

# **VOLUNTEER RECRUITMENT AND MANAGEMENT**

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**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

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**The Michigan Main Street program exists to help communities develop main street districts that:**

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**ATTRACT  
residents and businesses**

**ENCOURAGE  
local investment**

**BUILD  
community capital**



# MAIN STREET APPROACH™

## COMMUNITY VISION + MARKET UNDERSTANDING

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.  
*Key tools: local surveys, market data*

## TRANSFORMATION STRATEGIES

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.  
*Key tools: focused strategy, implementable goals*

## IMPLEMENTATION & MEASUREMENT

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.  
*Key tools: project work plans, data collection and tracking*



SENSE OF VIBRANCY



SENSE OF PLACE



SENSE OF COMMUNITY



SENSE OF OWNERSHIP



# OVERVIEW & INTRODUCTION

# Volunteer Toolkit

- Best Practices
- Tools
  - Worksheets
  - Templates

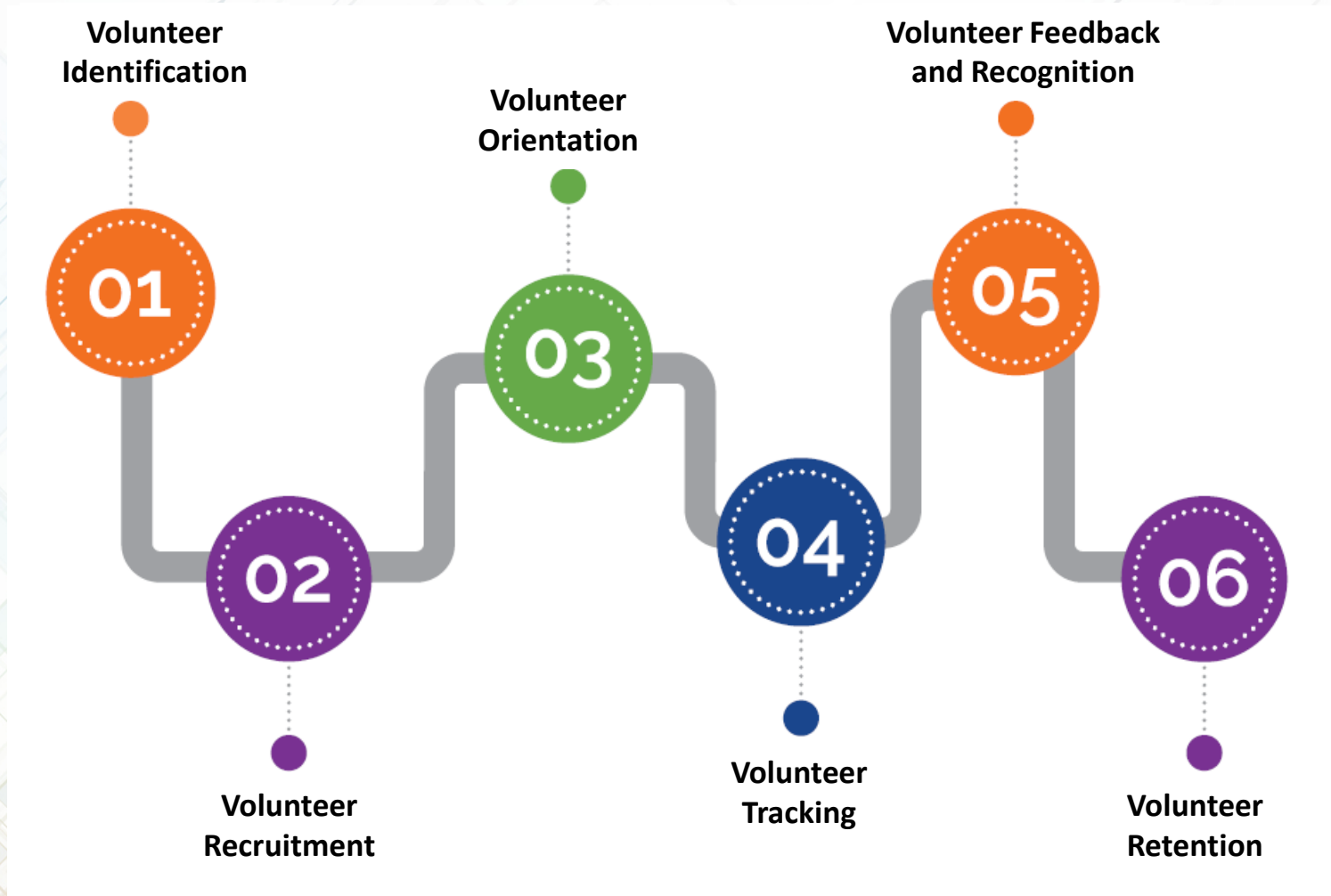
[https://www.miplace.org/4a7adf/globalassets/documents/michigan-main-street/resources/mms\\_volunteer\\_toolkit\\_2019\\_2.pdf](https://www.miplace.org/4a7adf/globalassets/documents/michigan-main-street/resources/mms_volunteer_toolkit_2019_2.pdf)



**VOLUNTEER TOOLKIT**  
**MICHIGAN MAIN STREET**



# Volunteer Management Cycle





# VOLUNTEER IDENTIFICATION



# Best Practice – Assess and Evaluate

- Annually evaluate the efficiency of your organization's volunteer management program.
  - Assess how your organization currently uses volunteers vs. how you could use volunteers
  - Conduct a cost/benefit analysis of engaging volunteers
  - Conduct an internal evaluation of your organization's volunteer management program to identify areas of strength and improvement
- Set tangible goals for volunteer engagement
  - Increase in # of participating volunteers
  - Increase in # of returning volunteers
  - Develop a volunteer orientation packet
  - Develop a system to match volunteers to projects based on skills/interests
  - Celebrate volunteer successes through a volunteer recognition event



# Best Practice – Identify Volunteer Opportunities

- Annually assess your organization's volunteer needs.
- Outline existing projects/programming and potential projects/programming
- Identify the projects/programming that volunteers can help accomplish



# Best Practice – Gauge Interest of Prospectives

- Provide a *simple* interest form online and at events to allow prospective volunteers to contact your organization about volunteer opportunities.
  - Collect contact information, availability, relevant skills and areas of interest
- Create a readily available inquiry response email that can be sent quickly after receiving an inquiry from a prospective volunteer.
  - Include the mission of your organization
  - Provide information about volunteer opportunities (job descriptions, volunteer application, volunteer orientation, etc.)

MAIN STREET VOLUNTEER PROFILE & INTEREST CARD			
Volunteer's Name:			
Occupation:			
Home Phone:		Cell Phone:	
Email:			
How do you prefer to be contacted? (Check your preference)	Home Phone	Cell Phone	Email
When are you available for volunteer work? (Check all that apply)	Weekdays (Mon – Thurs)	Weekends (Fri – Sun)	
What is your interest in Downtown?			
In which areas do you have knowledge, skills or interest in volunteering? (Check all that apply)			
Organization		Promotion	
Communications		Marketing	
Public Relations		Advertising	
Volunteer Recruitment and Retention		Branding	
Organizational Branding and Outreach		Event Planning and Logistical Management	
Fundraising		Image Building	
Economic Vitality		Design	
Small Business/Entrepreneurship Development		Historic Preservation	
Business Planning/Financing		Planning, Architecture, Construction	
Interior Design/Retail Merchandising		Downtown Beautification	
Real-Estate Development		Public Spaces, Public Art	

A street scene with a clock tower and cars, overlaid with a black box containing the text "VOLUNTEER RECRUITMENT". The background shows a brick building on the left, a clock tower in the center, and several cars parked on the right. The text is in a bold, white, sans-serif font.

# **VOLUNTEER RECRUITMENT**

# Best Practice – Set up Volunteer Meet & Greets



- After receiving an inquiry, set up an informal first date to get to know the skills and interests of the prospective volunteer and allow them to ask questions about the organization with the goal of reaching a second date.
- At the second date, discuss the volunteer needs and opportunities available within your organization. If there is a proper fit, ask the individual to volunteer and provide the position description and volunteer application.

# Best Practice – Position Descriptions

- Create position descriptions with fun, exciting titles to encourage recruitment of individuals to specific roles based on their interests and skill-sets.



# Best Practice – Integrate Flexibility



- Recruit volunteers to short-term project teams or individual tasks rather than long-term committee commitments.
- Allow for virtual volunteering. Identify tasks that can be accomplished off-site so that individuals can volunteer even if they do not have time to volunteer in-person.

# Best Practice – Volunteer Application

- Develop a more detailed volunteer application and make the application available online.
- Create a volunteer waiver of liability and photo release form. Consider integrating the form into your volunteer application if possible.
- Screen volunteers if they are interacting with a vulnerable population (children, elderly, etc.) or if they are dealing with money or sensitive information.
  - Develop screening protocols
  - Ask for a volunteer reference letter



# Best Practice – Ask!

- **Ask** people to volunteer! Shift the way your organization asks for volunteers by focusing on the **cause** and **outcomes** of your organization.
- Do not rely solely on general announcements to get results. Create a volunteer recruitment team to make personal asks.
- Ask Board members to identify potential volunteers and develop a plan to recruit. Ask Board members to make the volunteer requests.

# Best Practice – Think outside the box

- Engage the youth in volunteer opportunities.
- Consider incentivizing volunteer participation through developing a program that rewards volunteer activity with tangible incentives (apparel, gift cards, discounts, etc.).



## NEW 2019 Volunteer Appreciation Program

We LOVE our volunteers and to show our appreciation for your service we are kicking off a brand new Volunteer Appreciation program for 2019! Here's how it works:

### Step 1: Get a Punch Card

On your first day of service in 2019 you will receive a punch card that looks just like the sample below. Keep this card handy because you will use it to earn punches/stamps for your hours of service.



### Step 2: Earn Punches

Receive punches for the following volunteer activities:

- General volunteer service (ex. Event set-up, clean-up, phone calls, fundraising, etc.) 1 punch/hour
- Attend a committee or planning team meeting: 2 punches
- Bring a friend to a committee or planning team meeting: 1 "extra" punch for the meeting
- Volunteer of the Month recognition: 5 punches

Make sure a staff member punches (or initials) your card on your day of service. But, if you forget your card or forget to get it punched, you can come to the office at 118 W. Clinton St. within 7 days of service to have a staff member get you caught up.

### Step 3: Redeem Punches

Volunteers will receive an invitation to an Exclusive Volunteer Appreciation Party to be held in January, 2020! (Details including location, time, etc. are still TBD.) Volunteers will enjoy delicious refreshments and turn their punches into raffle ticket entries to win fabulous prizes! 1 punch = 1 ticket

You have a whole year to collect punches and the more you volunteer the better your chances to win some really sweet stuff!

**The fine print:** You must keep your card(s) in safe place and treat them like gold. When you fill up a card, put it in your safe place and get another one started. Lost cards will not be replaced.

# Best Practice – Match Make

- Develop an internal volunteer request form.
- Match volunteers to existing projects/volunteer opportunities based on skills and interest.





A street scene with a clock tower and cars, overlaid with a black box containing the text "VOLUNTEER ORIENTATION". The background shows a brick building on the left, a clock tower in the center, and cars on the right. The text is in white, bold, sans-serif font.

# VOLUNTEER ORIENTATION

# Best Practice – Volunteer Handbook

**Wayne Main Street  
Volunteer  
Handbook**



**Be involved.**

Two hours of volunteering can create a street lined with flowers.

**Wayne Main Street is more than an organization. It's a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.**

**HOURS & CONTACT INFO**  
**Office:**  
1 Town Square Wayne, MI 48184  
**Mailing Address:**  
PO Box 327 Wayne, MI 48184  
734-629-6822  
**Hours:** Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm  
or by appointment

- Create a volunteer handbook that explains all the key information about your organization and volunteer must-knows. Provide the handbook to volunteers once they have completed their application and are matched with a project and/or committee.
- Conduct an individual and/or group volunteer orientation meeting. Share the focus and strategic direction of your organization to inspire volunteers and instill passion. Highlight the payoffs and outcomes of volunteer efforts.

# Best Practice – Instill Passion

- Demonstrate a collaborative team spirit to excite volunteers about their decision to participate.
- Develop a volunteer mentor or buddy system so that new volunteers have a contact to ask questions and can feel a connection to others within the organization.
- Host an annual meeting so that volunteers continue to feel passionate about your Main Street organization's mission and can see the overall impact of your organization's work in the community.





# VOLUNTEER TRACKING

# Best Practice – Create a Database



- Create a single database to track volunteers. Microsoft Excel can be used to simply track volunteer information. Information to collect for each individual volunteer includes:
  - Name
  - Address
  - Phone number
  - Email
  - Emergency contact
  - Interests/special skills
- Use technology to help manage and communicate with volunteers. Examples include:
  - Free or subscription based software for management (Maestro, Volunteer Local, Sign-up Genius, etc.)
  - Text messages
  - Email for communication
  - Social media for connecting with volunteers



# Best Practice – Count Volunteer Hours

- Take attendance or have a sign-in sheet at committee/project team meetings.
- At events/activities count the number of volunteers and multiply by the number of hours the event/activity lasted (you may need to do this several times throughout the event/activity if there are multiple volunteer shifts).
- Calculate the value of a volunteer's contribution in time and talent at \$25.79, the hourly rate for Michigan-based volunteers, which changes yearly.

<https://independentsector.org/value-of-volunteer-time-2020/>





# VOLUNTEER RETENTION

# Best Practice – Motivate

- Discover what motivates volunteers to participate and ensure your organization is meeting their needs for continued participation. Mobilize the volunteers to accomplish what they are passionate about.
- Become a volunteer coach: nurture and encourage the volunteers to succeed in managing their projects, events and committee. Divide big tasks for projects or events into manageable goals with multiple checkpoints.
- Empower volunteers to be decision makers through allowing them to take ownership of their project, event or committee. Allow the volunteers to make key decisions and report on the progress they are making.
- Consider redefining your organization's meeting structure. Conduct shorter meetings that are task/project focused rather than long committee meetings with a large agenda to cover.
- Always make tasks enjoyable. Hire out the non-glamorous tasks (such as picking up garbage, emptying trash cans, setting barricades, etc.)



# Best Practice – Give and Receive Feedback

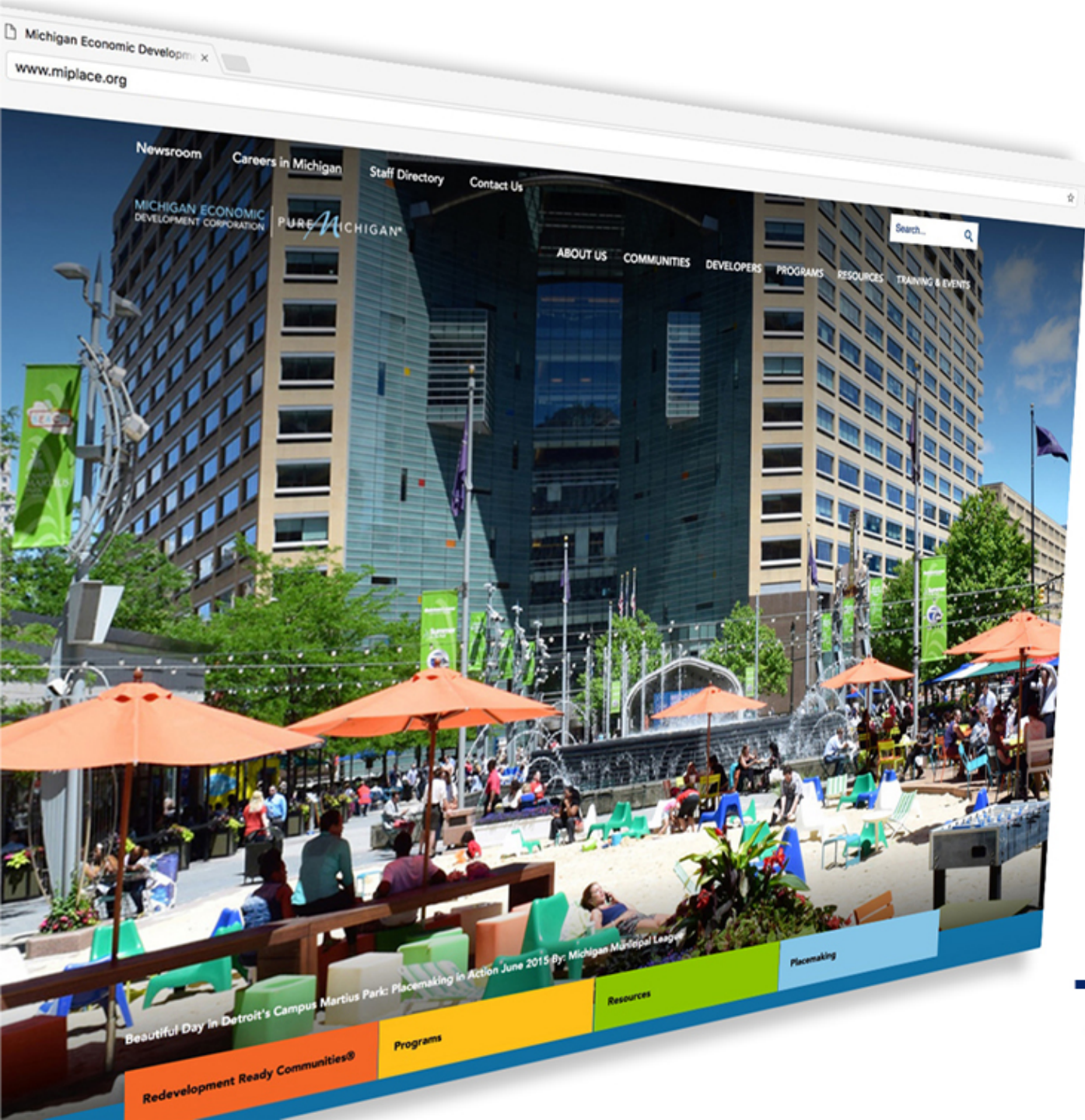


- Be available to volunteers to hear questions, provide feedback and listen to any concerns. Give feedback to volunteers more than once per year through regularly checking in with them individually to ask about their experience and discuss their performance.
- Hold volunteers accountable and share the impact of their efforts.
- Ask volunteers about their experiences and for feedback on improvement. Maintain high standards and expectations for your organization and volunteers.
  - Create a Volunteer Experience Evaluation Form

# Best Practice – Recognize and Share Appreciation

- Appreciate and recognize your volunteers' work through a series of gestures, both small and large. Ideas include:
  - Thank you notes
  - Coordinated social events/outings in your downtown
  - Providing snacks
  - Yearly volunteer reception
  - Volunteer Spotlights on Social Media
- Provide professional development and educational opportunities to the volunteers. Send volunteers to conferences and trainings.
- Position volunteers to move up within the organization, from project volunteer to project/committee chair, and eventually to board member.





# RESOURCES

[www.miplace.org](http://www.miplace.org)

**LinkedIn:**

MEDDC Community  
Development

**Facebook:**

@MiPlaceNews

**Twitter:** @MiPlaceNews

DOWNTOWN MANAGEMENT ORGANIZATION CHECKLIST			
This tool is intended to help you identify the foundational strengths of your Downtown Management Organization in order to prioritize opportunities for organizational development. Rate your Downtown Management Organization in each of the following criteria.			
Criteria	Start-up	Grow	Sustain
<b>DISTRICT ASSESSMENT</b>			
Organization focuses on one targeted geographic area and the downtown district boundary is defined			
A map denoting the downtown district in relation to any other local district exists			
The business and activity mix of the downtown district has been evaluated through the completion of a building and business inventory			
A map denoting the activity mix of the downtown district on first and upper floors exists			
A Business and Building Inventory exists for the downtown district			
Organization has read, evaluated and uses existing planning documents, market studies, surveys, development plans and the zoning ordinance for the downtown district			
<b>ORGANIZATIONAL STRUCTURE AND CAPACITY</b>			
Organization has a management structure and organizational chart			
The board of the organization is composed of a diverse group of stakeholders from the downtown district			
The organization has professional, paid staff			
Organization has defined roles and responsibilities within the community that differ from and compliment the work of other organizations			
Organization has a vision and goals for the downtown district that is supported by consensus from key stakeholders			
Organization utilizes volunteers to accomplish some projects/programming			
Organization works to cultivate a strong volunteer base			
<b>STAKEHOLDER ENGAGEMENT</b>			
Organization has buy-in and support from downtown business owners, property owners and residents			
Organization has buy-in and support from other community organizations			
Organization has buy-in and support from the local municipality			
Organization communicates regularly with key stakeholders to gain support and encourage engagement and participation in organization's efforts			
Organization has identified other community organizations and/or local service providers that exist to support the downtown district and communicates regularly with them			
Organization knows where to go for resources and support, when needed			
<b>BUDGET AND FUNDRAISING</b>			
A budget exists to support projects and programming for downtown revitalization			
The line-items in the budget directly support the organization's strategic plan			
Organization has a plan to increase revenues through fundraising efforts such as an Annual Sponsorship Program, events, merchandise, individual pledges and contributions			
<b>PROJECTS AND PROGRAMMING</b>			
Organization has a strategic plan and/or Organization develops and implements strategic projects and programming designed to support the vision and goals for the downtown district			

# Downtown Management Checklist

Download at  
[www.miplace.org/mmslibrary](http://www.miplace.org/mmslibrary)

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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Phone



Music



Safari



Camera





thank  
you

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MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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