



Recruiting Members and Volunteers



Michael Martin

Volunteer and Membership Development Coordinator

Golden Gate Audubon

Overview

■ Members

- How to get them
- How to keep them
- Communication and cultivation
- Reaching diverse populations

■ Volunteers

- Philosophy
- Volunteer pyramid
- Communication and appreciation
- Recruit, train, and retain



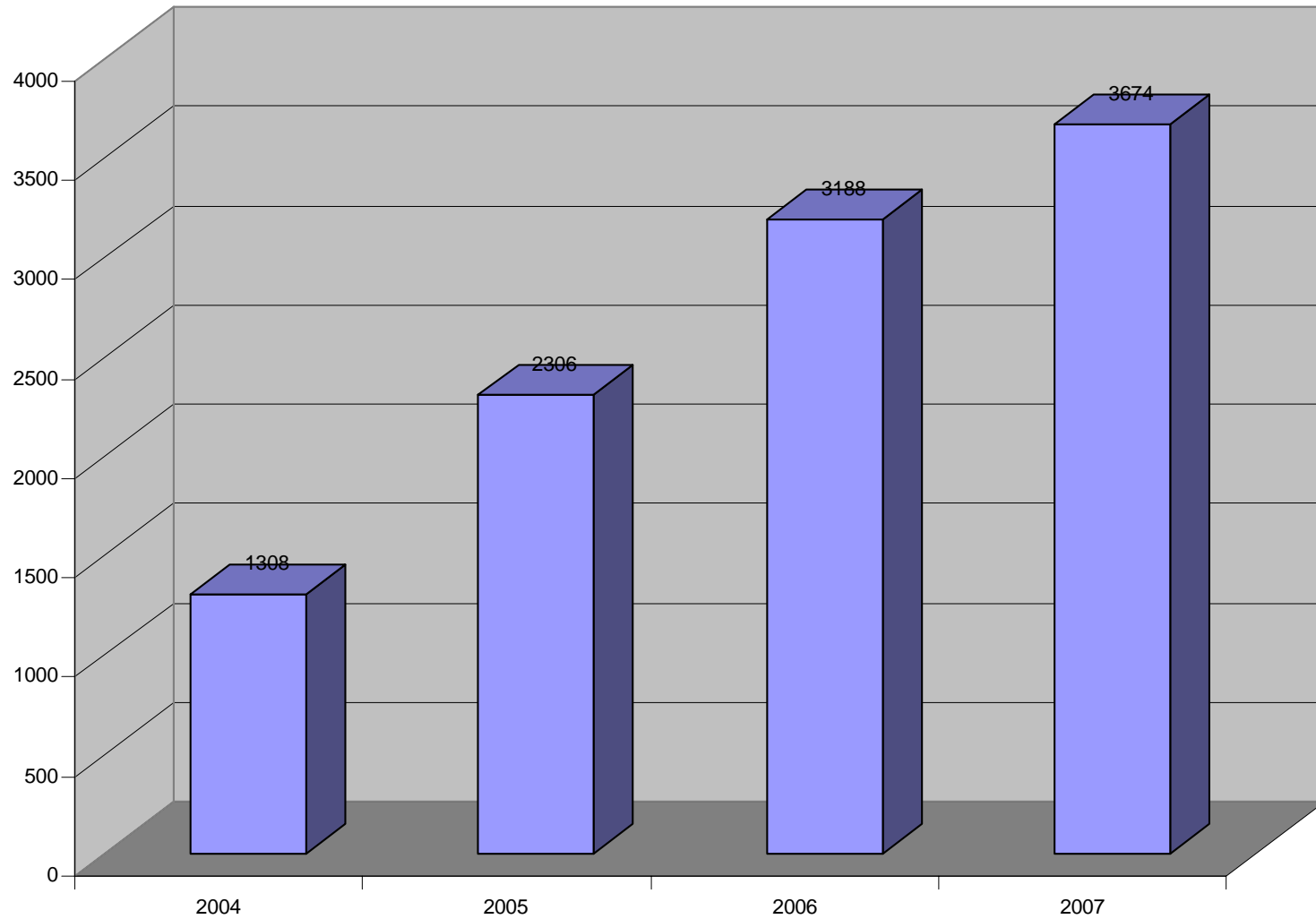


Member recruitment and retention

- Recruitment philosophy
- National averages
 - Recruitment: 1-2%
 - Retention: 50-60%
- Golden Gate Audubon
 - Recruitment (immediate): 5-10%
 - Recruitment (long-term): 35-40%
 - Retention: 75-80%
 - Lapsed members who re-join: 15-20%



Member recruitment





Communication and cultivation

- Folks who don't know you
 - Friends/families/colleagues
 - Other organizations
 - Media attention
 - Special events
 - Community fairs
 - Web-based information
 - Partnerships with other organizations
- Folks who do
 - Mailings
 - Newsletter
 - Email list-serves
 - Field trips
 - Volunteer programs
 - Member programs
 - Various ways of saying thank you



Cultivating your friends

- Annualized membership mailings
 - How many?
 - Package design
 - Giving options
- Special end-of-year membership offers
 - Package design
 - Discounts
 - Cost-effectiveness: recruitment versus retention
- NAS-only members
 - Communication is key
 - Rolling recruitment
- Newsletter memberships
- Lapsed members
 - Special letters
 - Phone banking
- Donation appeals
 - Package design
 - How to target
 - Personalization
 - Major donors
 - Follow-up
- Major donor updates
 - All about cultivation
 - Targeting
 - Timing



Cultivating your friends

- Newsletter
 - Program updates
 - Opportunities and events
 - Solicitation in EVERY issue
- Email list-serves
 - Program updates
 - Volunteer opportunities
 - Solicitation in EVERY issue
- Field trips
- Volunteer programs
- Member programs
- Ways to say “thank you”
 - Letters
 - Phone calls
 - During events
 - Emails
 - Personal notes
 - Annual recognition parties



Reaching out to diverse populations

- Why is diversity important?
 - Organizational demographic v. general public
- It's good for business and good for conservation
 - Friction brings about new ideas
 - Competitiveness and experience
 - Members and money, or the ability to demonstrate “cultural readiness”
 - Organizational stability



How to reach out

- Takes a lot of time
- A give-and-take relationship
 - Get away from traditional demographic
 - Forge partnerships: businesses, church and community groups, other conservation organizations, students and families
 - Specific and targeted advertising
 - LOCAL and PERSONAL connections
 - Partnerships and local work they keys to success

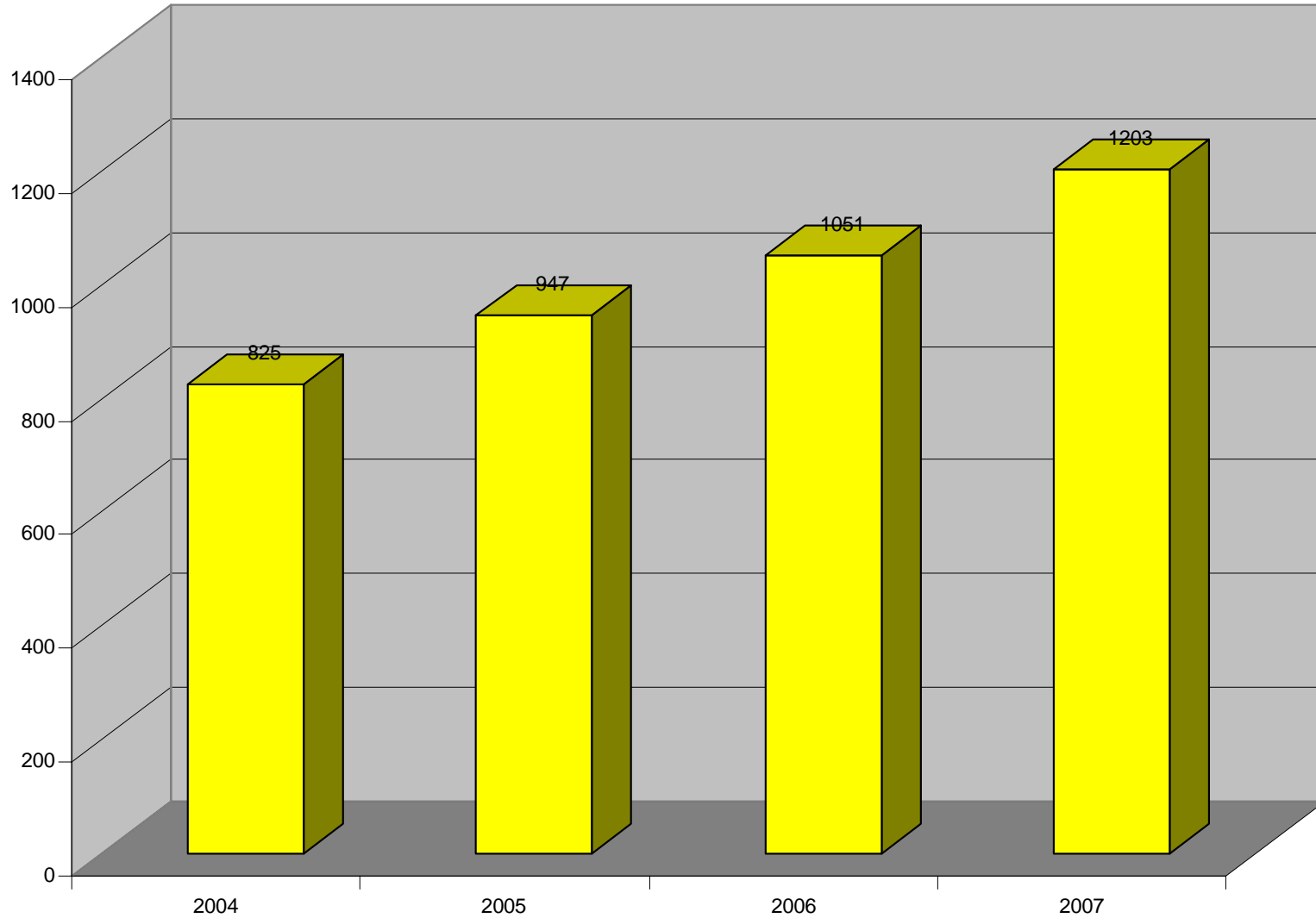


Volunteer programs

- Volunteers as the lifeblood of the organization
- Volunteer/member pyramid
- Communication and appreciation
- Recruit, train, and retain



Volunteer recruitment





Volunteer/member pyramid

Board members

Committee chairs

Committee members

Ongoing project volunteers

One-time/group project volunteers

Direct chapter-supporting members

National Audubon- or newsletter-only members

General public



Volunteer communication

- Easy and broad
 - Websites: Idealist.org, VolunteerMatch.com, craigslist.org, etc.
 - Newsletter
 - Email list-serves
 - Community, school, and neighborhood fairs
 - School and university groups
 - Government and corporate groups (\$\$\$)



Volunteer communication

- Targeted and intense
 - Volunteer orientation events
 - Visits to classes, student organizations
 - On-the-ground trainings
 - Internships



Volunteer appreciation

- Thank you: early, often, various ways
- Expressed interest
 - Follow-up email or phone call
 - Be personal!
- At the event
 - Staff/committee chair should be there
 - Thank volunteers for coming
 - Food and beverages



Volunteer appreciation

- After the event
 - General email thank-you
 - What they did
 - Difference they made
 - Personal thank you
 - Phone calls
 - Hand-written thank you notes
- Annual volunteer thank you party

Recruit, train, and retain

- Match volunteers to the organization's needs and keep them involved based on:
 - Your visibility
 - Their interests, motivation, and desires
 - Their skills and background
 - Your and their availability
 - Time commitment



“ Do they need any help at Toys “R” Us?”



NEVERs and ALWAYSes

- NEVER waste a volunteer's time
- ALWAYS return volunteers' phone calls and emails right away
- ALWAYS be the volunteers' advocate
- ALWAYS maintain a chipper attitude—or at least fake one
- NEVER be afraid to ask for help
- NEVER see things in black and white

Questions?

