

## Volunteer Program Assessment, Retention, and Program Expansion

This tip sheet provides specific points to consider during assessment of your current volunteer program, recruitment of potential volunteers, and the development of volunteer positions that will suit your volunteers' interests and strengths to benefit your program. This document also identifies resources regarding volunteer recruitment and volunteer role development.

### VOLUNTEER PROGRAM ASSESSMENT

#### Who are your volunteers?

- What is the demographic information of your current volunteers?
  - How many of your volunteers are retired, work part-time or work full-time?
    - How does this affect your volunteer training and meetings?
  - Are your volunteers Traditionalists, Baby Boomers, Gen Xers (Generation X) or Millennials (Generation Y)?<sup>1</sup>
    - What does this mean for their volunteer experience and your program management approach?
- Are you experiencing high turnover?
  - When do your volunteers leave the program?
  - What is the average length of volunteer service?
- Why do volunteers leave the program?
  - Do your volunteers experience burnout or compassion fatigue?
    - Do you know how to prevent burnout, identify signs of burnout and address burnout?

#### Identify your volunteers' interests and strengths

- Ask potential volunteers during the initial application and interview process if they have any special interests or strengths (e.g., public speaking, training, recruiting volunteers, outreach/marketing).
- Are your volunteers members of other organizations or associations in their community and if so, are they willing to talk about the LTCOP or invite you to speak about the LTCOP?
- What motivates your volunteers?
  - What makes them feel successful?
  - How do your volunteers like to be recognized?

#### Ask your volunteers!

- Conduct an annual survey
  - Solicit feedback about your program
  - Ask them about their experience as a volunteer
  - Seek suggestions for training topics
  - Ask them if they have any special talents, skills, or interests

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<sup>1</sup> Elliott-Yearly, Sherri. Generational Diversity in Today's Workplace.  
<http://www.generationalguru.com/generations>

## VOLUNTEER OMBUDSMAN RESPONSIBILITIES

### Create short-term, special projects

- Seek volunteer assistance in compiling your LTCOP newsletter
- Identify and train volunteers with interest in speaking to community groups
- Promote the LTCOP in their community
- Assist with developing Resident and Family Councils in multiple facilities

### Create leadership roles within your Volunteer Ombudsman program

- Create a mentorship program to partner experienced volunteers with new volunteers
- Train volunteers to conduct in-service trainings for facility staff
- Ask a volunteer to assist you with outreach using social media (e.g., Facebook, Twitter, a blog, website)

### Involve volunteers in Public Policy and Advocacy

- Give volunteers the opportunity to attend public meetings on behalf of the LTCOP and ask them to take notes and give an overview of the meeting to the staff Ombudsman program representatives
- Show volunteers how to track legislative action and testify on bills
- Ask a volunteer to monitor news stories about long-term care issues
- Identify volunteers who want to write letters to the editor about long-term care issues

## OTHER VOLUNTEER OPPORTUNITIES

To address a variety of program needs that do not need to be conducted by a certified Ombudsman program representative, you may want to consider creating other volunteer opportunities.

### Assistance with program tasks

- Send birthday cards, get well cards, and words of encouragement and recognition to other volunteers
- Help plan a volunteer recognition event
- Recruit volunteers
- Donate baked goods or snacks for volunteer trainings and meetings
- Assist with administrative tasks (as appropriate)
- Create in-service presentations and other training materials

### Assistance with outreach

- Distribute LTCOP information and recruitment materials
- Public speaking engagements regarding the LTCOP
- Staff booths during health and information fairs
- Develop a media contact list and contact those outlets regarding the LTCOP

## RESOURCES

For additional information regarding volunteer management visit this page on the NORC website:

[http://ltcombudsman.org/omb\\_support/volunteer](http://ltcombudsman.org/omb_support/volunteer)

### CONTACT US:

If you have questions or would like to share some of your program's activities or challenges regarding volunteer management, please email [ombudcenter@theconsumervoice.org](mailto:ombudcenter@theconsumervoice.org) or call 202-332-2275.