

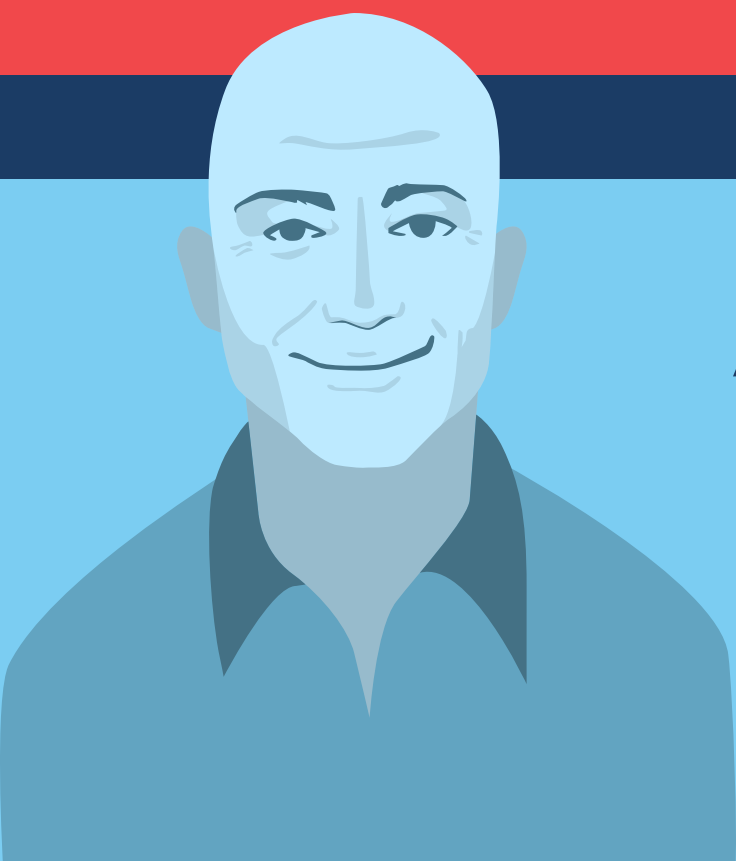
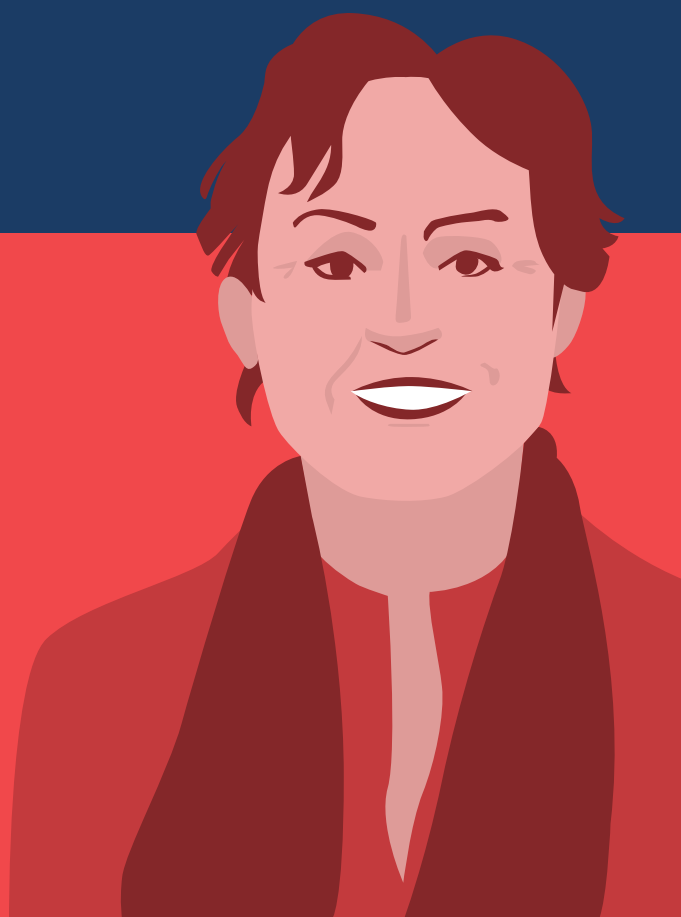
What

VOLUNTEERS

Need

TO FEEL WELCOMED

What can you do to make volunteers feel welcome?



TO FEEL LIKE AN ACTIVE PARTICIPANT

Make sure they have an active role to play. Give them a fun job. Let them lead the cow onto the field; don't ask them to clean up the manure. Have the right number of people for the job so everyone feels essential.

TO FEEL LIKE IT MATTERED THAT THEY WERE THERE

Make sure the job you ask them to do matches their skills and interests.

Ask the Farm Bureau president to individually thank them.



TO FEEL LIKE IT WAS WORTH THEIR TIME

Introduce them to staff and volunteers so they build their network. Send them a thank you note with a summary of the impact of the event. Help them learn something new.

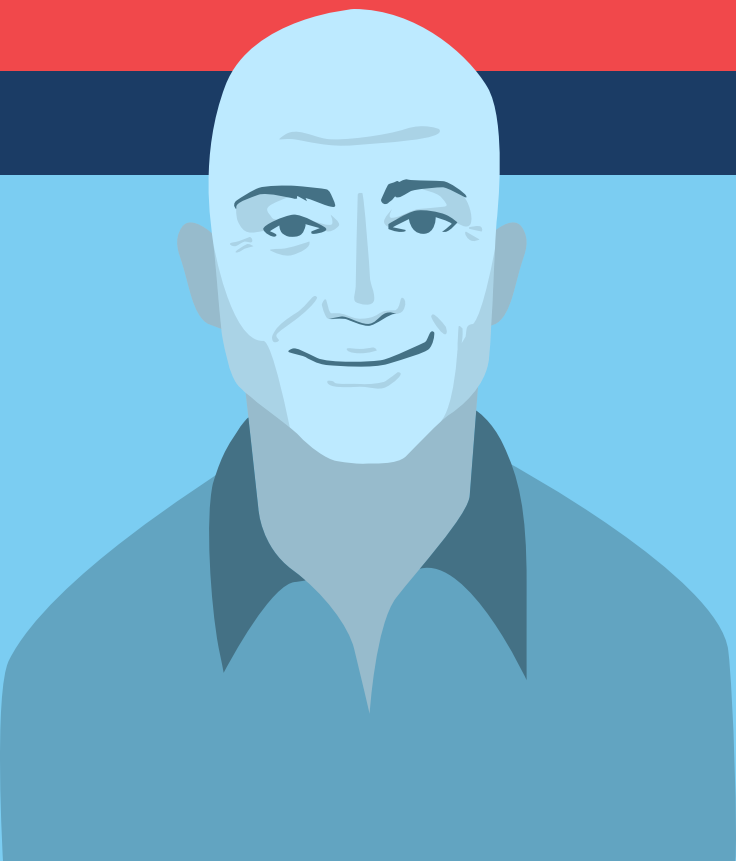
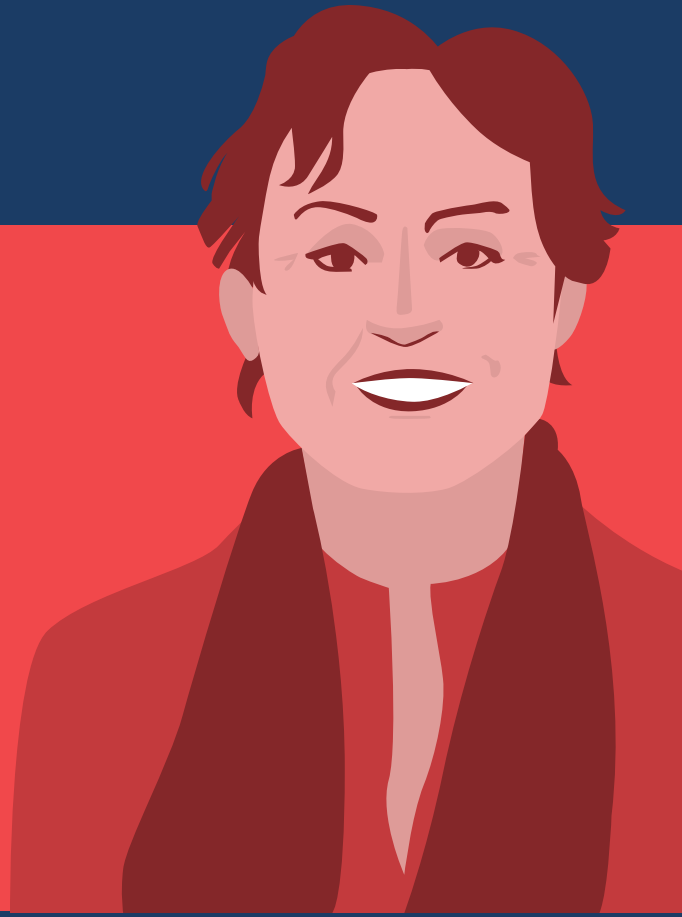
Positive Experience = They may volunteer again
Negative Experience = They won't, and they will tell others

VOLUNTEER

Hot Buttons

MAKE A DIFFERENCE

Some people are motivated by making a difference in the world. They will put full effort into things they care about and view as important.



SOCIAL OPPORTUNITIES

Some people are motivated by the social aspect of being with other volunteers. They love meeting new people and making new connections.

PERSONAL OR PROFESSIONAL DEVELOPMENT

Some people are motivated by learning something new. They may see the volunteer opportunity as a way to become better personally and/or professionally.



EFFECTIVELY COMMUNICATE BENEFITS OF VOLUNTEERING

If you don't share the same hot button as a potential volunteer, your attempts to sell that person on volunteering may have the opposite effect.