STRATEGIES & TOOLS FOR RECRUITING & RETAINING DIVERSE VOLUNTEERS

Facilitator: Ginlin Woo
Hello. Aloha!
Welcome! Howdy!
Glad you’re here!
!Bienvenidos!
Foon Ying!
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WORKSHOP OBJECTIVES:

- Discuss effective strategies for reaching out and engaging culturally diverse communities to reach untapped pools of volunteers;
- Learn a simple framework for targeting their recruitment and positioning one’s recruitment strategies for success; and
- Grow awareness about how to address the needs of culturally diverse volunteers by focusing the attention on issues that historically have challenged their retention.
Workshop Flow:

OPEN & OVERVIEW

A. the Benefits and Challenges of Recruiting Culturally Diverse Volunteers

B. Achieving Clarity

C. Targeted Recruitment

D. Messaging and Getting the Word out to Diverse Populations
   - Gender, Generational and Community Differences

E. Designing a viable strategy to engage a new cultural community

F. Retention Challenges for Culturally Different National Service Volunteers

G. Internal and External Organizational and Community Strategies for Addressing Retention Challenges

H. Meeting Needs

WORKSHOP WIND DOWN
Suggested WORKING AGREEMENTS:

- Share the talk time
- Respect & honor each other
- Active listening
- Share your knowledge
- Technology for break time please
- Encourage curiosity
BRIEF INTRODUCTIONS:

1. Please share your name and service assignment, and

2. Which diverse populations you are hoping to successfully engage?
What CULTURAL DIFFERENCE are we hoping to engage?

- Race/Ethnicity
- Gender
- Generation/age
- Geographic location
- Nationality
- Body size
- Language of origin
- Marital status
- Sexual orientation
- Religion/spirituality
- Education
- Family status
- Immigration status
- Physical/mental ability
- Economic class
With Having A Team of Culturally Diverse Volunteers

What are the Benefits?

What are the Challenges?

True motive?
Level of engagement?
Ensuring you get what you want with TARGETED RECRUITMENT GUIDELINES
Messaging and Getting the Word out

Diverse Populations:

- Gender?
- Generational?
- Community Differences?
Messaging & Outreach Suggestions:

1. Adapt Materials to Be Appropriate for the Community
2. Provide a Personal Approach
3. Try using a Peer-Peer Strategy
4. Use Language Familiar to the Community
5. Engage Community Members on Their Own Terms
6. Partner With Community Organizations
7. Host Community Events
8. Communicate Directly with Community Members
9. Use Media As a Resource
10. Address Barriers
TARGETED RECRUITMENT GUIDELINES
Targeted Recruitment WALK-THRU

1. CLARIFY WHO YOU WANT TO RECRUIT AND WHY

2. SEEK TO UNDERSTAND:
   – What are the target community’s main concerns
   – What is the target community’s tradition of volunteering and community involvement – what issues and things do they come out for, have they come out for
   – Who has their ear and credibility with the community
   – Who are the ‘community’s gatekeepers’
   – Where do they gather and for what
   – What is the best way to get ‘the word out’ in your target community
   – What are the community’s core values, concepts that link to the work you are hoping to engage them in
   – How does one gain credibility and legitimacy in the community

3. TAKE INFO. AND MAKE A PLAN
Retention Challenges of Culturally Diverse Volunteers

What might they be?
Retention Challenges of Culturally Diverse Volunteers

A. Failure to develop sense of belonging and comfort
B. Not invited to contribute on multiple levels
C. Not seeing fellow community members participating in different roles of the organization
D. Lack of respect and honoring of one’s culture and community exhibited through program’s use of language, scheduling and choice of activities and commitment to communities served.
E. Unchallenged prejudices and narrow mindedness
F. Lack of recognition of economic needs of volunteer.
G. Failure to address transportation, mobility and scheduling needs.
H. Failure to nurture meaningful and lasting friendships.
I. Failure of project and program staff to bridge awareness among volunteers concerning different cultural, family and/or community needs and priorities.
J. Failure to effectively facilitate cross-cultural conflict resolution.
Both Internal and External Organizational Strategies for Addressing Retention Challenges:

- Cultural Audits
- Training
- Re-structuring
- New Partnerships
- Inclusion Change teams
CULTURAL AUDIT:

Cultural Audits Review:
- Vision, Mission
- Staffing, hiring
- Leadership & power
- Guiding Principles
- Policies & procedures
- Messaging & Marketing
- Physical Environment
- Levels of Engagement
- Resource Allocation
- Relationships, partnerships
- Reward & promotion practices
- Professional development
- Response to complaints
NEW PARTNERSHIPS:

• Seek out community organizations that already are respected by the community
• Forge win-win-win relationship
• Sustain ongoing communication and relationship
What are all the different motivations people have to volunteer?

What will you do to make sure that your volunteers are getting what they need?
Thank you!!
Wishes for much success in your efforts to develop others.

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Triad Sharing Activity: 
”TRADITIONS OF SERVICE”

- When you were growing up, how did people in your life and community help each other?
- If you were involved in volunteering as a young person, what kinds of things did you do?
- What terms were used besides ‘volunteering’ to capture helping?