

# Recruiting, Maintaining, and Growing Volunteers



Presented by:



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**Volunteer Coordinator**

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# Meet Our Villages



- # of Members - 385
- # of Volunteers – 419
- 3,207 Services filled in 2022
- 2,825 Services filled to-date
- Part-Time Paid -Volunteer Coordinator (15 hours/week)



- # of Members 65
- # of Volunteers 70+
- Cheverly Village connected members with over 80 events.
- Volunteers offered over 350 direct services in 2022.
- So far in 2023 our village is showing an increase in services and hours.



- # of Members - 165
- # of Volunteers – 103
- Services filled in 2022 - 1,027
- Services filled in 2023 - 757
- Volunteer Hours 2022 – 1,938
- Volunteer Hours 2023 – 1,540
- Part-Time Member/Volunteer Coordinator-20 hours/week

# Recruiting – Arlington Neighborhood Village

- Good Results in 2022



- 96 New Volunteers
- 215 Active Volunteers
- 3207 Services Filled
  - 41% Transportation



- So Far in 2023

- 100+ New Volunteers
- 46% Transportation
- Challenge: Still need additional drivers



# Top Four Ways Volunteers Find Us

## Top four ways potential volunteers find us:



- Word of mouth: friend/neighbor sends them to our website

- Online clearinghouses: Volunteer Arlington, VolunteerMatch



- Online searches like “volunteer near me”
- ANV outreach: civic association presentations, county fair, Chamber of Commerce community service committee, etc.



# Streamlined Process for Bringing Volunteers on Board



**Templates for quick  
email response to  
inquiries**



**Online Volunteer  
Application Form**



**Regular live (online) volunteer  
training/orientation session**



**Efficient  
background check  
process (Sterling  
Volunteers)**



**Welcome messages  
with details about  
getting started**



**Biggest recruiting challenge:  
drivers vs. other categories**







**Maintaining Our  
Volunteer Corp:  
They are Vital to Our  
Success!**

**We fill 98.971% of  
all requests with GV  
Volunteers.**



# Maintaining Volunteer Corp



- Attention paid to volunteer information form
- Requests geared to volunteer interests, not just member's needs
- Out-of-the-box or unique opportunities offered to volunteers
- Flexibility benefit of volunteering for GV – “Just Say No”





# Maintaining Volunteer Corp

- Regular Contact with Volunteers



- Volunteers Invited to all programs (at member price when there is a cost)



- Active and open Volunteer Committee







# Maintaining Volunteer Corp



- Volunteer trainings offered based on volunteer interests - i.e. transporting frail members, medical notetaking, tech tutoring, etc.



- Volunteer socials and appreciation events.



- Volunteers are our community ambassadors and are treated as such.





# Growing Volunteers

**Be present where you find community.**

**Support, connect, and engage your community as your village.**

**Offer feel-good, intergenerational, low commitment/high accomplishment activities.**

**Gather and celebrate!**



**Invite volunteers to Grow into Leadership—again and again!**

Be present where you find community.



Support, connect, and engage your community as your village.



Cheverly Village



Aging in Motion



# Cheverly Village



Aging in Motion



Offer feel-good, intergenerational,  
low commitment/high  
accomplishment activities.



Gather and Celebrate!





# Conversations on Leadership — invite volunteers to grow — again and again!

## No Obligation — Only Invitation

To set the tone for this gathering, we'd like to remind you that communities thrive because of their people. Whether or not you are already formally connected to the Village, you are already connected to our mission — to enable everyone to stay intergenerationally engaged and connected to our community, and to live and age in motion here in Cheverly.





# Any ??

## Contact Us:



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