getconnected
by Galaxy Digital

Recruitment + Retention: Navigating Changes and Community Needs Planning Guide

Building Community Partnership:
Creating a Framework for Successful Partnerships

Staying anchored in your mission and navigating your community's changing needs requires regular intervals of assessment. To do all of that while attempting to recruit + retain volunteers for your programming requires a framework of processes + tools that support your work as a volunteer organizer! Use this guide to evaluate and identify areas of your process that are ready for a cycle of improvement!

✓ **Evaluate your process for assessing community need + programming**

✓ **Create shifts with your volunteers + your mission in mind**

✓ **Cultivate processes + employ tools that make recruitment and retention possible**

Evaluate your process for assessing community need + programming

Does your organization currently have a process for assessing community need?

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Are your programs evaluated at regular intervals to determine if community needs are met while staying in alignment with organization mission?

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What are our greatest challenges in accurately assessing community needs?

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Do we have our intervals of time determined for assessment of community needs and program outcomes + impact? Is this something we need additional organization support to implement?

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Create shifts with your volunteers + your mission in mind

Do we have data or feedback on which shifts are the easiest to fill and why? Which shifts are the most challenging to fill and why?

Do our recruitment communications give a clear picture of what activities volunteers will be doing during shifts and why this programming supports our organizations mission + community?

How often do we reassess shift planning + scheduling based on our ability to fill shifts?

Have we tapped into groups or teams of volunteers who would be interested in supporting our mission and filling shifts that may be more challenging to fill because of time/day? If not, brainstorm groups (businesses, schools, spiritual communities, civic leadership groups, etc) that could be a source of support for your mission!

Cultivate processes + employ tools that make recruitment and retention possible

What is our current process for volunteer sign up? List out each step a volunteer must go through to sign up and receive communications.

Have you conducted a volunteer feedback survey to determine how volunteers discovered your organization + volunteer opportunities, if they find the sign up process easy to complete, and why they choose to stay volunteers? Asking these questions to current or lapsed volunteers can identify areas due for a cycle of improvement!

Do we have a volunteer program marketing plan to get the word out about our programming shifts?

What tools are we currently using for volunteer sign up, recruitment, and communications? Are they effective?
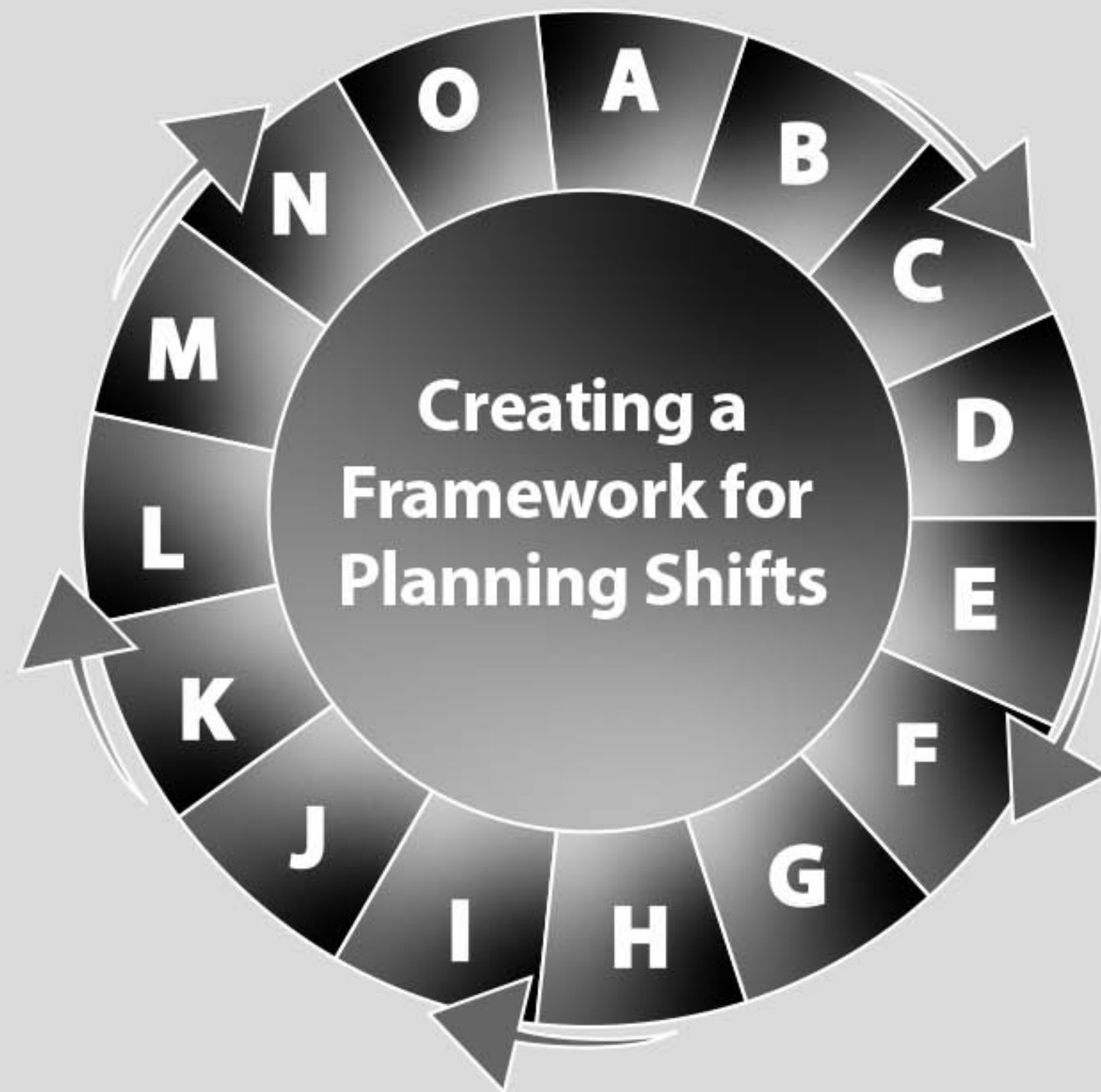

What can I do to use these tools more fully + effectively? Do I need other tools or technology support to streamline my processes?

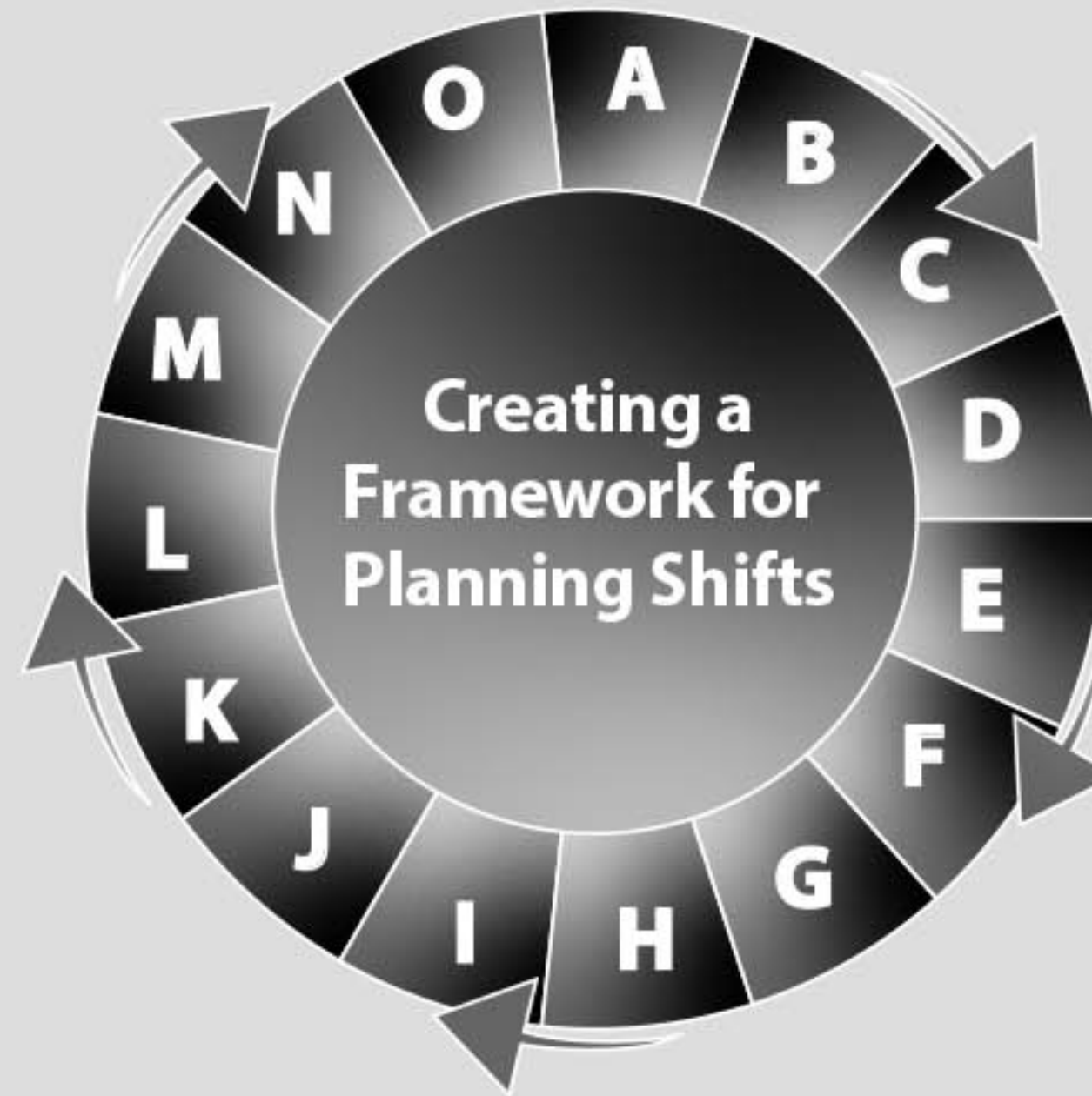# Bring It All Together

A. Community Needs Assessment
B. Organization's Mission
C. Programming Determination
D. Operations + Logistics
E. Volunteer Needs
F. Volunteer Shifts
G. Volunteer Outreach + Recruitment
H. Pre-Volunteerism Communications
I. Volunteer Experience Onsite
J. Volunteer Appreciation + Feedback
K. Communicate Impact to Volunteers
L. Evaluate Programming + Shifts
M. Iterate + Improve
N. Engagement + Retention
O. Advocate to your Organization

Bring It All Together

Creating a Framework for Planning Shifts

A. Community Needs Assessment
B. Organization's Mission
C. Programming Determination
D. Operations + Logistics
E. Volunteer Needs
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