

# IMPROVING VOLUNTEER RETENTION WITH NONPROFIT ORGANIZATIONS THROUGH IMPLEMENTING ONBOARDING TRAINING

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# BACKGROUND

- Personal experience & professional interest
- Services
- Organization issue:  
Retention of Volunteers

## Community Support & Nutrition Program



## Initial Goal

Increase the retention of volunteers with One Step Further (OSF)



## Adapted Goal

Develop a volunteer onboarding process to maintain CSNP volunteers

PURPOSE

# Project Scope and Approach

## Scope

- Increase retention of volunteers-millennials
- Update marketing materials
- Develop Best Practices

## Approach

- Initial Proposal
- Identified key areas of improvement
  - CTNA
- Research Methodology
- Volunteer Function Inventory (VFI)
- Denison Organizational Culture Survey (DOCS)

# Literature Review

- Nonprofit Organizations
- David McClelland's Achievement Motivation Theory
  - Need for Affiliation (nAff)
  - Need for Achievement (nAch)
  - Need for Power (nPow)
- Recruitment
- Onboarding

# OUTCOME DATA

- Initial research
  - Interviews
  - Surveys (email)
- 50% (volunteering helps to increase self-esteem) VFI
- 83% (clearly defined culture- values, beliefs and principles) DOCS
- 50% believed that an onboarding could assist with retention

# Action Plan

## Year 1

(January 2019 – December 2019)

- Identified OSF (CSNP) Challenge
- Volunteered
- Began Literature Review
- Resources

## Year 2

(January 2020- December 2020)

- Assessments
- Revised Consultancy Project (CSNP)
- Research Methodology

## Year 3

(January 2021 – November 2021)

- Bi-Weekly meetings with Site Supervisor
- Identify volunteer participants
- Staff and volunteer's interviews and surveys
- Developed brochures
- Developed onboarding handbook



# Risks/Constraints

- Risks
  - Volunteer fatigue
  - Volunteer database
  - Increase of consumers in need of services
- Constraints
  - Staff
  - Unforeseen Obstacles



# Quality Assurance Plan

Specific activity	Timeline	Persons responsible	Resources needed; fiscal and human	Formative assessment Method	Summative assessment method	Goal	Indicator of success
Send updated brochures to current and past partners (UNCG, Tanger Outlet, NC A&T, Bennet College GTCC, Greensboro College, Juvenile Justice, Attorney Offices, etc.) Send via both physical mail and electronic email. Electronic email should be sent with read receipt	Sept. 2021	Intern, or designee	Postage, envelopes, agencies addresses, contact person, list of additional agencies	Log all next steps and follow-up on excel spreadsheet	Director and intern will be carbon copied on electronic emails and approve all postage of brochures	To establish potential contacts of future volunteers	Increase volunteer interest by 40% after the 3 months of new volunteer onboarding
Create google doc to store new and old volunteer demographic information	Sept. 2021	Administrative assistant, intern, or designee	Develop company google email account	Director of CSNP will check-in every Friday with persons responsible to inquire about potential volunteers	Director will have all access to determine if steps in the onboarding were completed with each volunteer	To create one centralize database	Volunteer information easily accessible
Monitor google email for potential volunteers	Ongoing	Designee	Access to computer electronics to check email	Director of CSNP ongoing audit of google email to ensure no volunteers	Ongoing audit	To increase volunteer database, and recruit more volunteers	Volunteer willing to volunteer more than 20-30 hours per year.

# Reflection



- Interest for non-profit organizations
- Change
  - Visiting other non-profit organizations

# Area for Future Study

- What criteria do volunteers use in choosing an non-profit organization for which they will volunteer.
- Decision making (communication)

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Questions

