



Volunteer Recruitment, Development & Retention

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Adapted By: VAST (Vermont Association of Snow Travelers)



Topics Included

- Volunteering and Its Benefits
- Volunteer Recruitment
- Running Better Meetings
- Leverage Volunteer Skills
- Importance of Using Job Task Lists
- Leading and Managing Volunteers
- Your Role as a Leader
- Follow-up and Stay in Touch
- Volunteer Recognition
- Retiring
- End of Season Activities
- Waiting for Snow





Why Volunteer?



The Danville S-Ski-Mos refurbished a storage container for holding their signs and other materials.



Lyndon Sno-Cruisers Ken Thorpe and Al Beaupre completed some work on Corridor 5.

- Help others and give back to the community and club
- Build self-confidence
- Feel needed, useful, and appreciated
- Share talents/experience, while gaining new skills
- Meet new friends and have some fun



Volunteer Recruitment is Key

Volunteers love snowmobiling, want to contribute, have a little spare time available, and have a need to give back to the club. All of these are important and must not be overlooked.

Why do volunteers drop out of their roles?

- Lack of organization and leadership
- Lack of a feeling of contributing to the cause
- Lack of recognition
- Lack of feeling productive
- And/or lack of partners sharing the workload with them



Noah Marcoux has a long history of being involved in snowmobiling. He rode as a baby back in the day with his dad. Recently, he and his friend Brady Archambault helped with the Berkshire bridge on Cold Hollow Bearcats' trails.



Running Better Meetings

Good Meeting Rules:

- Keep the meeting on time
- Publish an agenda in advance and email it to all participants
- Assign agenda items to individuals to encourage participation
- At the end of the meeting, assign action items to individuals and include deadlines
- Following the meeting, email the list to the participants





Leverage Volunteer Skills

- Look for hidden skills/expertise in your volunteers:
 - Website management
 - Social media
 - Financial

- Ask volunteers how the club may be able to utilize their additional skills





Creating a Job Task List including Training

What to include in a Volunteer Task List:

- Job title – should clarify and give dignity to the position
- Purpose – why the position is needed and its importance to the club
- Duties and responsibilities (specific tasks)
- Time requirement (hours/week or month, expected start and end date)
- Skills and qualifications (skills/experience that are absolutely needed)
- Orientation and training (courses offered free-of-charge and on-the-job training opportunities)
- Working conditions (where, weather conditions, physical strength, etc.)



A group of volunteers with the Brookfield Trail Blazers work on a bridge.



TREASURER JOB TASK LIST

PURPOSE:

The treasurer is responsible for the finances of the club.

DUTIES & RESPONSIBILITIES:

Prepare the annual budget, maintain bank accounts, pay bills, bank statement reconciliation, preparation of corporate filings and tax returns, prepare financial reports and report to club members, submit annual financial report as required, act as a signatory for the club.

TIME REQUIREMENT:

80 – 100 hours per year, including attending meetings.

EQUIPMENT REQUIREMENT:

Depending on the size of the club, a computer may be required.

SKILLS & QUALIFICATIONS:

Must understand basic banking, i.e. debits/credits, and reconciling a bank statement, strong attention to detail, strong organizational skills, and ability to present the financial statement at meetings.

ORIENTATION & TRAINING:

Work with an experienced person (mentorship).

WORKING CONDITIONS:

Work from home.



PRESIDENT JOB TASK LIST

PURPOSE:

To provide direction and leadership.

DUTIES & RESPONSIBILITIES:

Serve as the main point of contact, providing advice and guidance; chair all meetings and keep them organized, structured and on time; communicate with membership, committees and third parties; act as a signatory for the club; delegate tasks to committees and members; write and enforce policy; and engage and recruit volunteers.

TIME REQUIREMENT:

Depends largely on the size of the club.

EQUIPMENT REQUIREMENT:

Depending on the size of the club, a computer may be required.

SKILLS & QUALIFICATIONS:

Strong communication, leadership, organization, and people skills; ability to assess priorities and shift attention as required; ability to keep good records; ability to delegate and requires access to computer and email.

ORIENTATION & TRAINING:

Learn from the past president (mentorship).

WORKING CONDITIONS:

Typically works some of the time from home. Outdoors as required.



EVENTS COORDINATOR JOB TASK LIST

PURPOSE:

To organize and promote club events, thereby generating income and growth for the club.

DUTIES & RESPONSIBILITIES:

Plan events that would appeal to the club's membership, organize a team of volunteers to work on each event, promote club activities, collect prizes, organize an event at the end of the season to thank all the volunteers and landowners, and keep good, detailed records.

TIME REQUIREMENT:

Depends on the number of events / size of club.

EQUIPMENT REQUIREMENT:

Computer for sourcing potential sponsors/emailing.

SKILLS & QUALIFICATIONS:

Strong organizational skills, good communication skills, ability to work well with all types of people, and strong attention to detail.

ORIENTATION & TRAINING:

Work with an experienced person (mentorship).

Review documentation of past events.

WORKING CONDITIONS:

Work from home.

Some travel required to collect prizes and attend events.



TRAIL SIGNING JOB TASK LIST

PURPOSE:

To place signs on trails to create a safe trail system.

DUTIES & RESPONSIBILITIES:

Place signs on trails correctly, as per trail signing policy; maintain trail sign inventory and order new/replacement signs as required; conduct a self-audit of trail signage; when required, work with trail auditor; coordinate signing tasks with other volunteers; delegate tasks to committees and members as required; place kiosks on the trail, and take pictures of the front/back and GPS coordinates; at the end of the season, gather signs and store them.

TIME REQUIREMENT:

Significant time commitment prior to and at the start of the season. Regular maintenance during the season. (Check and maintain inventory).

EQUIPMENT REQUIREMENT:

Snowmobile and sleigh to carry signs.

SKILLS & QUALIFICATIONS / TRAINING :

Complete trail signing course; and ability to perform physical work outdoors, using hand tools. Conduct a trail signing session with an experienced signer.

WORKING CONDITIONS:

Outdoors; cold, winter conditions; able to perform physical work; may be working alone, in isolated areas.



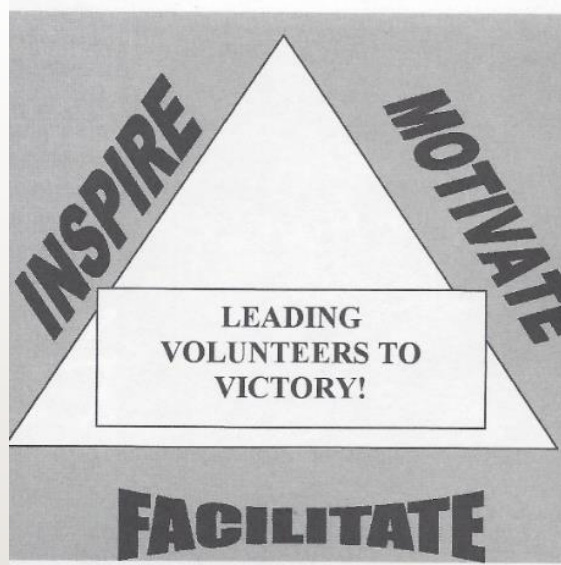
Leading & Managing Volunteers



- Achieve expectations by writing them down
- Set objectives: “who, what, when, where”



Leading & Managing Volunteers

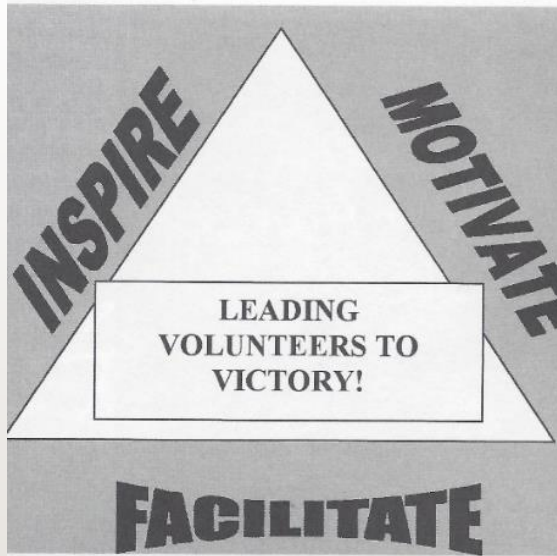


INSPIRE:

- Share your ideas, have a plan, lead by example
- Make a mistake? Admit it, own it
- Give credit where it's due and never accept credit for something that wasn't your idea



Leading & Managing Volunteers

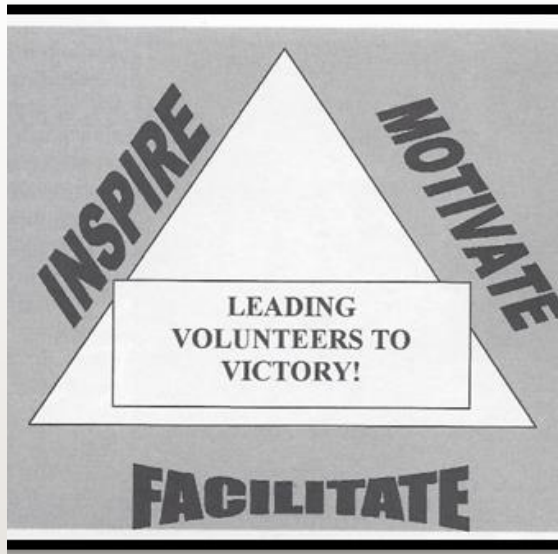


MOTIVATE:

- Be the incentive, impel to action
- Delegate to others so they can learn & develop into leaders



Leading & Managing Volunteers



FACILITATE:

- Make life easier
- Be warm and fuzzy



Your Role as a Leader

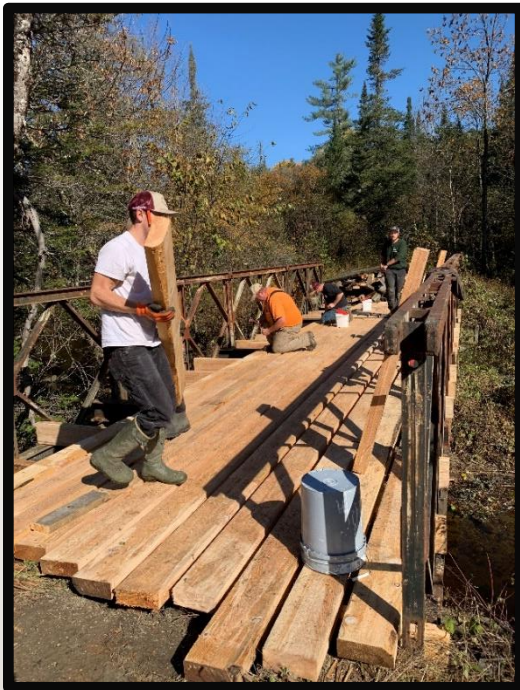
- You provide the vision and direction
- Allow input from others
- Accept the input and give credit for it
- Be respectful of everyone
- Follow-up with volunteers during the off season
- By building relationships with your volunteers, you retain your volunteers



Governor Philip Scott with VAST Executive Director, Cindy Locke & VAST President, Jeff Fay



Follow-up and Stay in Touch



- Helps with volunteer retention
- Illustrates appreciation
- What did they like about the experience and what would they change
- Get to know more about them
- Follow-up with volunteers during the off season
- Be sure to reach out often so that they keep you in mind when they are looking at volunteer opportunities





Retiring

- Whether it's their choice or not it provides an opportunity to share knowledge and skills
- Allows them to bow out with dignity
- Evolve into a volunteer mentoring capacity for a pre-selected period of time
- Be respectful and show appreciation



The Sno-Bees had the honor of presenting the VAST Lifetime Membership to Wayne Pelkey at their season-ending May meeting.



End of Season Activities



Northeast Kingdom Snow Blasters

- Celebrate the season with a wind-up event
- Do a quick paper survey with volunteers focusing on what they think went well and where there were shortfalls
- Ask for improvements
- This information can be compiled and reviewed at the first meeting of the next season
- The club can decide what actions they can take based on the outcome of the surveys



Volunteer Satisfaction Survey

- Where did you learn about our volunteer opportunity?
- Did the experience meet your expectations? If no, what could have been better?
- Do you plan to volunteer with us again in the future?
- Do you have any additional skills/experience you could use in a volunteer role that you would like us to know about?
- Did you have fun?
- Is there anything else you would like us to know about your volunteer experience?





Waiting for Snow



Annually in the Fall, VAST volunteers and staff attend trade show events throughout New England sharing information on snowmobiling in Vermont and VAST.

- Prior to the first meeting, compile a list of volunteers, including their task lists
- Indicate any gaps that may exist in positions
- Try to identify backups where necessary (in the event that someone is unable to carry out their duties)
- Importance of cross-training by tagging along with another volunteer
- Highlight any training opportunities that may be available
- Make a list of networking events and plans for club rides/events



VOLUNTEER RECOGNITION

- A big THANK YOU goes a long way!
- Name recognition at an event/social media
- Promote upcoming opportunities on a regular basis
- Recognition during National Volunteer Week
- Volunteer Awards

