

# Discovering the Secret to Retaining Volunteers

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## ASSESS YOUR CULTURE

**What's your current reality? Not your current intentionality!**

## ZRM . . . Zero Recruitment Model Survey

It requires a lot less work to keep a volunteer than to continually recruit and train new ones!

## Four Things Every Volunteer Needs:

### 1. SIGNIFICANCE

#### CELEBRATE THEIR SIGNIFICANCE

- *"I love this and I'm making a difference!"*
- Celebrating the significance of volunteers' investments centers on the leader making a commitment to providing opportunities for volunteers to serve in roles that are a **good fit** for their skills and interests. It begins with the leader making a mindset shift from just filling volunteer vacancies to connecting volunteers with roles in which they will thrive.
- FIND THEIR FIT AND THEY WON'T QUIT.
- Commit to a mindset shift from *filling volunteer vacancies to finding their fit so your volunteers can thrive!*

## 2. SUPPORT

### PROVIDE FIRST CLASS SUPPORT

- *“I’ve got what I need and I feel valued!”*
- Effective leadership begins with well-informed and resourced volunteers. Volunteers should be communicated with often and provided tools for their roles in advance. Leaders should invest in training for skills that are applicable in a volunteer’s home and workplace, reaching beyond the role he fulfills in the church.
- COMMUNICATE EARLY AND OFTEN

## 3. CONNECTIONS

### FUEL MEANINGFUL CONNECTIONS

- *“I belong here and I’ve got friends!”*
- Many people choose to volunteer because they are looking for community and connection to other like-minded people. This strategy focuses on team building principles and the importance of providing opportunities for volunteer groups to share stories, play, and laugh together.
- MAKE IT FUN! VOLUNTEERS DON’T NEED ANOTHER JOB!

## 4. EMPOWERMENT

### EMPOWER THEIR PASSIONS

- *“I’m trusted and I have opportunities to develop into a better leader”*
- This strategy focuses on establishing clear vision and parameters within volunteer teams. If leaders do not give clear vision, volunteers will invent their own. Empowering volunteers happens when leaders remove the red tape and give volunteers permission to carry out the mission. We challenge leaders to not make assumptions for their volunteers, but invite individuals into opportunities that will stretch them beyond what they have done in the past.
- Empower their passions by clearly communicating your ministries’ vision, values, and strategy. This prevents volunteers from having to invent their own and gives them the parameters in which they can lead and win. Provide holistic leadership development opportunities that benefit, not just their volunteer role, but their lives outside of church as well.
- CLARIFY THE WIN. IF LEADERS DON’T GIVE CLEAR VISION, VOLUNTEERS WILL INVENT THEIR OWN.



## **Team Discussion Questions:**

### **What is your staff's mindset about volunteers?**

- A means to an end *or* . . .
- An opportunity for people to experience spiritual growth and thrive in all areas of their life.

### **What are some of the myths that you have about why people don't volunteer?**

- Use story board to find out.
- Bust the myths—*lazy, don't care, too busy, etc.*

### **What is your vision for your volunteer experience?**

### **What does Ephesians 4:12 say about our role as a leader?**

**Talk about the idea that it “costs” a whole lot less to create an irresistible culture that retains volunteers, then to keep having to recruit and train new volunteers.**

### **What's your on-ramp process for new volunteers?**

- How can you create easy and obvious steps to “find their fit”?
- How will you communicate those steps?

### **How do you empower your volunteers to lead?**

Do they know your vision, values, purposes, etc.?

**Consider reading *The Volunteer Project: Stop Recruiting. Start Retaining.* with your team. (Find out more at [stoprecruiting.com](http://stoprecruiting.com))**

Take the *Zero Recruitment Model* survey so you can . . .

- Send your volunteers the free *Zero Recruitment Model* Survey (available with book purchase) to assess your current reality.
- Review the provided sync report to learn which of the 4 strategies needs the most focus.
- Use the practical tools found in the book to implement a plan to grow in those area.

