Volunteer Management

Canadian Museum Association Webinar
March 21, 2017
Volunteer Management

12.7 million
2.0 billion
161,000
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44% of Canadians over the age of 15 are volunteers in:

- Health care
- Social services
- Sports and recreation
- Faith communities
- Arts and culture
- Education
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Volunteers serve as:

- Fundraisers
- Administrative aides
- Religious school teachers
- Sports coaches
- Hospice workers
- School chaperones
- Museum guides
- Teaching assistants
- Boards and committees
A formal Volunteer Management Program can minimize risk and protect your volunteers and staff, the communities you serve and your organization’s reputation.
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A formal plan typically includes:

- Procedures and protocols
- Recruiting and screening
- Orientation and training
- Supervision and evaluation
- Appreciation and recognition
- Feedback and retention
- Risk management
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Procedures and Protocols

• Define your program’s mission
• Develop guidelines for:
  • Emergencies
  • Grievances
  • Personal information
  • Health and safety
• Create detailed job descriptions
Comprehensive job descriptions allow you to define the risks associated with volunteer assignments. This is especially important when volunteers will work with vulnerable children, youth or adults.
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Recruiting and screening

- Assess new recruiting opportunities
- Conduct personal interviews
- Implement formal screening procedures
- Provide detailed job descriptions
- Undertake personal reference checks
- Request police record checks
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Reference checks are critical to the screening and selection of volunteers who will be on the front line, delivering programs to your community,
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Orientation and training

• Review organization’s mission/values
• Provide overview of protocols/policies
• Introduce volunteers to supervisors
• Describe training program
• Distribute volunteer handbook and reference material
Orientation and training help ensure a safer and more collegial work environment, result in better job performance and foster a robust culture of volunteerism.
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Supervision and Evaluation
• Provide clear guidelines
• Offer ongoing support
• Institute a probationary period
• Conduct regular performance checks
• Invite volunteer feedback
• Evaluate regularly and constructively
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The insights of volunteers who are on the front line can be invaluable to your organization’s planning and program delivery.
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Appreciation and Recognition

• Treat volunteers as key team members
• Thank volunteers often
• Highlight volunteer accomplishments
  • On your website
  • In newsletters
  • During special events
Ongoing, routine appreciation goes a long way towards volunteer retention and sends an important message about how your organization values its volunteers.
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Feedback and retention

- Foster open communications
- Encourage ongoing input about your programs
- Request an assessment of the volunteer experience
- Conduct exit interviews
- Learn from your volunteers
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Information gained through ongoing feedback and exit interviews can provide valuable insights, improve your volunteer program and reduce volunteer turnover.
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Risk Management

• Personal injury:
  • to volunteers
  • by volunteers
• Property damage
• Business revenue loss
• Tarnished reputation
• Personal liability for Directors & Officers
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What happens if a volunteer...

- Falls off a ladder
- Neglects to follow food handling procedures
- Acts without prior approval
- Uses a personal vehicle and causes an accident
- Claims harassment by a board member
A successful Volunteer Management Program includes a risk management component that reduces potential liabilities and reputational harm, creates a safe environment and a rewarding volunteer experience.
We are a unique, specialist insurance company

- Places of Worship
- Retirement Communities
- Educational Facilities
- Registered Charities
- Non-Profit Organizations
- Unique & Heritage Properties
- Arts & Culture