



Volunteers Drive Success

How to find, engage, motivate and retain volunteers to ensure Lodge and project success



Dictionary

Search for a word



vol·un·teer

/ˌvɒlənˈtɪr/

noun

a person who freely offers to take part in an enterprise or undertake a task.

synonyms: subject, participant, case, client, patient; *informal* guinea pig

"during the investigation, each volunteer was studied three times"

verb

freely offer to do something.

"he volunteered for the job"





Types of Elk Volunteer Opportunities

■ Long Term / Heavy Time Commitment

- Lodge Officers, Trustees
- House Committee
- Lodge Committee Chairs
- Committee Members

■ Short term / Event Based Projects

- **Lodge Programs:** Hoop shoot, Americanism, Drug Awareness
- **Special Events:** Car shows, local festivals/parades, fundraisers
- **Community Projects:** Grant projects
- **Lodge Operations:** Cooking, bartending, lodge maintenance





Attracting Volunteers

- Why do people volunteer?
 - > My parents raised me that way
 - > Building connections or relationships with others
 - > Feels good...I can make a difference
 - > I have time and it gives me purpose
 - > It's a good family activity
 - > Helps my kids / grandkids learn to give back





Attracting Volunteers

- Mechanisms of asking for help:
 - > Personal, face to face invitation
 - > Social media / Facebook posts
 - > Ads in the newsletter or weekly update
 - > Posters or flyers at the Lodge





Type of Volunteers

Type	Description	Motivation
Passionate	Very passionate for a cause/project, may have been personally impacted by it	Highly motivated already. May need to channel energies
Do Gooder	Wants to give back in some way to the Lodge or the community	Projects where it's clear who they are helping will drive participation
Socializer	Loves to meet people, work with friends, socialize	Projects requiring a group of people are a good fit
Curious	Explores different opportunities to find what fits	May not know what they want. Don't be disappointed if it isn't a good fit
Feed the Ego	Wants to be seen as participating, may want sympathy or praise from others	Publishing photos in newsletters, email blasts and social media is important to satisfy the need of being seen
Voluntold	Needs direction – may have a spouse that volunteers	Find a small, discrete task that this person can do. Some people need / want strong direction.
Incentivized	Needs an incentive	Provide some incentive whether it's food, drink, etc.



Motivating Volunteers

People can fall into multiple categories

- What type(s) do you have in your Lodge?
- What inspires and motivates each type of volunteer?
- What's in it for me?





How to Drive Member Participation

- Belief in the Impact of the project:
 - > Has value and meets a need, Is of interest to people
- Personal invitation: Ask individuals vs. newsletter blanket request
- Social Media reminders
- Social / group interaction component
- Convenient scheduling
- Partner with other organizations
 - > Churches, youth groups, community organizations
 - > Students needing community service hours



How to Drive Member Participation

- Be specific yet Keep it simple
 - Time commitment, responsibilities, expectations
- Organizer vs. Helping Hand
- Focus on the volunteer experience
 - Friendly, social environment
 - Learn what energizes your volunteers
 - Task completion vs. volunteer experience
 - Structure as a family activity when possible
 - Welcome them to the event, Thank them at the end
- Ask for feedback
 - What worked, what didn't work, learn from the experience
 - Survey your volunteers





Retaining Volunteers

- Retention starts with a positive experience
- Be organized yet willing to adapt
- Be flexible – break into shifts
- Value the volunteer's participation
- Set realistic expectations
- Ask them to participate again





Critical Success Factors – Event Based

- Effective leader
- Define and communicate the opportunity
 - > Who, what, why, where, how long?
- Well organized project / event
 - > Have the supplies you need on hand and ready to go
 - > Communicate who is doing what, how to do it
- Provide coaching when needed
- Recognize and foster the social aspects of the event





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- Presentation will be available on the state web site under “Member Resources” / Miscellaneous Resources