


Best Practices in Volunteer Management Roundtable Discussion



with Lisa Meranti and Andrew O'Leary



National Trends



Source: AmeriCorps, Office of Research and Evaluation. (2021). Key Findings from the 2019 Current Population Survey: Civic Engagement and Volunteering Supplement. (by Laura Hanson Schlachter, Ph.D.). Washington, DC: Author.



How do you feel these national trends track now?

Volunteering in America: Rankings

State ranking by volunteer rate

Rank	State	Rate
1	Utah	51.0%
2	Minnesota	45.1%
3	Oregon	43.2%
4	Iowa	41.5%
5	Alaska	40.6%
6	Nebraska	40.2%
7	District of Columbia	39.8%
8	Montana	38.8%
9	Maine	38.7%
10	Idaho	37.9%

Ohio is #23 at 33.2%; by city - #14 Cincinnati 35.1%, 28- Columbus 30.5%, 29- Cleveland-Elyria 30.1%

Shifting Trends



Contract to Expand



Pandemic Impact

- Discovering/re-discovering parks
- Open/essential
- Rethinking time/interests/careers
- Safe way to come together
- Change of habits

In what ways have you noticed volunteers 'finding' you or expanding their commitment to your organization?

Recruitment/Matchmaking



- Social media
- Organization publications + website
- Partnerships
- Program structure

Point of Entry



- Open House
- Virtual vs in-person screenings
- Applications
- Background checks

Did you change your recruitment or selection process in 2020-22 and keeping those in place for 2023? Do you say yes or no more to applicants?

Rules of Engagement/Retention



- Communications
- Recognition
- Socialization
- Learning

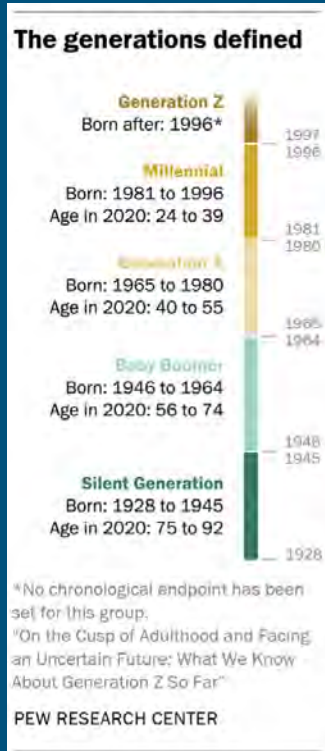
How often are you engaging with volunteers? Virtually? In-person? For fun? For feedback?

Relevant to Retain



Have you added or expanded opportunities that are independent, virtual, or career building? Do you have C science projects?

Relevant to Mix Gen



Are your volunteer opportunities generationally relevant?

How do you create a multi-age/gen-mixed volunteer community?

Reporting Out



Sharing the impact of the volunteer's work is one of the most important steps your organization can take toward successful volunteer engagement

Sharing Impact with Volunteers



78% of volunteers report that “understanding the impact of my volunteer service” is the top factor in keeping them engaged

Staff Engagement



Sharing statistics, stories, and accomplishments keeps staff informed and invested on the ROI volunteers provide

Public Reporting



Sharing volunteer accomplishments publicly generates interest from prospective volunteers, garners public support for park initiatives, and maintains corporate and philanthropic interest

Informing Tax Payers



Reporting Discussion



- How are you collecting and managing program data and stories?
- What strategies do you employ to share program successes?
- What changes can you make to more widely share volunteer impact?
- What are short-term and long-term impacts of more impactful report outs?

Your Best Practices

"When a volunteer agrees to share his talents, skills and interests...he is paying us one of the highest compliments possible by offering a most valued possession—his time."

What are things you do that you consider a best practice?

- Recruitment
- Retention
- Engagement
- Training & Enrichment
- Awards & Appreciation
- Statistics & Reporting

