



Engaging and Retaining **Volunteer Leaders**

"What I do for my work is exactly what I would do if nobody paid me."
Gretchen Rubin

Believe in the Mission

Passionate volunteers help bring in new members and energize seasoned ones. Involved members are also more likely to move on into leadership positions within local chapters.

Myth: Volunteers are Free

It takes time and effort to find and maintain volunteers. Chapters should assign energetic members to seek out and manage current and potential volunteers.

Engage to Strength

Volunteers bring a variety of valuable skill-sets to the table and the more participants that chapters can attract, the greater its ability to grow and market to a wider audience.

Vision Ownership

Volunteer-inspired programs and products help keep the membership fresh, up-to-date, and engaged over time.

Networking

Volunteers can be an excellent bridge to students, young professionals, and the greater public, and in return, volunteers obtain connections to the larger professional community.

Past Involvement & Interests

Maintain relationships with previous volunteers and identify methods and programs that interest individuals to elicit continued engagement.

Recognition

Volunteers need to be recognized for their efforts. Celebratory events, tangible items, and certificates of appreciation show volunteers that they are valued.

Professional Development

Offer relevant opportunities for field trips, lectures, seminars and informal discussions so volunteers can grow within their professional careers.

Provide Needed Tools

Offering training, materials, and guidance increases the perceived value of volunteering and thus help maintain involvement.

Thank you for reading the Leadership Link. Look for the next issue on **Wednesday, February 8th**; Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Need Help?

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