Secrets to Success: Volunteer Recruitment, Retention and Recognition

Sarah Knochel
Front Desk & Volunteer Services Manager
Covenant HealthCare
Michigan Association of Healthcare Advocates – June 2017

About the Speaker:
Volunteer Leader
15+ Years
MHVRP Board Member
7+ Years
Patient/Family Advisory Council Member
1 year
Advocate of Servant Leadership
Lifetime Commitment

Covenant HealthCare
Medical Center
650 Bed Hospital
2 Acute Care Medical Centers
Cancer Care Center/MD Anderson Inpatient Rehab Facility
20+ Outpatient Facilities
4500 Employees
Volunteer Services*
520 Volunteers
75,000 Annual Hours
50+ services
Ages 16-96
Large HS and College Program
*2016 data
Overview

Recruitment Strategies  Retention Strategies (including Education)  Recognition Strategies  The Changing Scene of Volunteers

Why do you volunteer?

Make new friends  Feel needed, useful, appreciated
Share talents and abilities  Build Self Confidence
Have fun!  Personal Growth
Learn new skills  Boredom
Give back/thank you  Moral obligation

Overview

Recruitment Strategies  Retention Strategies (including Education)  Recognition Strategies  The Changing Scene of Volunteers

Why do you volunteer?

Make new friends  Feel needed, useful, appreciated
Share talents and abilities  Build Self Confidence
Have fun!  Personal Growth
Learn new skills  Boredom
Give back/thank you  Moral obligation

Why do you volunteer?

Make new friends  Feel needed, useful, appreciated
Share talents and abilities  Build Self Confidence
Have fun!  Personal Growth
Learn new skills  Boredom
Give back/thank you  Moral obligation
The ideal volunteer – who would you choose?

How were you recruited to volunteer?

Creating visibility for your volunteer opportunities

- Refresh volunteer positions/duties (Be creative when naming them!)
- Connect mission with need (Why your organization?)
- Develop your audience (Who do you want?)
- Diversify your volunteer group (Recruiting success!)
- Be persistent and patient (It doesn’t happen overnight!)
- Sponsor fundraising events (Community will see your volunteer needs)
Vary your style

- Network, network, network
- Religious, Service, Retiree Organizations
- Be present on hospital website
- Use social media
- Take pictures, videos – SHARE
- Be a news source, ready for an interview

Where are potential volunteers hiding?

- Family/Friends
- Social/Religious Groups
- Schools
- Retirees
- Past Patients
- Service Organizations
- Shut-Ins
- Work force development

Recruitment Using Social Media

<table>
<thead>
<tr>
<th>VOLUNTEER RECRUITMENT SITES</th>
<th>SAMPLES OF RECRUITEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Covenant HealthCare</td>
</tr>
<tr>
<td>Twitter</td>
<td>Henry Ford Wyandotte</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Providence-Providence Park</td>
</tr>
<tr>
<td>YouTube</td>
<td>Spectrum Big Rapids</td>
</tr>
<tr>
<td>VolunteerMatch</td>
<td>Spectrum</td>
</tr>
</tbody>
</table>
Use the 4 C’s on Social Media

Communicate
Coordinate
Celebrate
Connect

Volunteer Retention

Thoughts on Retention
Retention is an outcome, not a task...You can take specific steps to recruit, supervise, or recognize volunteers, but you can’t set aside an hour or two to "retain" them. Retention is the end result of a well-organized, welcoming, and meaningful volunteer assignment -- the cumulative effect of doing all the elements of volunteer management right....

Sometimes life intervenes and you cannot keep everyone forever.
(Energize, Inc)
Onboarding Experience-
Setting the Expectation

First impressions matter
Interview process
  - Screen for best fit
  - Match skills to opportunities
Orientation
Help make a connection
Training/Mentoring
Show impact of volunteer opportunity

Once you onboard...

Invest time and show how you can support
Provide what volunteers need to do a good job
Communicate with your volunteers – Be a good listener
Solve problems
Handle concerns
Follow up on requests
Continual development – enhance skills

How to retain volunteers

Don’t be stagnant/stay current
Develop relationship with volunteers
Provide more than you expect to get in return
Give immediate rewards
Offer help and support
Continual education
Volunteer Forums (PIE)
Recognition Strategies

- "The happiest people I know are those who lose themselves in the service of others." - Gordon B. Hinckley
- "We make a living by what we get, but we make a life by what we give." - Winston Churchill
- "The world is hugged by the faithful arms of volunteers." - Terri Guillemets

How does your hospital recognize you as a volunteer?

Ways volunteers can be recognized

- Pleasant work environment
- Be prepared for the day
- Promote in Hospital Communications (internal/external)
- Invite Media to events/spotlight volunteers
- Volunteer Spotlights
- Bring A Friend Events
- Donation to Foundation for retirement
- Thank you (verbal, cards, letters)
- Birthday Cards/Get Well Cards
- Advisors on Hospital Committees
- Take time to talk/be personal
- Write letters of recommendations
- Provide scholarships
- Nominations for community awards
- Gifts, pins, ribbons

The happiest people I know are those who lose themselves in the service of others.
We make a living by what we get, but we make a life by what we give.
The world is hugged by the faithful arms of volunteers.
Ideas for Volunteer Recognition Events
- Breakfasts/Lunches/Playing
- Parties/Theme events
- Wine & Cheese Tastings
- Local Sports Team Events
- Bring a Friend Events
- Birthday celebrations
  (Cake is a must!)

What perks do you receive for being a hospital volunteer?

Today’s Volunteers
- TODAY’S VOLUNTEERS
  - Episodic volunteering
  - Multiple interests
  - Changing demographics
  - Small numbers of volunteers doing most of the work
  - New sources of volunteers
  - Short term opportunities to use skills

THE CHANGE IN THE 3-R’S
- Flexibility
- New creative/patient centric volunteer opportunities
- Flexibility
- Shifting focus: time vs. impact
- Flexibility
- Better use of technology
How is your organization shifting its focus to accommodate the newest generation of volunteers?

In closing...

Recruitment, retention and recognition are a journey and evolve over time.

One way or plan does not fit all organizations.

Volunteer leaders have to balance what works right for their teams.

Questions?
Thank you!

Sarah Knochel  
Front Desk & Volunteer Services Manager  
Covenant HealthCare  
sknochel@chs-mi.com  
989.583.6048