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.

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

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.

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.

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.

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.

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

Professional Development
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.

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