

Recruitment and Retention Goals

Excerpted from Volunteer Recruitment and Retention Amid Uncertainty, Sterling Volunteers

Volunteer recruitment and retention can be measured in many ways. Use this checklist to create goals and metrics that are realistic and aspirational .

A Goal is the desired result.

A Metric is a measurable indicator that reflects the efficacy of the strategy.

RECRUITMENT GOALS AND METRICS

What are your recruitment goals?

Think beyond simply filling available positions. Consider such measures as number of qualified candidates, returning volunteers, current volunteers who step up to leadership roles, etc.

What metrics will you use to indicate the efficacy of your recruitment efforts?

Consider the following and select those that are relevant to your goals.

- Website views
- Inquiries
- Completed applications
- Number or percent of qualified candidates (e.g., those who pass background checks, have the necessary skills)
- Orientation or information session attendees
- Conversion rate from inquiry to applicant
- Conversion rate from applicant to approved volunteer
- Current volunteers who take on additional or different roles
- Filled positions
- Filled slots in the schedule
- Number of new volunteers
- Number of returning volunteers
- Other

RETENTION GOALS AND METRICS

What are your retention goals?

Think beyond traditional goals of number of volunteers who stay in their same position. Consider such goals as successful completion of volunteer-led projects, percentage of first-time volunteers who return for at least one more engagement, etc.

What metrics will you use to indicate the efficacy of your retention efforts?

Consider the following but select only those that are relevant to your goals.

- Number or percent of volunteers who maintain required certifications or credentials, so they are eligible to serve when called upon
- Number or percent who fulfill service commitment (e.g., a single shift, total hours required)
- Number or percent who return for another service commitment (i.e., those who take on another role or sign up for another service term such as another full year or semester)
- Number or percent who stay connected through donations, communications, training, or advocacy despite being on hiatus from active volunteerism due to health and safety concerns
- Other