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Academy of Nutrition and Dietetics
Volunteer Support
Recruit
Retain
Orientation and Training
Group Discussion
Introduction
2020 Presidents-Elect Training

Volunteer Support
Resources
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Governance Management Site

http://governancemanagement.webauthor.com/

Sections of Note:
D. Committee and Volunteer Management
K. Governance and Board Management

Prepare, Prepare, Prepare

"We have an open volunteer position, let's go find somebody to fill it!"

Open Positions

Recruitment Planning

Recruitment Planning

- Start the conversation
- Make role descriptions accessible
- Choose appropriate channels
- Publicize the rewards/benefit to them.
- Link message to mission
- Connect personally
- Continuous marketing (year-round)
- Provide an “immediate” response
- Use testimonials
- Make it easy to express interest
- Be persistent and patient

Open Positions

Is there a larger problem of your organization not knowing where it is going, what its purpose is, and what needs to be done to achieve goals?

- The image and appeal of volunteering.
- Methods of recruiting volunteers.
- Recruitment and application procedures.
- Induction into volunteering.
- Training for volunteering.
- Overall management of the volunteering.
- The support and supervision given to volunteers

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8.

What New Volunteers Need
• Organizational Charts
• Calendar of Events
• Governing Documents
• Best Practices and How To's
• Communications, Regular Check-Ins, Opportunity to Give Feedback
• Projects and Objectives
Succession Planning

9.

Succession Planning

Prepare for leaders to end their term

- Involve the outgoing volunteer in identifying candidates
- Plan in advance.
- Groom new leaders
- Leverage volunteer structure and position descriptions.

Accountability

Maintenance

Retain

- Be Realistic
- Avoid Burnout

Virtual

Assess

Creating/Maintaining Accountability

- Delegate
- Ownership
- Communication
- Set Expectations
- Ensure the Work Matters

Volunteer in a Virtual World

Keep Connected

- Frequent Contact
- Notify of Changes
- Encourage Participation
- Encourage Contact with Other Volunteers

Be Creative About Communication

- Use Multiple Platforms (Personalize)
- Generic Email Addresses
- Manage Email Overlord

Maintenance and Follow-Up

Volunteer Recognition

- Recognize leaders for their work
- Acknowledge contributions
- Recognition is synonymous with the volunteer's paycheck

Tips on Recognition

- Make it timely. Give thanks as soon as it is appropriate. A Thank you should not wait until the end of the year.
- Be specific about what contribution the person made and how the contribution helped accomplish something.

Succession Planning

- Encourage volunteers to be a part of finding volunteers for the future

How to Assess

- Use Surveys.
- Open Dialogue with the Board...Plan for it.
- Rate Performance Against Policies and Goals. Use a Scorecard.
- Bring in an Outside Perspective.
- Leverage Anonymous Rating.
- Make it Routine.

But...
But...

Can’t find the people you need?

Then start developing them!

- Place new volunteers on committees/ task forces.
- Talk to people.
- Look for the people you often see at events, on networking boards, social media.
- Leverage resources: Academy training, leadership courses, books, webinars, mentoring.
- Reach out to people with diverse perspective.

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Group Discussion
HOW TO CHOOSE: Select an area you know your affiliate needs to work on and will be doing so in the next year or so.
• Current annual orientation and training could use some work
• Currently satisfied with your annual orientation and training