

SERVE HERE AMERICA

Learning Module Week 15: Volunteer Recruitment & Employee Motivation

Participants should provide an update on their work week and groups should provide updates on their case studies.

Suggested Reading:

- “To Motivate Employees, Do 3 Things Well” by Emma Seppälä (January 2016) in *Harvard Business Review* <https://hbr.org/2016/01/to-motivate-employees-do-3-things-well>
- “101 Volunteer Recruitment Secrets” from *VolunteerMatch* http://media.volunteermatch.org/docs/101Secrets/VolunteerMatch_101Secrets.pdf
- “Must-Read Fidelity Study on Link Dynamics between Giving and Volunteering” by Ruth McCambridge (January 2015) in *Nonprofit Quarterly* <https://nonprofitquarterly.org/2015/01/28/must-read-fidelity-study-on-link-dynamics-between-giving-and-volunteering/>

Learning Objectives:

Using the readings as guides, please discuss the following questions in regards to volunteer recruitment and employee motivation:

Seppälä, “To Motivate Employees...”

1. How does your organization motivate you and how does your organization motivate its volunteers (if you have a volunteer structure)?
2. How do elements of inspiration, kindness, and self-care factor into your organization’s workplace culture?

VolunteerMatch

1. How does your organization design the perfect opportunity for volunteers? How does your organization spread the word that you need volunteers? How do they utilize social media and technology to do so?
2. How does your organization make a great first impression for volunteers/potential volunteers?
3. How does your organization increase engagement?
4. How does your organization show appreciation/show impact by telling your story?
5. How do you engage volunteers from a variety of backgrounds? We will talk about intersectionality. Why is it important to have an intersectional lens when engaging with volunteers?

McCambridge, “Must Read Fidelity Study...”

1. There’s clearly a relationship between donating money and donating time. How can organizations increase volunteer opportunities to provide more ways for families to engage in volunteer opportunities together?