Where are All the Volunteers Hiding?

How to build and maintain a solid volunteer base!

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Adapted from Indiana PTA Convention Workshop
For Allen County Neighborhood Association Meeting
January 26, 2016
Tips on Attracting HOA Volunteers

- In today’s busy world of two-career families, taking care of personal obligations and children can be challenging. So, where does a Homeowner Association Board find volunteers? Furthermore, how do you compete with school requests, sports, and all the other volunteer work that consumes the time of many people?

- The most successful non-profit groups learn how to develop and maintain volunteers.

- They leverage the internet and social networking sites to help them provide training, communicate volunteer opportunities and other information. Finding volunteers is about reaching out and creating a solid foundation. When you ask active volunteers why they got involved with a group, the most common answer is “because someone asked”.

From Wise Property Solutions
Here are a few tips on attracting and maintaining volunteers for your community...

- You’re competing with other organizations for time, so give your homeowners a good reason to volunteer...a good reason to rally the forces. Gather ideas and input from residents, and then define your volunteer opportunities around what is important to the residents.

- Remember to ask people personally to volunteer. You won’t get much of a response by posting online or including opportunities in a newsletter. Volunteering is emotionally driven, so appeal to emotions by contacting each potential volunteer in person.

- Develop a tagline to remind people of volunteer opportunities, and include the statement in every communication. Examples are “Where Neighbors Take Action” or “Neighbors Working Together”. While this won’t bring a lot of volunteers, it will consistently remind homeowners of the volunteer need in the community.

From Wise Property Solutions
More tips...

- Part of the reason that people avoid volunteering is that they aren’t sure how to perform the task. Providing ongoing training for volunteers doesn’t have to be expensive. Add resources to your website. Ask an expert in the community to talk to the group.

- Appreciate and reward your volunteers. Bring in food while they are working. Thank them and give the small tokens of appreciation.

- Feature volunteer stories on your blog, website or social media page. Add pictures to bring it to life. This helps you get to know a volunteer personally in addition to showing appreciation. Highlighting special stories also helps communicate the “volunteer spirit” of the community to all the residents.

- Recruiting volunteers takes a bit of art, planning, and charm. The next time your HOA needs volunteers, step back and plan your course of action. Finally, remember the most important step in finding volunteers – “ASK”.

From Wise Property Solutions
Three Reasons People Volunteer

- They want to learn.
- They want to help.
- They want to meet people.

How can you offer your volunteers opportunities that cover all three?
The basics: There are 4 levels of participation...

- Officer
- Chairman
- Volunteer
- Member
5 Good Ways To Find New Volunteers

“Position available.“

“There's a lot you can do.“

“Would you help?“

“Bring your friends!“

“Thanks for your interest.“
Volunteer Form Sample
5 Ways To Get the Most Out of Your Volunteers

"Let me show you."

"It's all written down."

"Let's work together."

"You can do this at home."

"This is what you can expect."
Make it easy for your volunteers...

- 24/7 sign up
- Custom reminders
- Keeps you organized on what you need
5 Things Volunteers Love...

“We’re so glad you are here.”

“We are doing this because...”

“Thank you so much.”

“Whatever works best for you.”

“Your hour’s up.”
And...5 Things Volunteers Hate...

“We don’t need you after all.”

“We just need to run to the store.”

“Good night, and good luck.”

“Just another hour – or so.”

“You’re doing it all wrong.”
“That’s a great idea.”

“We’re all in it together.”

“You’re really good at that.”

“How did that go for you?”

“We did it!”
Volunteer Appreciation (Ways to Keep Them Coming Back!)

- Personalized thank you notes
- Recognition in newsletter, website, Facebook
- Wall of Fame
- Celebrate with your team – it should be fun to work with you
Questions?