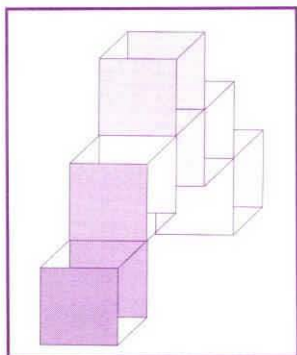


Stepped Approach To Volunteer Recruitment & Retention



Partnerships with volunteers have been the bedrock of the American Cancer Society since its inception in 1913, but the nature of those partnerships, like everything else in our world, is changing dramatically. No one knows better than you—the Society’s program coordinators and managers—how significant those changes are. They are affecting every aspect of how the Society carries out its mission, including how we target, recruit, develop, manage, and retain volunteers.

Acknowledging change, anticipating future as well as immediate needs, and learning to use marketing resources and principles are essentials to survival in the increasingly competitive environment of volunteerism. That’s why we’ve developed the American Cancer Society Stepped Approach to Volunteer Recruitment and Retention.

This step-by-step plan explores scientifically sound methods that, applied through your art and expertise, will make it possible to target the volunteers you need, recruit them, and make the most efficient and effective use of the Society’s volunteer resources.

Indeed, the adaptability of the framework may be its most important feature, because it will succeed best when you have tailored it, based on what you know about your community.

We've designed the framework for exactly that purpose. Materials can be pulled out and targeted to design specific recruitment programs. Work sheets are provided to help facilitate the recruitment and retention process. Forms can be photocopied or edited on Lotus Notes, and the program can be presented as workshops or self-directed learning.

The American Cancer Society depends on the competence, creativity, and dedication of its volunteer program coordinators and managers to make the most of our volunteer partnerships. The Stepped Approach to Volunteer Recruitment and Retention will bring you up-to-date on the issues you need to know about, in a comprehensive, straightforward, and digestible format.

The Stepped Approach shows how volunteer recruitment and retention is an ongoing process, composed not of one activity but of several that occur in four phases: the Preparation Phase, the Planning Phase, the Recruitment Phase, and the Retention Phase:

- ✓ How to do a needs assessment
- ✓ How to write a position description
- ✓ How to target the volunteers you want
- ✓ How to market your recruitment message
- ✓ How to motivate people to volunteer
- ✓ How to screen and interview prospects
- ✓ How to develop a prospect list of future volunteers
- ✓ How to keep volunteers satisfied and productive
- ✓ How to maintain healthy volunteer-staff relationships
- ✓ How to recognize volunteers strategically

On-the-spot exercises will help you “check in” with what you’ve learned and get you thinking about how this program can be adapted to your local needs.

The American Cancer Society Stepped Approach To Volunteer Recruitment and Retention

PREPARATION

STEP 1
Assessing the Need for
Volunteer Recruitment

STEP 2
Creating Position
Descriptions

STEP 3
Studying Volunteer
Trends and Key Markets

PLANNING

STEP 4
Targeting Recruitment

STEP 5
Social Marketing

STEP 6
Designing Recruitment

STEP 7
Drafting the Plan for
Recruitment

STEP 8
Choosing Volunteer
Recruiters

RECRUITMENT

STEP 9
Motivating People
to Volunteer

STEP 10
Screening & Interviewing
Prospective Volunteers

STEP 11
Selecting & Following-
Up with Volunteers

RETENTION

STEP 12
Motivation

STEP 13
Development

STEP 14
Management of
Volunteer Resources

STEP 15
Recognition



For more information,
Call toll free
1-800-ACS-2345
or on the Internet
<http://www.cancer.org>