



Volunteers

Recruitment, Recognition
& Retention



Introductions

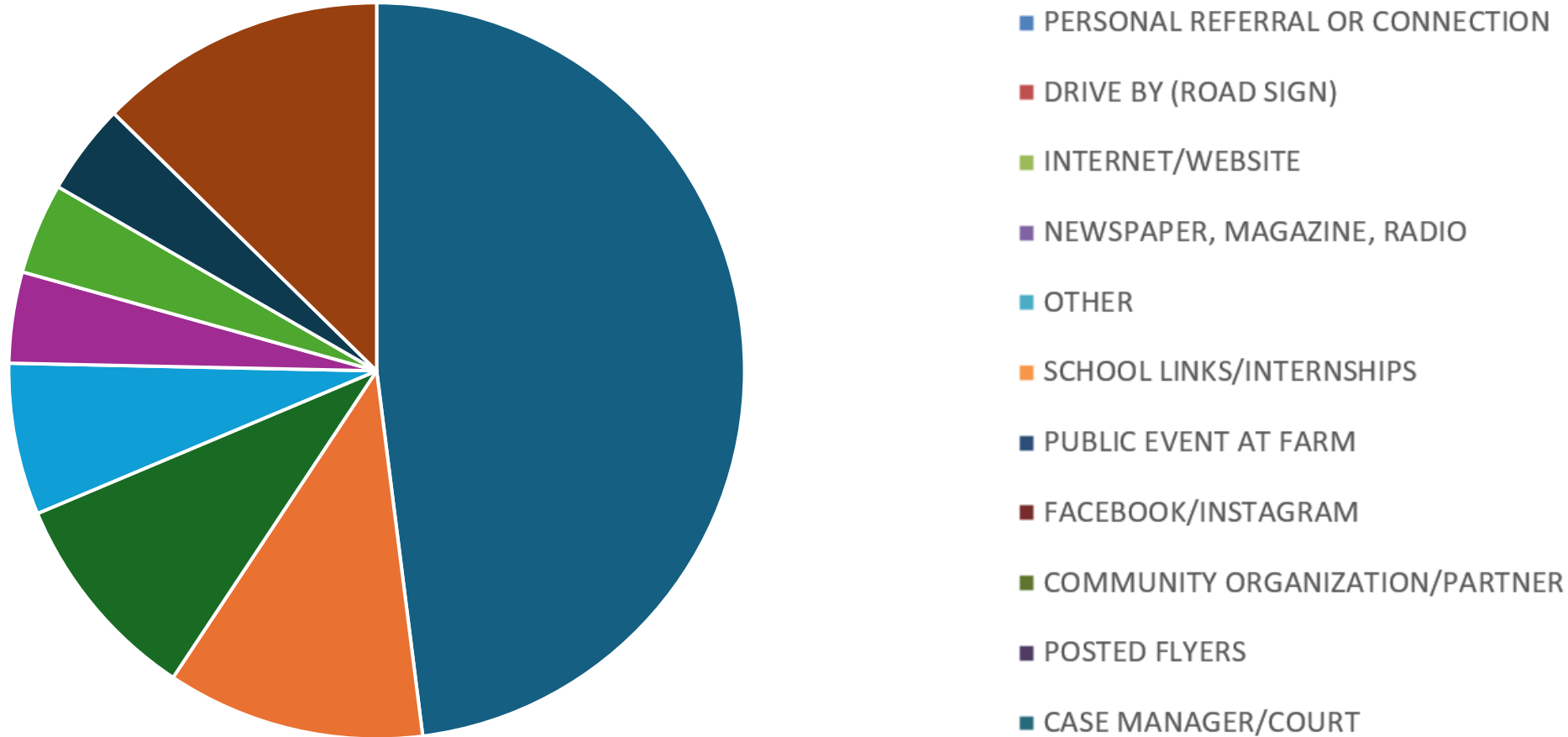
- Roxie Elliott Crandall and Monica Goebel
- Main Stay operations (varies by season)
 - 60+ AR lessons weekly
 - 3-8 EAAL sessions weekly
 - 100+ volunteers support these (some 1-4 x per week, others sporadic subs)
- Other volunteers
 - Board of Directors
 - Special events
 - Corporate Groups
 - Community Service

Recruiting

- How do your volunteers find you?
- How do you find them?



Recruiting: What Our Numbers show



The Volunteer Experience: from initial interest to onboarding

- Initial Inquiry
- Personal meeting/call/tour
- Farm tours for potential volunteers
- Application Form
- Registration & Release
- Background check



Recruiting Forms

- Make it user-friendly
- Gather useful information
 - Emergency contact
 - Photo Release
 - T-shirt size
 - Experience with horses and individuals with disabilities
 - VTO
 - Languages
 - Scheduling availability
 - How did you learn about us?

Name Badges & Timekeeping



Name Badges & Timekeeping



Name Badges and Timekeeping



Data & Reporting – Using Better Impact

- Qualifications/Approved Roles
- T-shirt size
- Hours by volunteer, activity, date range
- Background check renewal due dates



Training: Onboarding & Continuous Growth

- Volunteer Handbook
 - Mission, scheduling, communications,
 - Dress code, dismissal, confidentiality
- Written Guidelines for each role
- Videos
- In-person training
- Mentoring & support
- Feedback



Caring for Volunteers (Retention)

- VIP room
 - Snacks (bread, cookies, etc.)
 - Storage
 - Place to rest



Caring for Volunteers (Retention)



- Communication
 - Newsletters
 - Prompt notice of schedule changes
- Surveys
- Invitations to build community
 - Special events
 - Group refresher training

Volunteer Recognition

- Birthdays
 - Cards
 - Bulletin board
- Volunteer Appreciation Week
 - Gifts, treats, raffles
 - Personal thank you notes from staff
 - Invite riders to show appreciation
- Volunteer Recognition Event
 - Held at the Farm
 - Founders Award
 - Fun awards



Volunteer Rewards Program



- Stack Hay
- Perfect attendance for a Session
- Sub on two days in one week
- Donate 3 big boxes of snacks or candy for the VIP room
- Help with a Special Event or Project
- Recruit a new volunteer who works 10 hours
- Attend three training sessions

Volunteer Recognition



LOVE  **NOTE**
MANY HEARTS, ONE FARM.

I want to recognize _____
(Name)

Because _____

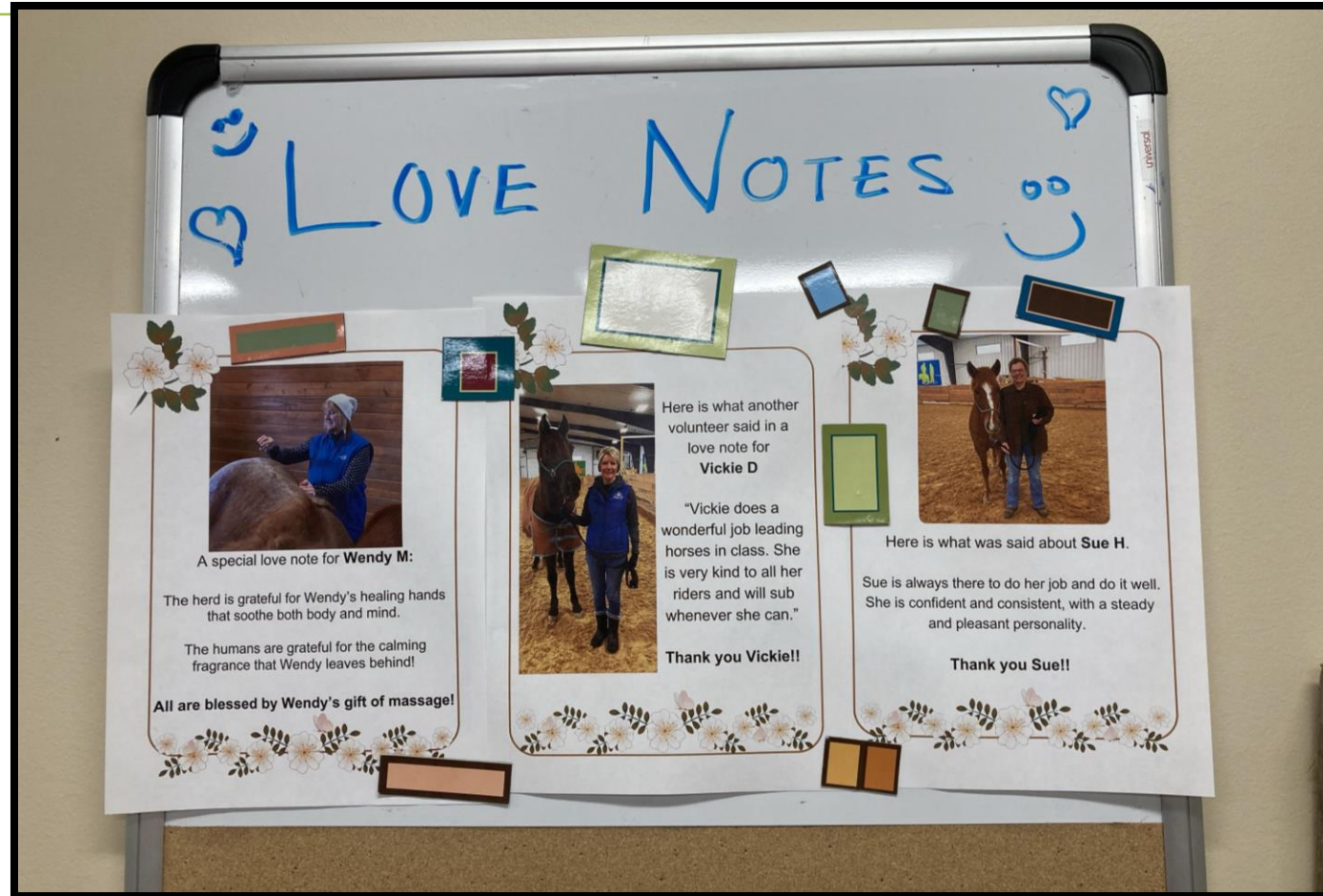
Submitted with love by _____
(your name)

Make the Most of Love Notes

- Thank sender
- Notify recipient
- Create mini-poster for VIP room
- Include in newsletter
- Post on Facebook
- Move poster to binder and post the next note!



Volunteer Recognition





Here is what was said about Lori S

“Lori has the utmost patience and kindness with the horses. Her ability to read their emotions and give them time to relax and release is commendable and appreciated.”

Thank you Lori!



Here is what we love about Clare B

“It is such a pleasure to groom after Clare has cleaned the grooming tools. Clean tools make a difference for both the groomers and the horses.”

Thank you Clare!!!





Love Note for Lois P

Lois goes above and beyond her regular sidewalking shifts and frequently steps in as a substitute. (Plus she has unique riding skills and a great sense of humor!)

Thank you Lois for all the time you give to the clients and support for your fellow volunteers.



Here is what was said in a love note for **Jay M:**

Jay is always willing to help out with whatever is needed at Main Stay - even coming in to support barn staff on Thanksgiving! Jay is great with groups of clients, grooming and all roles in the arena.

Thank you Jay!



THANK YOU