

Volunteer Recognition

February 14, 2020

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Volunteertoronto.ca

Who We Are

We are a charitable organization striving to increase the positive impact that volunteering in Toronto. We inspire, inform and connect volunteers and the organizations that need them.

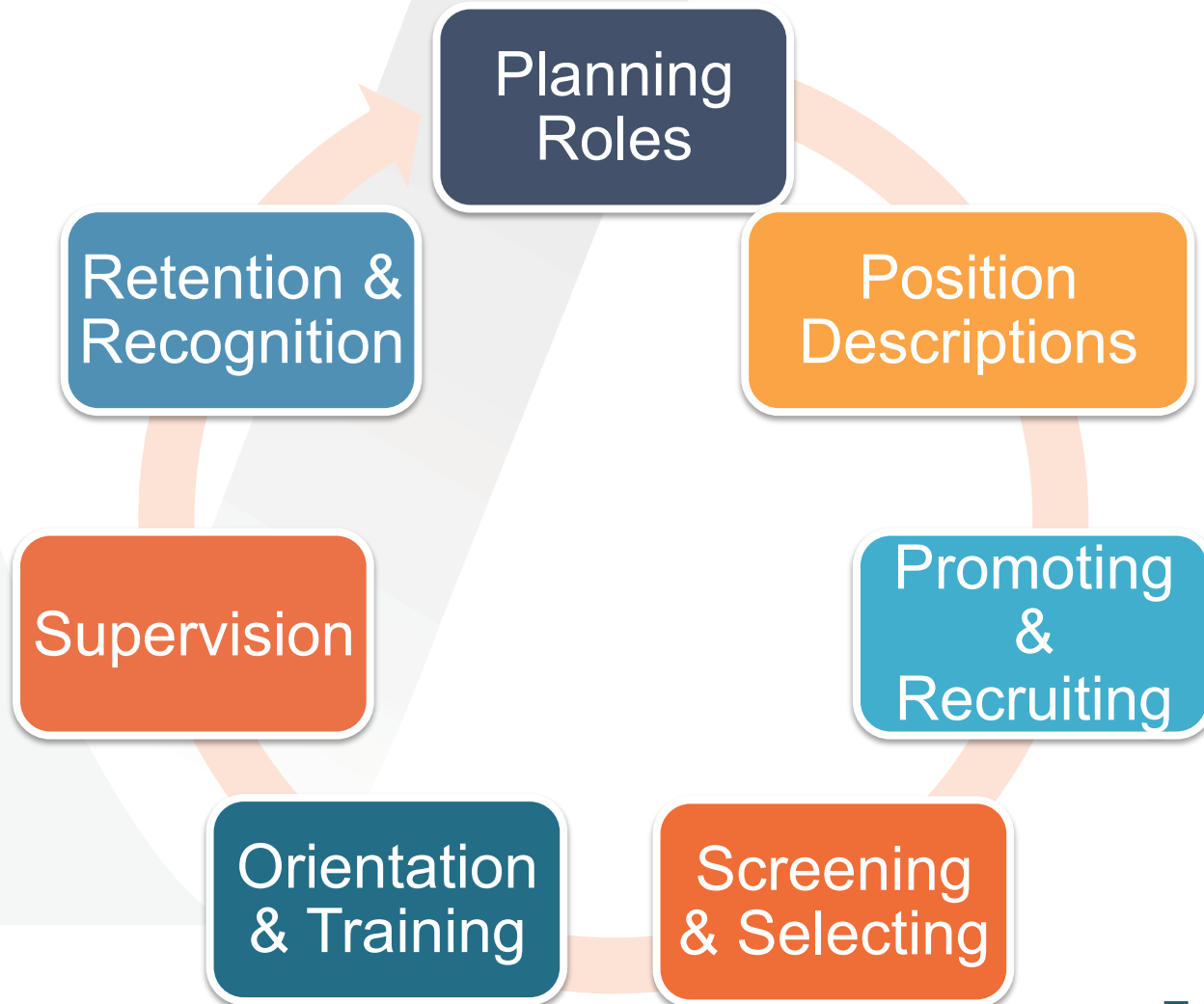
What We Do

We provide in-house, online and on-demand training and have a resource library covering a wide range of volunteer management topics.

How We Learn

We stay up to date on current legislation and best practices, conduct original research, learn from sector experts, and get feedback from our extensive network of non-profits.

Volunteer Management Cycle



Why Do People Volunteer?

2013 General Social Survey – Volunteering in Canada

- 93% Make a contribution to community
- 77% Use skills and experiences
- 60% Personally affected by cause/mandate
- 49% Explore personal strengths
- 47% Network with others
- 39% Because their friends volunteer
- 23% Improve job opportunities
- 18% Fulfill religious obligations or beliefs

Volunteers want....to be helpful!

- 93% volunteer because they want to make a difference
- 60% are affected by the cause you serve



Motivations

Values

Career

Enhance
Understanding

Social

Personal
Growth

Avoid Guilty
Feelings

Working with Motivations

Check in with volunteers – is their role fulfilling motivations?

Volunteers know motivations are taken seriously

Talk to volunteers about perception of the role

Imagination of role vs. reality – is this still what they want?

Case Study 1: What's this volunteer's motivation?

Volunteer Manager (VM) How are you enjoying the volunteer role?

Volunteer (V): I hate it!

VM: Oh, I didn't realize, why is that?

V: It's not what I wanted to do. I actually want to quit my role.

VM: Oh dear, I'm sorry to hear that. Is there a way we could make it better?

V: Well I want to be helping clients, not sitting behind a desk all day.

VM: I see, let's look at your position description. It says here that in the role would interact with clients entering our space, but it does require you to stay at the information desk.

V: Yea well I thought I'd actually be helping clients, not telling them where the bathroom is. My grandmother used to use this facility and I wanted to give back, but instead I'll just have to quit.

Case Study 2: What's this volunteer's motivation?

V: Hi, I'm sorry to do this, but I'm not interested in this role anymore.

VM: But you've only just begun!

V: I know, but I'm not feeling it, y'know?

VM: After all of the screening and training, you're telling us this now?

V: Well, I mean, I want to use my skills but it's what I do every day at work, I want something different.

VM: But your skills are so unique and highly valuable to our organization.

V: I understand that, but you're training me on stuff I'll never need to use again. Seems like kind of a waste. Plus I'm stuck in this office by myself for every shift.

VM: We can move you to a more communal space, but the work you're doing is important.

V: How is it important?

VM: Well, we can't afford anyone with your skillset, and we need these things done.

V: I'm sure you could find somebody. Sorry!

Why Recognize Volunteers?

Without recognition, volunteers feel...

- Underappreciated
- Unnoticed
- Like their work isn't meaningful
- Low commitment and motivation

With recognition, volunteers feel...

- Valued
- Appreciated
- Like integral members of your team

How to Recognize

Volunteer recognition can be

Inexpensive and effective
Personal and significant
Relevant to volunteer roles

Volunteer recognition should be

Meaningful to the volunteer
Honest and sincere
Delivered in a timely manner

How do
you
recognize?

Formal & Informal Recognition

Formal Recognition

Delivered consistently

- Events
- Certificates
- Reference letters
- Awards
- Milestones
- Announcements

Informal Recognition

Timely, appropriate & sincere

- Say thank you
- Ask for input
- Allow room for growth
- Treat volunteers as team members
- Maintain open communication

Involving Others in Recognition

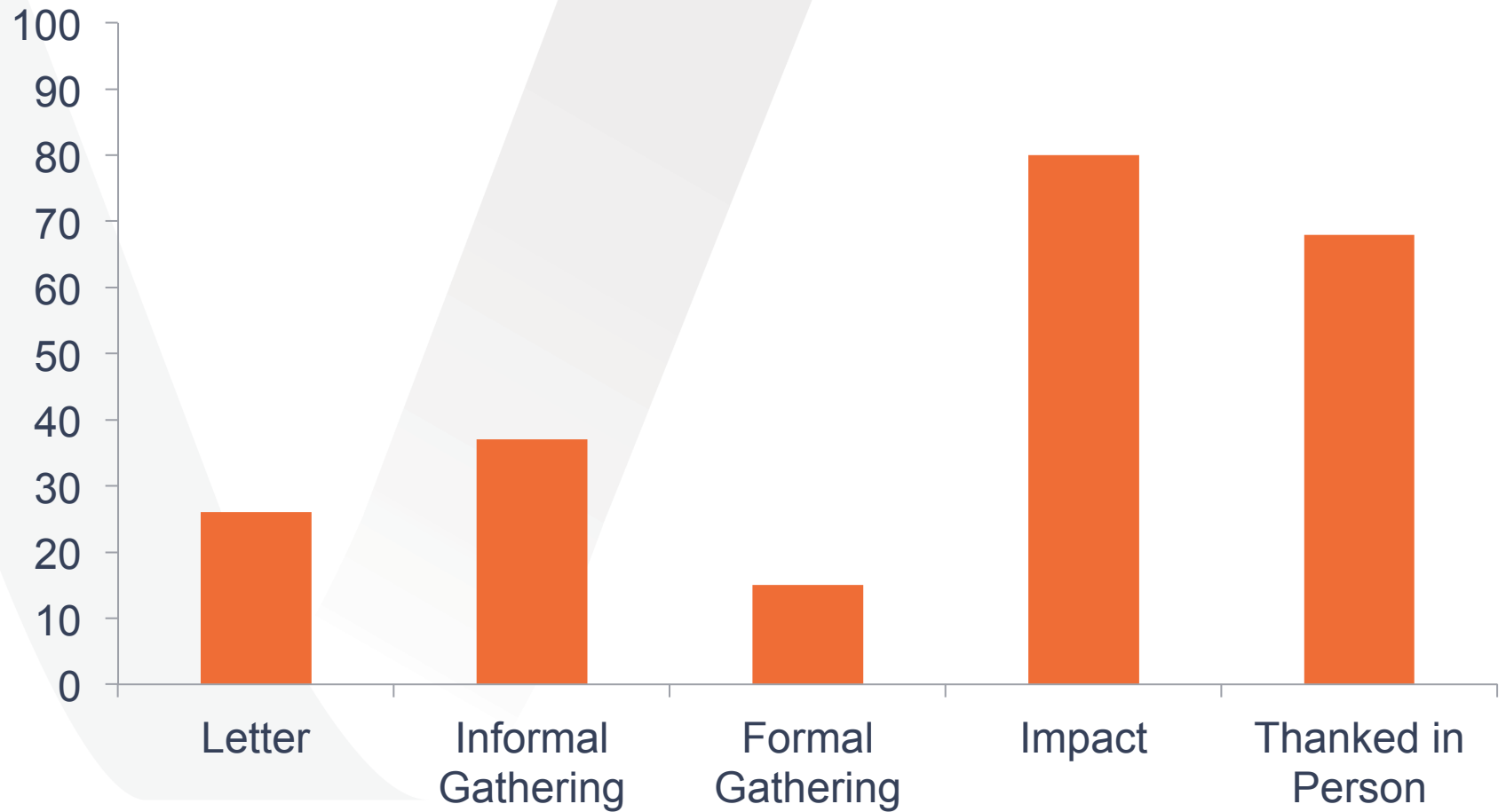
Direct supervisors, senior management, program staff and the Board should be a part of recognition



Shows volunteers that their contributions are acknowledged, appreciated & valued

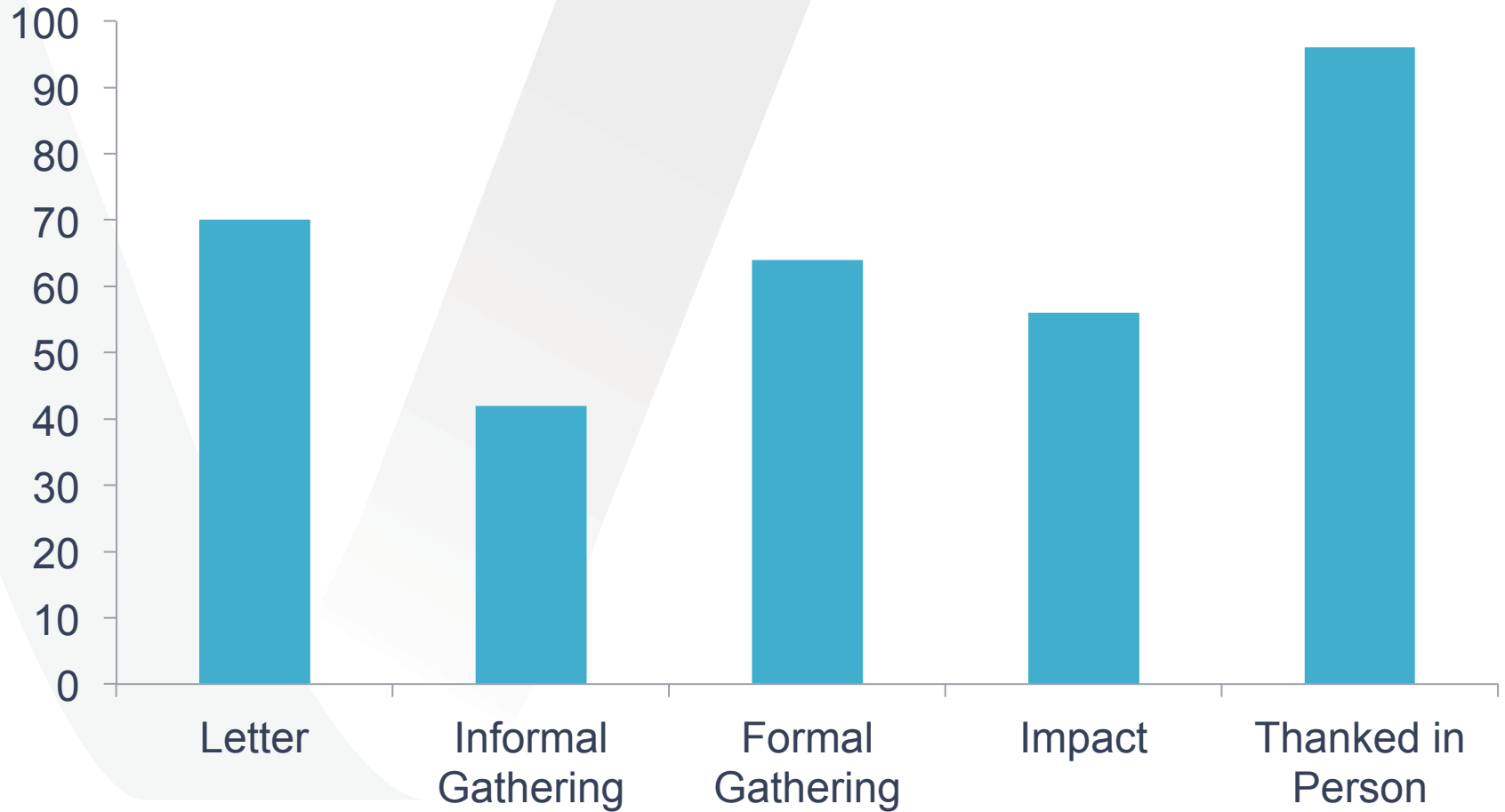
What Volunteers Want

2013 Volunteer Recognition Study, Volunteer Canada, www.volunteercanada.ca

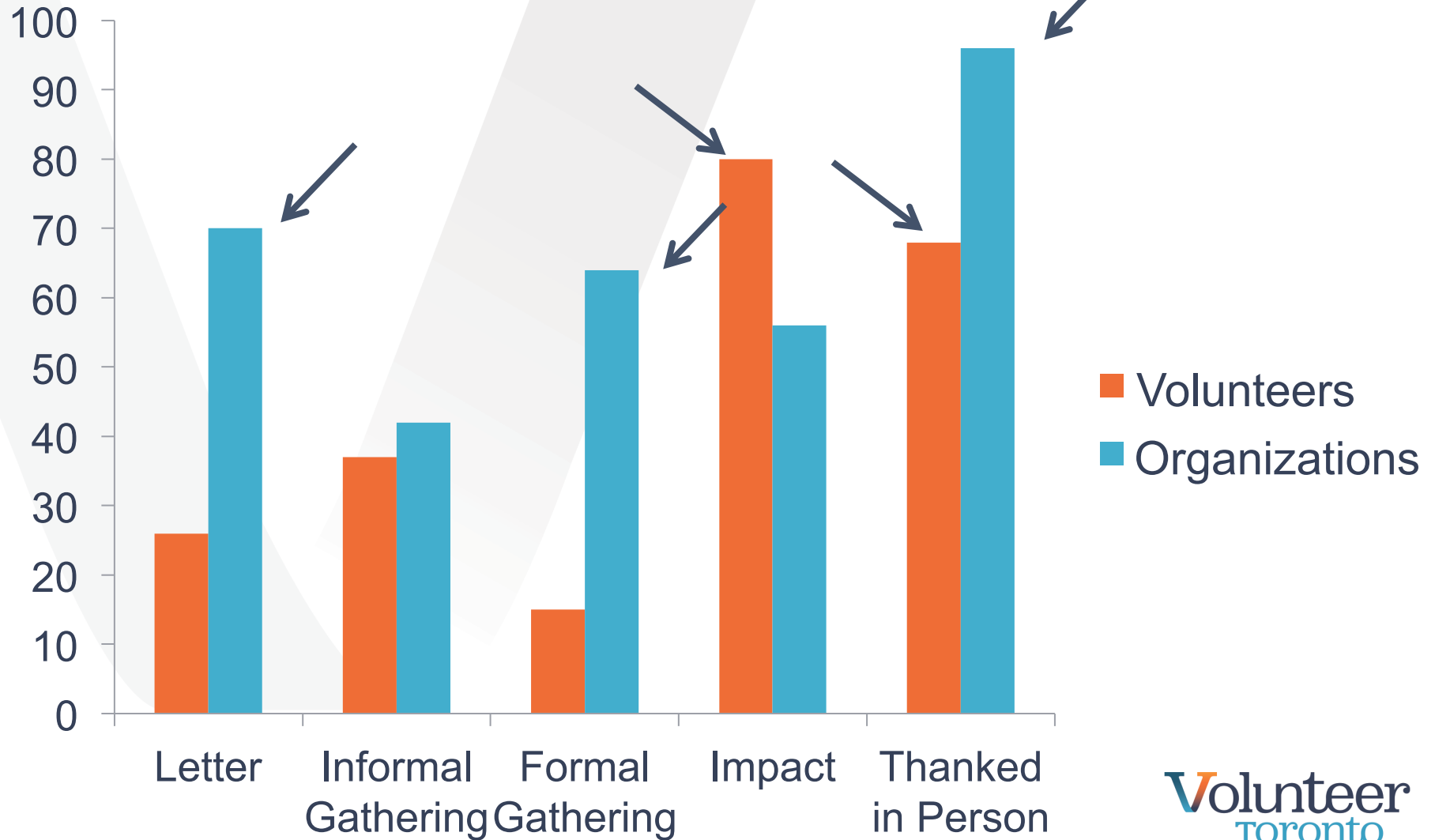


What Organizations Do

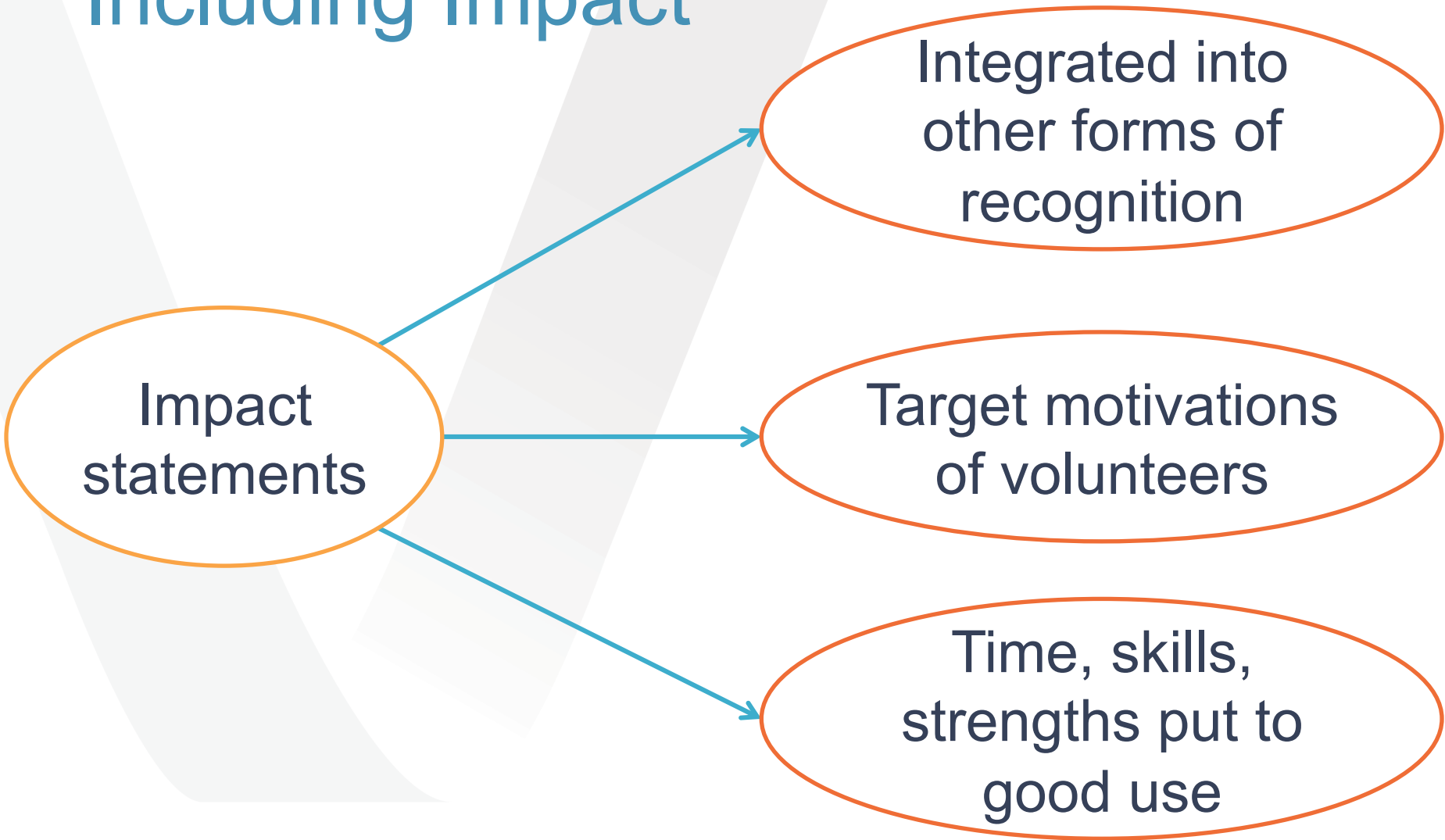
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What Volunteers Want vs. What Organizations Do



Including Impact



How to Include Impact

Volunteer Recognition Banquet

- Give a thank you speech, and include a major accomplishment of each volunteer project.

Certificate of Service

- Include a line about how the specific volunteer role helps the organization or its clients.

In-Person Thank You

- If you get positive feedback from a client, let the volunteer know that they made a difference that day.

Ongoing recognition helps

- Positive attention is 30X more powerful than negative attention in creating high performance on a team.*

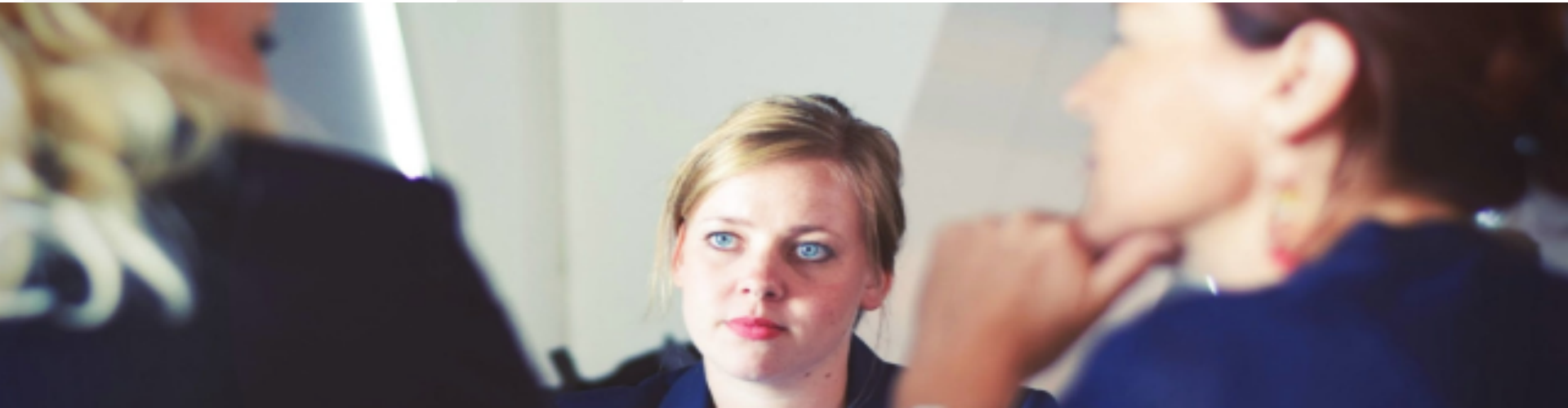


* Marcus Buckingham, [Nine Lies About Work](#), pg. 117

Not just praise...sincere recognition

Your experience in the moment that you witnessed their moment of excellence

- How it made you feel
- What it made you think
- What it caused you to realize



Ask yourself.....

- How do you currently recognize volunteers?
- Who plans/implements recognition?
- How do you know your recognition is successful?
- What could you do differently?
- What barriers have you come across or do you anticipate in recognizing volunteers?

Crafting Great Recognition

1

- Identify motivations

2

- Choose achievements to highlight

3

- Determine how you'll let people know
- Make an action plan

Recognition Ideas: Formal Events

- Awards event
- Party, banquet or gala
- Annual meeting
- Volunteer spotlight event
- Service recognition
- National Volunteer Week



Recognition Ideas: Informal Events

- Casual meal – barbecue, potluck
- Entertainment – movie, bowling, sports, laser tag
- Monthly get-togethers
- Game night, coffee night
- Lunch with volunteers



Recognition Ideas: Giveaways

- Cards/letters/notes with messages of support
- Small awards
- Exclusive coupons/promotions, vouchers, spa vouchers
- Gift cards/financial gifts
- Charitable donations
- Scrapbook



Recognition: Contribution/Community

- Digital art project (Prezi, Conceptboard)
- Physical art project/mural
- Word/sound cloud
- Weekly mail-out/e-mail out
- eCard pay-it-forward
- Volunteer t-shirt design contest



Recognition Ideas: Resume Builders

- Send volunteers to seminars, events, conferences & have them report back to your organization
- Create titles and business cards for volunteers
- Write recommendations for volunteers on LinkedIn
- Give 'shout outs' to Volunteers on social media, Facebook ,etc..



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Action Planning & Next Steps

Learned this. Plan that.

“I learned (something new you learned today) and I plan to (what you’ll do with this great new knowledge)”



Questions?

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