

## 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