

PREVENTION FIRST 



PARTICIPANT GUIDE

YOUTH CHAMPION RECRUITMENT AND RETENTION ADULT VOLUNTEERS TRAINING

Funded in whole or in part by the Illinois Department of Human Services. Division of Substance Use Prevention and Recovery through a grant from the Substance Abuse and Mental Health Services Administration

Youth Champion Adult Recruitment Training

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PREVENTION FIRST

Prevention First is a nonprofit dedicated to preventing teen drug use before it starts. Since 1980, Prevention First has provided training, technical assistance and resource materials to thousands of schools, community groups, parents and youth.

We specialize in building the capacity of practitioners to develop strategic plans to address local substance abuse prevention needs, select and implement the best programs, curricula and strategies designed to promote social and emotional health and prevent substance abuse, and develop and implement media and communication campaigns designed to educate the public.

Prevention First is primarily funded by the Illinois Department of Human Services Division of Substance Use Prevention and Recovery. Additional funding is provided by the Illinois Department of Corrections, Illinois Department of Transportation and through private foundations and individual donations.

OUR VISION

Prevention First is the leading organization for knowledge-building and the dissemination of evidence-based prevention strategies. We believe that evidence-based approaches are the most effective paths to building communities and proactively support health and well-being.

OUR MISSION

Prevention First advances efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence-based and collaborative approaches, including training, support, and public awareness.

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Training Overview

Course Description

This recorded webinar provides participants with an overview of best practices for recruiting adult volunteers into the Youth Champion program.

Learning Objectives

Upon completion of this training series, participants will be able to:

- Recognize benefits to the program
- Identify recruitment planning steps and practices
- Recognize components in recruitment strategy
- Identify the importance of diversity and barriers to specific populations
- Recognize best practices in screening
- Recognize the importance of orientation and training
- Recognize retention and recognition strategies

Intended Audience

This course is intended for Teen Pregnancy Prevention site projects that will be implementing the Youth Champion Program.

Requirements/Prerequisites

None.

Completion Time

The length of this webinar is approximately 50 minutes.

Course Completion

Participants will complete a webinar evaluation.

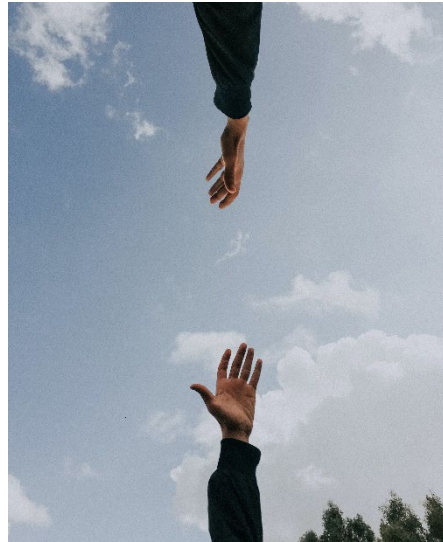
YOUTH CHAMPION ADULT RECRUITMENT TRAINING

INTRODUCTION

Introduction to Adult Recruitment

“Those who can,
do. Those who
can do more,
volunteer.”

Author Unknown



Benefits to the Program

Your organization has goals it wants to achieve

You want the best people for the job

Allows you to use your resources more effectively

Source: RCVO@Volunteer Alberta

Target Potential Volunteers

Past Volunteers: Contact people who have expressed interest, volunteered before. Review volunteer sign-up sheets and reach out to gauge interest. If that isn't available, develop a system to collect this information. It is important!

Look Within: Anyone currently involved in the program or recruitment effort should create a list of possible contacts from:

- Friends
- Family
- Co-workers
- Neighbors
- Community Groups (faith-based organization, community centers, sports clubs, athletic groups, etc.)

Reach Out to Network: Connect with your established network.

- Send out the opportunity through a newsletter to contact lists.
- Publicize on all communication platforms
- Post a video of previous events and ask for new volunteers (follow up with anyone who interacts with the posts)

Widen the Net: If internal connections have been exhausted and there is a limited response, try:

- Posting an ad in the local newspaper
- Contact local community centers and government
- Post flyers throughout the community:
 - Laundry Mats
 - Grocery Stores
 - High Schools
 - Universities
 - Churches
 - Recreation Centers
 - Community Centers
 - Performing Arts Centers
 - Post Offices
 - Doctor's Offices, Health Clinics
 - Libraries

Source: Morand, Tatiana. Wild Apricot.

Recruitment Strategy



Adapted Source: Morand, Tatiana. Wild Apricot.

Screening Best Practices

Volunteer screening is an effective way to reduce these risks. Some standard best practices for screening:

- Application Process
- Conduct Interviews
- Verify ALL References
- Clearly Explain Policies
- Don't Guarantee Anything
- Put it in Writing

Adapted Source: Culture of Safety, Best Practices

Orientation Overview

Orientation sessions will differ based on the roles and responsibilities. An overview of what information is as follows:

Organizational Description: the community you serve, community relationships, mission, vision, and policies.

Organizational Structure: including an introduction to key staff members, volunteer contribution, and an explanation of their roles.

Volunteer Expectations: a general overview of the jobs they will be doing.

Volunteer Training: Explanation, evaluations, benefits, and schedule.

Emergency Procedures: In case of a storm, first aid kit locations, and related information.

Orientation Manual

At a basic level, consider the following information:

- Organizational marketing materials
- Staff and volunteer directory
- Board of Directors
- Fiscal Paperwork- if applicable, expense forms, budget information, etc.
- Reimbursement policy
- Termination policy
- Dress code
- Scheduling changes
- Insurance (if applicable)
- Grievance procedure
- Acronyms used by field or organization
- Client rights, confidentiality, legal restrictions, etc. information
- Use of agency facilities and equipment, and services
- A written copy of information discussed during orientation
- *Note:* orientation manuals shouldn't take the place of in-person orientation or training

Adapted Source: Community Toolbox

Retaining Volunteers

Consider why volunteers might not return:

Align volunteer skills and expectations to the task.

Explain what the work entails and why the value to the program; this is particularly important for seemingly insignificant yet crucial administrative tasks. A volunteer who believes he or she is genuinely needed is far more likely to stick around.

Help them grow professionally. Allow volunteers to build resumes by treating the role as though it were a full-time position. Professional growth, team-building opportunities, titles, and performance feedback will help them.

Communicate, communicate, communicate. Communicate policies and service descriptions in orientation and follow them up by email. Also, make sure expectations are stated and re-reiterated regularly. Keep volunteers informed and involved through timely emails on the program schedules and events.

Offer recognition. Seek out volunteers who are doing great work, exceeding expectations, etc. Showcase the great work they are doing through internal and external communications – social media, newsletters, etc. Recognize the volunteer by writing a shorthand-written note thanking them for their work and job well done.

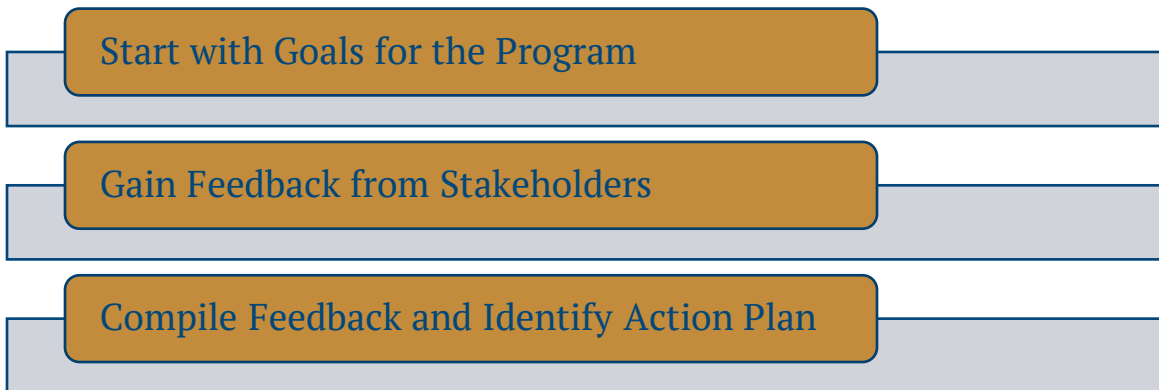
Make volunteer engagement a top priority. Train staff and volunteers to work together to ensure a positive experience for both. Encourage creativity while partnering to get different ideas and perspectives of the volunteer experience and program.

Show impact volunteers are making. Remind the volunteers how their work is impacting the program, mission, and those served. Evaluate, so the impact is directly measured.

Make the workspace inviting. Create an organized, welcoming workspace for volunteers. A clearly defined space will reiterate the critical role they play in the program and to the organization.

Adapted Source: Mission Box. Volunteer Retention: How to Keep Your Nonprofit Volunteers.

Volunteer Program Evaluation



Reflection

Adapted Source: Burger, Erick. Three Tips for Evaluating Your Nonprofit Volunteer Program.

Volunteer Recognition

Volunteer Canada provided Nine Volunteer Recognition Best Practices for Every Organization:

Make it a priority. Volunteer recognition is critical for any organization wanting to keep volunteers and recruit new ones. Designate someone to oversee this recognition happens and not overlooked.

Do it often. Recognition should happen frequent and yearly basis.

Do it in different ways. Change up the recognition efforts to include both formal and informal strategies. For example, informal, hand-written thank you notes, spontaneous treats, to formal recognition dinners or events.

Be sincere. Commit to making all recognition efforts genuine and meaningful to show them the impact they truly make on the program or lives of those served.

Recognize the person, not the work. Don't focus on the work, but on the contribution of the individual. "You did a great job with the event! Thank you!"

Make it appropriate to the achievement. Recognize the volunteer's roles appropriately. After years of service, publicly recognize their work to support the program goals and success. If it is a shorter term of service, a certificate will suffice.

Be consistent. Maintain recognition standards consistently. Be thoughtful in the planning to establish high standards for volunteer recognition.

Be timely. Do not delay recognition after successful efforts. Taking too long to recognize can diminish the gratitude felt by the volunteer.

RESOURCES

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