**It’s Spring! Ideas to Renew/Reinvigorate/Revamp Volunteer Engagement**

**April 20, 2023**

# **Dynamic Words & Catchy Titles for Volunteer Position Descriptions**

- <https://getinvolvedclearinghouse.org/position-descriptions/dynamic-words-catchy-titles-volunteer-position-descriptions>

**Restructure Existing Volunteer Opportunities -** <https://getinvolvedclearinghouse.org/position-descriptions/six-ways-restructure-existing-volunteer-opportunities>

**Best New Volunteer Roles in Libraries – October 2022 recording and handout –** <https://getinvolvedclearinghouse.org/position-descriptions/best-new-volunteer-roles-libraries>

**“Retention Anchors”** – A term commonly used in human resources to describe the aspects of a job that helps to retain the employee beyond just salary and benefits. Interestingly retention anchors for volunteers are very similar to those for staff: opportunities for advancement, opportunity to use your skills in a new way, flexible work schedule, feels connected to the mission, feels valued.

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| Opportunities For Advancement | Create promotions – someone who oversees a group of volunteers  or takes on a task in your office such as data entry/management; managing your VolunteerMatch account, etc. |
| Opportunity to Use Skills | Keep your current positions, but open up an opportunity for a graphic designer, a PR professional, newsletter editor, special events coordinator or training designer |
| Flexible Work Schedule | Can they pick their own hours? Do some work from home? Do you have any “seasonal jobs”? |
| Feels Connected to The Mission | Do they understand the importance of their work in terms of the library’s mission? Do they see how their time contributes to the service the library provides to the community? |
| Feels Valued | Beyond just a national volunteer week gift – can you invite them to organizational events? Provide additional training opportunities? Give them a promotion? Thank them informally throughout the year? Collect and information from staff about how important volunteers are to them – Here’s a Staff Volunteer Appreciation survey to help: <https://getinvolvedclearinghouse.org/management-tools/staff-volunteer-appreciation-survey-cedar-rapids-ia> |

**Re-Shuffle the Deck** – Got folks who’ve been in the same volunteer role for a long time? Inform them of their options and consider transitioning them to a new position.

**Add a New Service:**

* **Home Delivery –** Webinar recording and handouts - Indianapolis IN - <https://getinvolvedclearinghouse.org/training-materials/outreach-services-volunteer-resources-match-made-library-heaven-indianapolis>
* **Online Booksales** - <https://getinvolvedclearinghouse.org/training-materials/online-book-sale-operation-mesa-az>
* **StoryWalk** - <https://www.coronaca.gov/Home/Components/News/News/6365/17>
* **Review the library’s strategic plan –** what’s in there that volunteers could support?