

Transforming One-Time to Repeat Volunteers

SETTING YOUR PURPOSE

- Does the volunteer activity address a real need? Is it meaningful and impactful?
- Do all stakeholders understand and agree on the project goals and the role volunteer(s) play?

PLANNING: SETTING EXPECTATIONS

- Do all stakeholders agree about expectations, impact, and how success will be measured?
- How will one-time volunteers be invited to engage further? Who is responsible for that? Can you engage volunteers to serve as ambassadors or recruiters to help on the day of the event or during the service opportunity?
- What additional volunteer opportunities exist at your organization? Are all departments aware of the event/opportunity and have they communicated their departments' volunteer opportunities to the person responsible for future cultivation?
- How will you track return volunteers? Will data be shared across departments or with partner agencies?

PLANNING: STRUCTURING FOR SUCCESS

- How will you orient volunteers to their service on the day of the event and ensure they feel welcome, comfortable, prepared, and clear on expectations?
- How will you recognize volunteers during their one-time engagement?
- How will you communicate to volunteers the impact of their service and how it connects to mission?

FOLLOWING UP

- What follow-up activities will connect volunteers to future volunteer opportunities? (e.g., follow-up phone calls, surveys to gauge interest or collect feedback, coffee dates, correspondence, etc.)