**2022 IAAIS Conference**

**Notes from Attracting and Retaining Volunteers Presentation**

**Compiled by George Johnson-Coffey from Conference Attendees**

Attracting Volunteers

* Traditional Press
  + Ads
  + Articles on events to volunteers
* Social Media
  + NextDoor App
* Word of Mouth
  + Family and friends of volunteers
* VolunteerMatch
* Local Volunteer Centers
* Volunteer Expos
* Fundraising and other agency events
* Uber Drivers (talk it up)
* Brochures in doctor offices, churches, community organizations
* Hold open auditions twice a year
* QR Code that links to agency website or volunteer page
* Utility bill inserts
* Agency tours
* Direct service
* Target specific Facebook Groups
* Speaking Events
  + Lions
  + Rotary
  + Places of worship, etc.
* Video at fundraising events
* Voiceover students
* Community Service
* Organization that will promote your needs on their websites
* College level
  + Capstone projects
  + App development
  + Follow-up with teachers/professors to get best outcome

Retaining Volunteers

* EVERY TIME volunteers come in: Welcome them and Thank them
* Send random email Thank Yous
* Volunteer Luncheon/Brunch/Dinner, etc.
* Candy, coffee, snacks in work areas
* Volunteer of the Month
* Virtual Events
  + Zoom lunch
  + Videos
* Shout-out to Volunteers during Live Broadcast
* Involve/engage volunteers on a deeper level
  + Audio/radio plays
  + Record stations IDs and Promos of programs
* Volunteer, Donor and Listener events
* Share Listener quotes
* Thank them when you receive their remote recording
* Birthday cards and celebrations
* E-newsletters
* Bulletin Board highlighting things related to volunteers and agency
* Private Facebook page to share agency info and for volunteers to connect
* Ask Listeners who their favorite reader is
* Monthly Zoom on in-person trainings
* “Lunch Bunch” with staff
* “Sip and Chat” with other volunteers and staff
* General informational emails to keep volunteers in the loop
* Volunteer Spotlight interviews