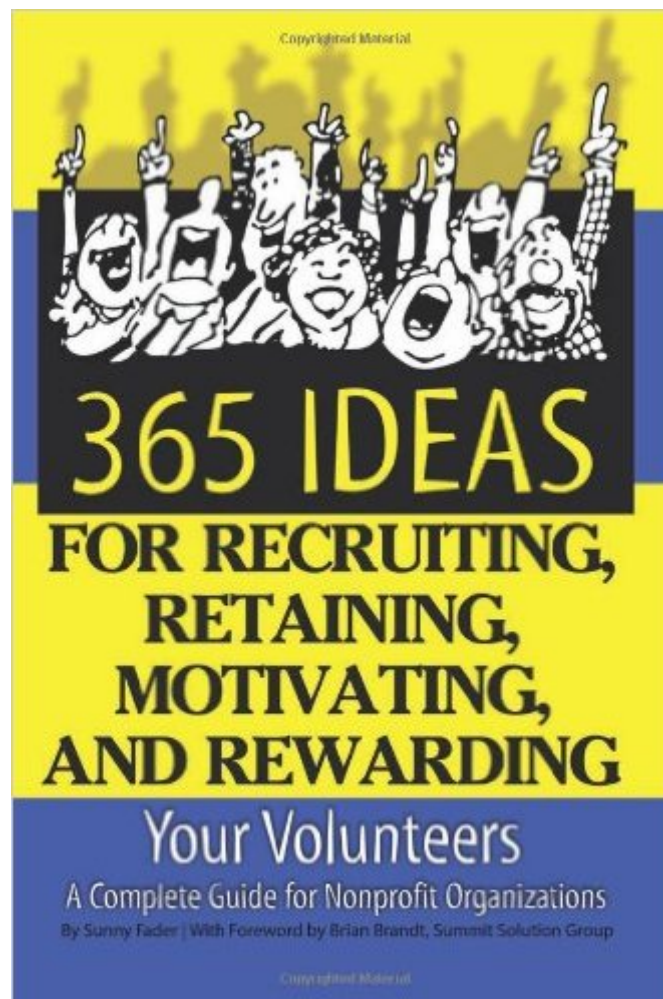


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# 365 Ideas For Recruiting, Retaining, Motivating And Rewarding Your Volunteers: A Complete Guide For Non-Profit Organizations



## Synopsis

According to recent statistics by the U.S. Department of Labor, 26.7 percent of the population volunteers. Unfortunately, while the population is increasing, the percentage of Americans who volunteer is decreasing each year. What this means is that you must hang onto and keep your volunteers happy and coming back, perhaps bringing new volunteer recruits with them. This new book is packed with hundreds of simple and inexpensive ways to motivate, challenge, and reward your volunteers. Volunteers today need constant reinforcement and recognition, and here is how to do it. With real life, proven examples and case studies from actual nonprofit organizations, you can use this book daily to boost morale and productivity and find fundraising activities. This is your opportunity to build an organization that people love to volunteer, and you can do so by using these quick, effective, humorous, innovative, and simply fun solutions. Make your organization a happy place to volunteer, and reap the benefits. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 312 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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## Customer Reviews

The first thing that comes to mind while reading *365 Ideas for Recruiting, Retaining, Motivating and Rewarding Your Volunteers* is the tone of respect and appreciation that the author has for people willing to volunteer their time to an organization. They make sure to say that the time is not 'free', but rather is a 'gift'. What follows is a well laid out discussion of how to recruit, reward and keep volunteers. While keeping the focus on a 'hands-on' personal approach, the author goes through advice on how to interview, evaluate and get the most out of volunteer workers. They discuss staff-volunteer relations, how to handle possible conflicts and how to keep everyone comfortable and working together harmoniously. With helpful summaries at the end of each chapter to keep the reader on track and availed of a quick reference guide, the author does not shy away from meticulous detail in their approach and handles topics from fundraising to creating a company brand with skill and confidence. This book is a must-read for any organization looking to recruit a quality volunteer workforce.

First off, let me say that I love a book written about nonprofit management that is giving a part of its profits to a nonprofit organization. Not only should you purchase this very poignant, easy to read book to aid in the success of your nonprofit volunteer management, but to help support a nonprofit, the Humane Society, in their cause. Volunteer management is a topic of survival for most nonprofit organizations as they rely on volunteers to make their mission a reality. This is quite literally a manual to aid nonprofits in a time of need, and nonprofits should never turn a blind eye to such an expert perspective of successful volunteer management. Right from the beginning it is obvious the author is well experienced in working with volunteers and passionate about the work nonprofit organizations do. Her expertise is demonstrated by the sheer number of people she was able to get volunteer their time and expertise to the project of the book. The book is easy to read and follow with simple bulleted tips within each section, clear examples of what is being described and case studies to back up the author's steps within the process. Each section will cause you to pause and absorb its important contents as they expand into related critical topics such as staff involvement,

branding, working with the media and incorporating modern technology into your volunteer process. I love that so much time is spent on the planning before you even begin the actual recruiting volunteers. It's so important to be ready for your volunteers before they show up from every aspect to ensure the volunteers have a comfortable experience which enables them to provide effective use of their gifted time.

365 Ideas for Recruiting, Retaining, Motivating and Rewarding Your Volunteers by Sunny Fader makes the case that your organization's volunteers are best off evolving, not revolving. Don't kick yourself about volunteer turnover, turn over a new leaf instead and follow Fader's lead to lead the pro-bono crew that surrounds you. You will no longer think twice about empowering, engaging, motivating and making nice. Fader also dispels myths about building, retaining and rewarding your team. From budgets to burn-out, achieving volunteer utopia will no longer be a dream. Fader also does an excellent job motivating you. Her tips, trends and case studies [including the advice to build your brand so the volunteers will follow] surround you with successes, providing ideas and ideals from in, and outside of, the box. You'll find that it's okay to start small, so long as you're thinking big when it comes to organizing volunteers for your organization. Open this book and know that your opportunities are going to be bigger and better than ever.

This is a really solid book on all aspects of a volunteer program. Case studies allow you to hear from others in the field, and the tip sections are fantastic (even if reading them in pages of bullet form was initially a bit of a turn off). You'll want to highlight or take some notes, even if you have been leading volunteers for a while - tons of great things to try or think about. I would strongly recommend as a first or only book to get someone started too.

This book was much more passionate and inspiring than most of the other volunteer guides I have read (and I've ordered just about all of them). Lots of good ideas, lots of good mentoring ideas, lots of good stuff on keeping high standards and getting paid employees involved with volunteers. Already getting a bit outdated in the ever changing world of volunteers and the internet and various social media outlets.

365 Ideas for Recruiting, Retaining, Motivating, and Rewarding Your Volunteers delivers practical information and tips for non-profit organizations of all sizes. A balanced mix of common sense ideas and innovative approaches, the book serves as a good reminder on how to ensure not only the

quantity, but the quality of your volunteers. The author has compiled many great case studies from successful organizations around the country that help illustrate theories in practice. I especially liked the format of lots of bullet points, sidebars, and checklists; this definitely makes for a quick and handy reference. Another plus was the section on dealing with difficult volunteers - while it is easy to accept any and all help, it can be extremely difficult to cut ties when necessary and maintain your association's image at the same time. This is a good read to be passed along to staff, board members, and committee chairs.

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