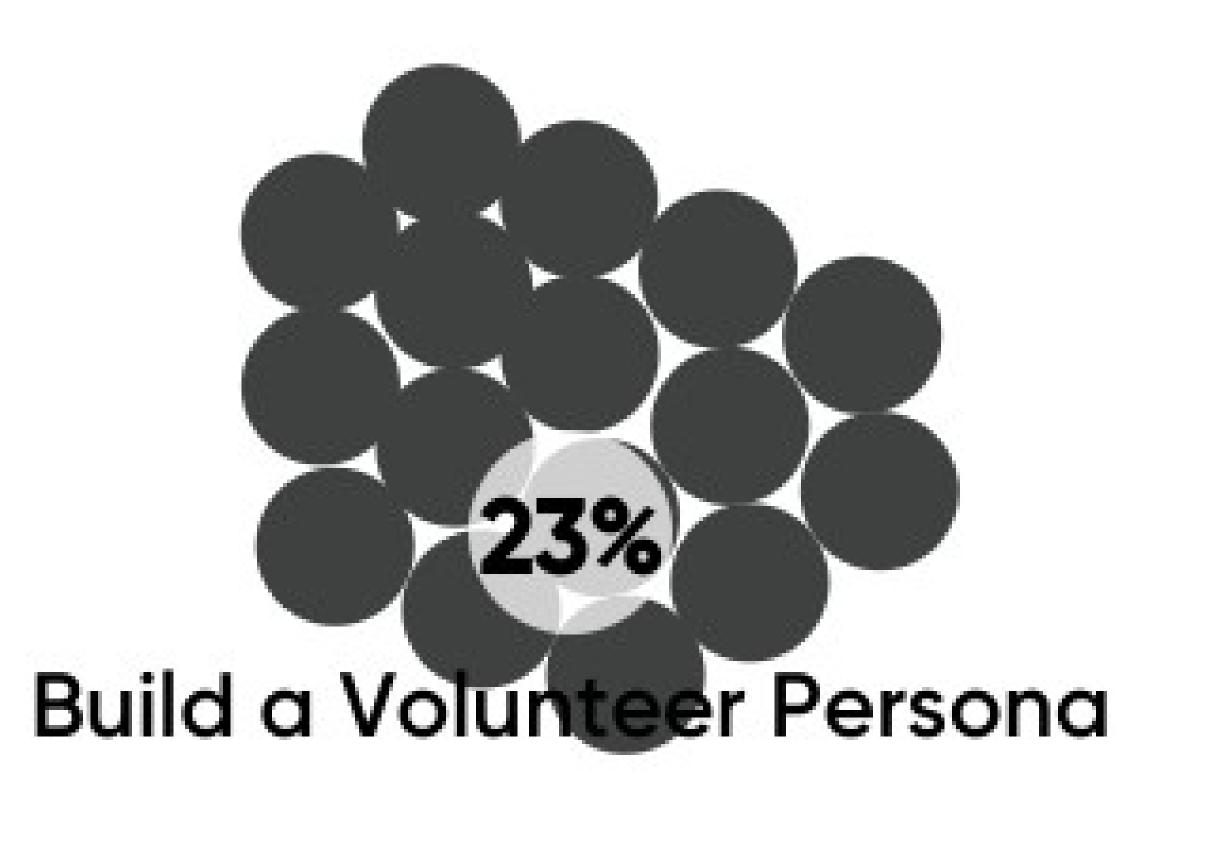




















# Recruitment Workshops

This is our last session!

Catch up on previous sessions:

- Series Kick Off
- Position Descriptions
- Volunteer Personas
- Recruitment Messaging



# Follow Up Communications



# Follow Up Communications Can:

- Start and keep a connection with a prospective volunteer.
- Stay top of mind for interested people just exploring volunteering.
- Engage with prospective volunteers through learning and storytelling while completing screening/onboarding activities.
- Create supporters, donors, advocates even if they don't become volunteers.
- Leverage all of the previous pieces to help convert more connections to volunteers!

  VolunteerMate



Email

Email, texts, phone calls

Email follow up

A welcome email with links to our website and portal to search for opps

Email touch point

Informal emails

Emails, phone calls, texts

Email







Email and phone calls

Email

Text, phone calls

Calls and emails to setup interview.

Email and phone if we get that info. Send videos and invite to events

email and surveys

Email

Phone screening right away, set up in-person interview, send online training if they are interested after interview







An info session about the cause at their convenience.

E-Mail Follow – up inviting them to tell you more about their interest

offer for coffee/tea meeting in the community It's an automatic welcome email with a link to our info session and other ways to connect

We use email, but am realizing that I might need to follow-up with a phone call

Email with link to website and upcoming orientations

Excitement email with additional learning for self screening

After application I send them a link to add an initial "good fit conversation" meeting to my calendar for us to chat.



email follow-up, send paperwork, links to recorded training, sign up for live orientation An immediate response (w/in 24 hrs) w link to sign up for an information session.

Automative emails, texts, and consistent phone calls. restarts at every step of the process

send newsletter, send info on upcoming pd events for volunteers, reminder/check-in before service begins

Emails, calls, texts

Info session

Follow up email within 1 week and 1 month of enrolling

Emails and following up with a phone call







Send onepager/brochure outlining the program and volunteer opportunity. Emails and cards

Email response thanking them for expressing interest. Scheduling phone call to discuss opportunities and onboarding process.

Email and phone calls.

Automated thank you email with more details about our mission and setting expectations of when they will be contacted/receive volunteer shift opportunities.

Email. And now we started having current volunteers reach out to those who are interested in becoming volunteers

Update website with info Send out emails re next ateps though not right away

email a role description and suggest a time and date when they could attend a look around



We let prospective volunteers know when our apprentice program begins and give them more information about what our training entails.

A welcome email with upcoming events and an invitation to learn more

Emails, phone calls, mass text campaigns, interview sign up

Emails and phone calls

call, text, email

Email

Share position descriptions with internships or higher level roles

Current volunteer reaches out within 1-2 days







Connect volunteers with an event or committee that is of interest to them email, encouraging to sign up for an information session

Email

Email

Quick emails or phone call if the person shows promise. Nice note and a link to our events calendar and newsletter if I am unable to utilize them at the moment.

A welcome email with link to orientation

emails - both auto generated and by person Emails







Email touch points...4

signal app for group orientation comms

Providing a list of videos & articles to read Sharing upcoming events where they can be in community with supporters

Email communication about next steps. Phone call if email doesn't work.

I email them a list of onboarding next steps, including (1) Volunteer Application, (2) WSP Background Check Form, (3) orientation, and (4) reference checks. I also answer specific questions they had.

Next steps in becoming a Volunteer email letting them know about the interview (whenever is convenient for them), references, background check, training (with date for next training).

After the "good fit conversation" I send them a detailed email of next steps. I also confirm every time an item on the check list is complete.

Follow-up email 1 week after initial email response to inquiry. 2nd follow-up email 2 weeks after. 3rd follow-up email after 1 month.



Email follow-up

we have Email templets in our share drive that are used based on the communication necessary. Wwe also do follow up phone calls or send out thank you letters to volunteers after they first volunteer.

Emails, calls, training opps, invites to events to connect with current volunteers

Phone calls

Email with a request for an initial phone call. If there is no response, I text after 3 days.

Welcome letter Develop line of communication Let them know we will be officially inboarding with online training There will be a team to support thrm

send a list of 8 next steps to take after attending our info session (includes link to our volunteer website, donation link, livescan form, etc.) Email with additional information and how to complete the volunteer application



Email, text, newsletter

Welcome to the team message with information about how to sign up for different types of shifts, links to social media pages We add them to our email list to keep them in the loop.

Email to ask how their first shift was

Invitation to attend our volunteer connection events (in person and via Zoom)

Invitation to follow on LI phone with text or email follow up

In addition to immediate response, a follow up a month later with link to sign up for Info Session.







phone calls

Email follow-ups and thank you emails after each volunteer event detailing the short-term and long-term impacts of their work.

Emails and phone calls

Provide them with a summary checklist of our onboarding process so they know where they are at in the process. This list includes all documentation and meetings to complete.

3 emails in the first few weeks

after they sign up for an opportunity, usually just email follow ups

Once they apply, they receive an auto response from us and then we schedule them for a phone interview prior to completing orientation

Send them our application, and information about volunteering with us.



All steps of our onboarding process is 1:1 so it can be tailored to their interests specifically Oops – after first connection, I send an email with the link to the online forms they will complete to continue the process of becoming a volunteer Also, some people hate phone calls and that could cause them to back out

email, texts, invites to events, walk through of the website for the volunteer so that they will see the bigger picture and determine where they want to fit, chat with volunteers, introduce volunteer

Email follow up

Tour of the facility

My auto reply on my email provides links to online volunteer interest forms for individuals and groups.

Volunteer orientation at least three times monthly via Zoom or MSTEAMS







We have some vol opportunities that require longer background check. In the meantime invite to other volunteer opportunities.

bi weekly volunteer newsletters

email follow up and supporting materials, invite to next group convening

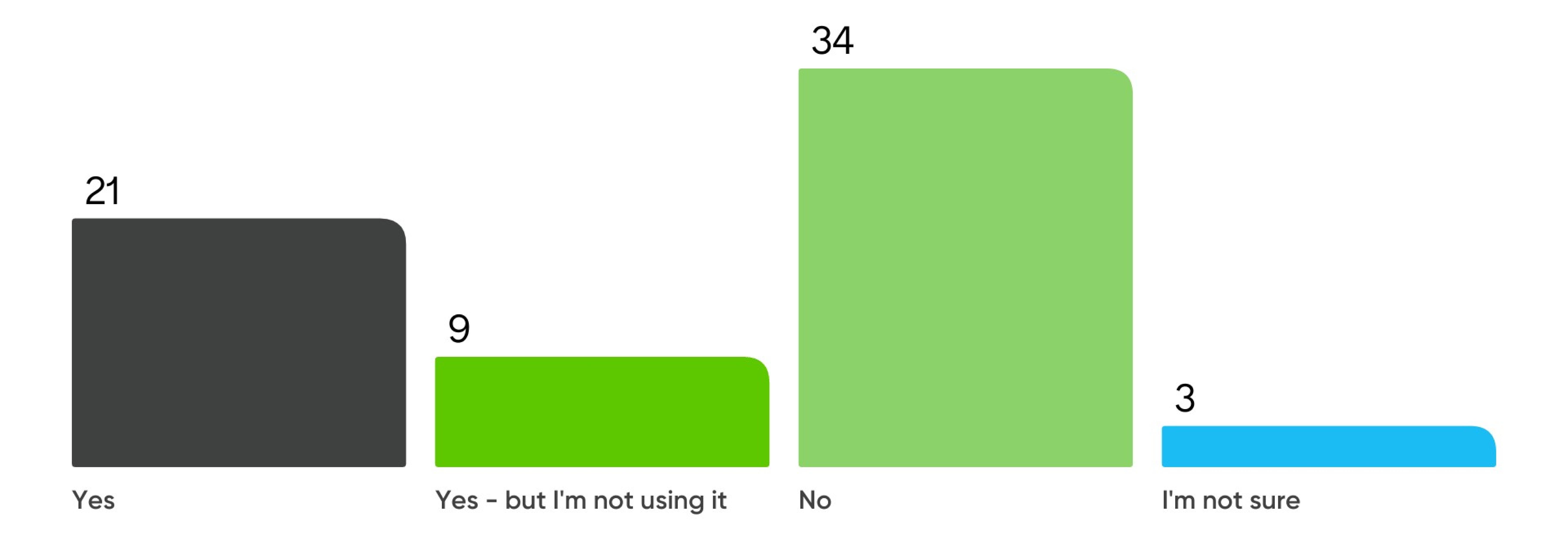
Allow volunteer to "shadow" others already in the field/working

We call our 'interview' an opportunity to get to know them a bit and answer any questions they may have.

Allow volunteer to move about in different tasks until they determine where they fit



# Do you/organization use an email tool like Constant Contact?

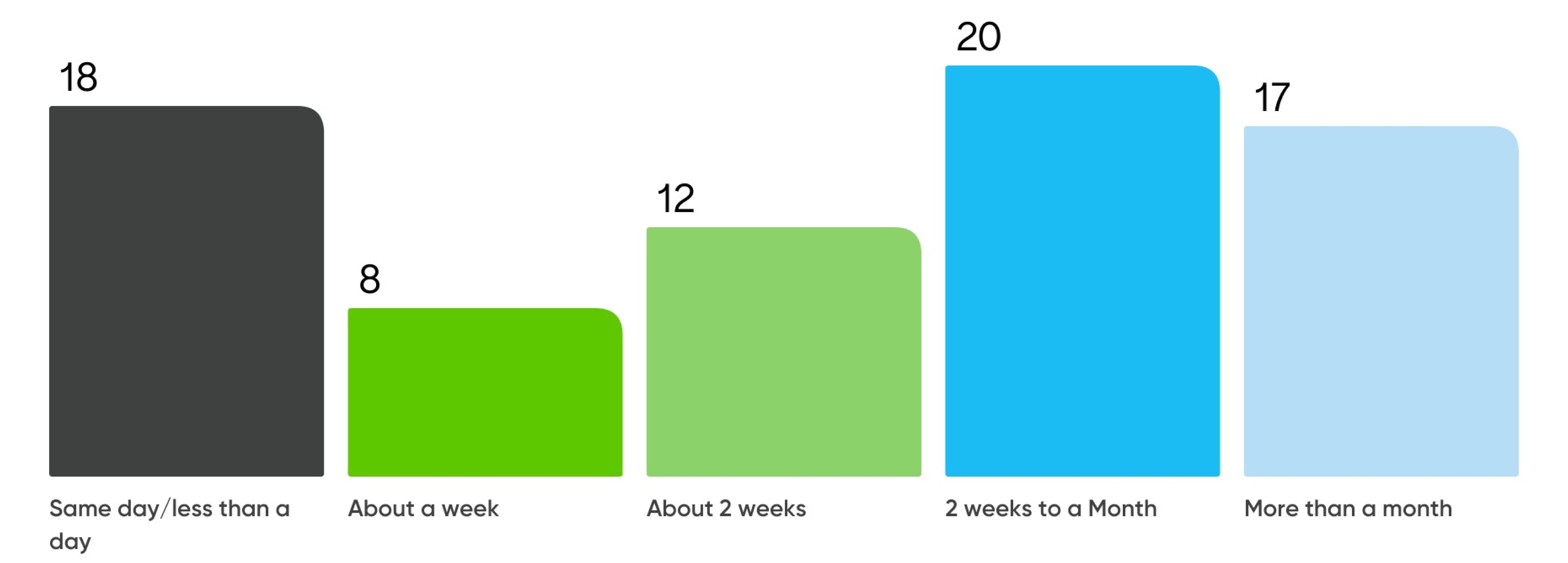








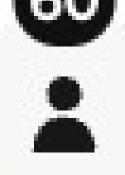
# On average - how long does your screening/orientation take?













30%

More than 50% - the number drops by about 50% after every step

For our next training we had 15 and it is next week and we have 13. It is usually before formal training after info session and after a background check

1-2% minimal screening/requirement

Not sure how to measure that







25%

50-60% also depends on the day

20%

We are in the beginning stages so no idea yet.

10% or less. Not a big problem.

About 50%

10% and most leave because of moving/college.

It's a high percentage – our volunteers are making a huge commitment to being paired 1:1 with youth in foster care.







We operate as a volunteer center and we have about 80% who do not end up doing anything since most vols are not volunteering with us directly

No idea, not tracking this. I only enter them into our database (Bloomerang) once they complete their first shift with us and don't track them prior to that point.

10% - Due to increased demand on time for college students.

50%, some come to orientation, but sometimes it is a few months before they actually volunteer.

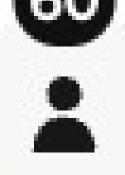
20%

very minimal, probably between 5 or less

10 percent sounds accurate, it is usually a matter of change in schedule/responsibilities

30%







Zero, we've been really lucky so far. Our recruitment is very targeted

We have a lot of people come out for an initial day and then end their volunteer work there or they come out very infrequently/

once we have the interview, only about 20% drop out

10%

Zero.... simply because of the low number of volunteers.

1 out of 10

A lot of non-local people.

Some







Recently it's 10%, overall it's 80%.

50%, our onboarding has a lot of requirements and a health clearance.

60%

10%

50%

30%

Depends on how they got involved: higher for volunteers coming from online recruitment platform, lower for volunteers who got involved in person

About 25%, but we have limited volunteer positions for a lot of roles, so this actually works to our advantage. We have a lot of requirements for roles that engage with clients/sensitive info.







5

75% once they receive orientation materials. There's a lot for them to complete.

about 20pc turn up to a look around session and about half of them stay

We work with children in foster care and people get scared away once it becomes "real"

2%

We have onsite training and people show up if they are interested. Weather could affect attendance since we are an outside rec association.

50%+. People tend to have fantasies of what the work will be like, We work hard to make sure they understand what it will actually be like, and how major the commitment is, so we wantyto screen out

under 10%







60%, but it's a two year committment

Short-term volunteers: ~30% (one-day commitment requirement). Long-term volunteers (year+): ~1-2% 1–2 people drop out during training (out of about 10–12 people). Reasons: our volunteer opportunities are highly emotional and time consuming 50%

40%? We have people on a waitlist for openings so the longer they are on the list, the lower the response rate. 30-40%

Some people get scared when they hear background check.

22.64%







They all get subscribed to drip emails about our programs with links to blog posts about real stories of service recipients and/or staff.

We need more stories...
we'll get some from our
current volunteers. We do
focus on stories of the
kids.



Heartwarming stories of success

How our nonprofit has uniquely helped families!

Patient stories
Sometimes volunteer
stories

The impact volunteering has on the volunteer

Why volunteers are important at our events! How they make our success.

I was a volunteer myself and this experience changed my perspectives

expectations on what they need to complete and when (we have a pretty indepth process since we work with children). This is how they know exactly what they will need to do.

Different ways that they can choose to volunteer with patients, stories about volunteers providing companionship







The impact they will make while volunteering

Success stories from non Spanish speaking vols to other non Spanish speaking vols Volunteer role description, which includes the impact of serving in this capacity

a lot - I have worked the red cross for over 10 yrs

How volunteers contribute to funding programs at the hospital.

Quotes from current volunteers saying why they love the program

statistics of the impact an advocate has on success

I like to share our mission and stories about the founders of the organization. I also like to share stories about the families we serve, and the impact homeownership has made on them







#### VIdeos!

Time commitment/
discuss large goal, what
motivates them to
volunteer and explain
what steps are needed to
reach the large goal.

none yet. We need to develop videos of experienced volunteers! Those videos need to be candid with prospective volunteers.

I attach a "volunteer standout" to the initial email in response to an inquiry. It's in a volunteer's words on his experience with his assigned foster youth.

I love having long time volunteers share their stories with the new folks! Also about why we need their help, their impact.

Set expectations about training and scheduling

It's so hard to share because they want to know our women's personal stories and I can't do that. I try to share how helpful they are.

volunteer success stories/impact stories







We share about the different types of jobs since there is room for preference, different group sizes, etc.

A successful mentoring match (a student who has stayed with their mentor for multiple years)

Depending on the demographic of the applicant, I use stories for other volunteers with similar backgrounds to them. Largely the positive outcomes and stories that show the gratification of joining us.

I introduce new volunteers to some our top line volunteers.

Include a volunteer
"ambassador" (seasoned volunteer) in the Info
Session.

Current stories of people in matches or still celebrating matches, stories of people waiting to volunteer, good and hard stories

We finally have a marketing video with a volunteer testimonial so we are trying to find the best way to share that

Why their task is relevant to our mission. How their work will impact our patrons and the greater community.







Long term volunteer highlights

Information packet that includes maps and written details of parking near our park and its limited on-site parking. Include project specific map/details for their event.

Experiences of other volunteers, stories of how what they do helps

How their volunteering helps us...I share the number of teams and people helped

Volunteer community, we encourage activity on our Facebook page

I created a volunteer portal and send monthly updates pertaining to our mission, share their impact via email with a link to this portal Statistics! I like sharing one or two statistics that can stick with people, and they can share with others about why our work is important.

I was a volunteer with my org before I became staff







At our National Conference our volunteers get to engage with patients and caregivers first hand. They form connections with each other.

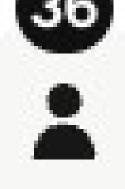
Stories from our survivors on the impact our NPO had on their healing journey

Include specific weather information (temperature, humidity, sun/clouds, wind speed, rain possibility, air quality/pollen) so they are most prepared.

Sometimes I include data illustrating our volunteer impact from the previous year, like how many hours volunteers contributed or how many warm winter items (that volunteers made) we donated.

past panel discussions, mentor or mentee testimonials, The project email includes why it is important now and in the future. Discusses the tools and task/subtasks so they can think about what they feel is best for them.



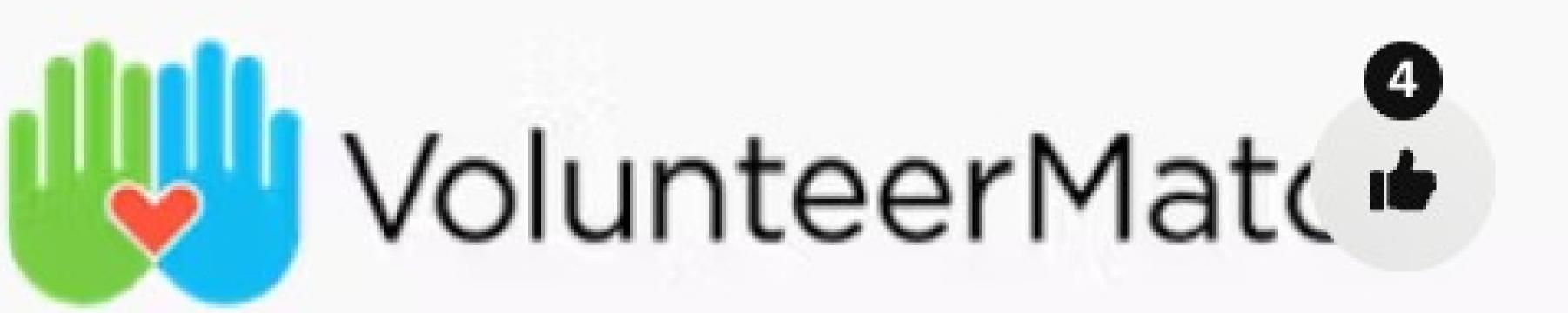


# What's next?



Get ready to put everything into place!

- Recording and slides + Follow Up Communications resources will come to you tomorrow.
- All recordings and resources are on learn.volunteermatch.org
- Review (or build) your position descriptions, personas, and recruitment messaging to support volunteer recruitment.
- Maybe keep your hour of focus time on your calendar, and use it for ongoing strategic work.





# Thank You!

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