

Volunteer Engagement Planning Guide



3 Areas to Focus on Engagement



Focus on communication



Evaluate ongoing training



Gain volunteer feedback



Communications

What are all the ways (or channels) we communicate with our volunteers? Email/Phone Call/Text/In-Person?

How often are we communicating with our volunteer base as a whole/individually/by program? How much time is invested in these communications?

What is our current process for communicating with volunteers? What tools are we currently using to communicate with our volunteers?

What tools are we currently using to communicate with our volunteers? What additional processes, tools, + resources do we need to support our volunteer communications?

Ongoing Training

Do you currently have ongoing training in place for your volunteer base?

If yes, are these ongoing training opportunities available for each program?

Are these ongoing training opportunities accessible to all volunteers? How are these ongoing trainings being offered? In-person/virtual/hybrid?

What further strategies, communication tools, + resources can support these ongoing training opportunities?

Gain Volunteer Feedback

What is our current process for collecting volunteer feedback? Do we have it stored in a centralized location for reference?

Do we make volunteer feedback opportunities available regularly + consistently? How is this feedback addressed strategically?

Are we using an informal feedback model, a more formal model (like an official survey), or a hybrid approach? Are these methods effective at gaining honest volunteer feedback?

What additional strategies, processes, tools + resources could support gaining regular volunteer feedback?

Use this list to hone in on the findings from the previous 3 pages.

Engagement Areas to Streamline		Update strategy?	Process change?	Need tools?	Is this consistent?	Is this helpful for retention?	Notes
<input type="checkbox"/>	Ongoing Training	Y	Y	N	N	?	Currently have no ongoing trainings or program q+a's
<input type="checkbox"/>	E-Newsletter	Y	?	?	N	Y	Maybe time to refresh the design, recruit vol for this
<input type="checkbox"/>	I-on-I e-mails to program vols	Y	?	Y	N	Y	Use an email sending tool to send to vols for each program
<input type="checkbox"/>	Facebook group	N	Y	?	Y	Y	Maybe a volunteer leader can support moderating this group
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Creative Engagement Ideas

01 Use fun + creative program names

02 Explore the Enneagram or other leadership tools

03 Gamify volunteerism

04 Send appreciation notes

05 Host hybrid coffee chats

06 Hold a seasonal book club

07 Partner new vols with experienced vols

08 Invite a guest speaker or host a training

09 Attend a special event together

Boosting Volunteer Engagement

Communications:

- communicate regularly through a volunteer e-newsletter/individual emails
- volunteer website w/ sign-up
- social media groups
- phone calls/texts

Connection:

- host fun events -think hybrid!
- ongoing training opportunities
- coffee chats
- share books/articles that support your cause
- nurture volunteer leaders

Retention:

- offer flexible opportunities
- follow-up appreciation
- use software to automate reminder emails
- listen + implement findings from volunteer feedback