



MARYLAND VOLUNTEER

Recruitment & Retention Action Plan

- ADOPT** An adapt-and-overcome attitude. Treat every public interaction as a public service, public education, public relations and recruitment opportunity.
- ASSESS** Your current delivery system, available staffing, target audience and your need for volunteers.
- PLAN** For new volunteers logistically, operationally and culturally. Establish attainable goals and benchmarks for measuring success. Focus on quality—not just quantity. Be careful what you wish for!
- IDENTIFY** Opportunities for change. Do what you do best. Outsource the rest.
- TRAIN** Existing volunteers to recruit and retain. Take a team approach to building a bigger, better team.
- CREATE** Messages and media that challenge the prospect to get involved. Always include a call-to-action and a sense of urgency.
- DEMONSTRATE** The needs of and want for volunteers. Data drives decisions but people volunteer with their heart.
- IMPLEMENT** Innovative solutions that are manageable, scalable and sustainable.
- MEASURE** Progress and modify your program and efforts to meet changing needs and conditions.
- FOLLOW-UP** And Follow-Through. Capture their attention early and often. Keep the prospect engaged throughout the entire process – from recruit to retirement.