



Eagle Institute  
DELAWARE  
HIGHLANDS  
CONSERVANCY

Delaware Highlands Conservancy and  
Eagle Institute Come Together



# Successful Volunteer Programs

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# The Eagle Institute

**A citizen-based non-profit  
volunteer organization  
concerned with protecting  
the bald eagle and its habitat**



- Research: We collect data about the eagles, their habitat and the people who come to see them
- Education: We provide on-site interpretation at popular eagle viewing sites, educational materials and programs

# Delaware Highlands Conservancy

Conserving our natural heritage and quality of life in partnership with landowners and the communities of the Upper Delaware region.



How Do We Accomplish This?

**VOLUNTEERS!**

# Why Do People Volunteer?

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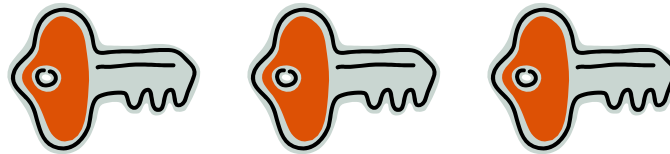
- To share a skill or knowledge
- To make a difference in a community or for a cause one is passionate about
- To learn something new
- To fulfill an academic requirement
- For fun!
- To make new friends
- To keep busy

# Why DON'T People Volunteer?

- Don't know about you
- Don't know you need help
- Don't understand the volunteer tasks
- Don't have time, or an understanding of the time commitment
- Don't have transportation
- Don't feel they are skilled enough, would be able to help

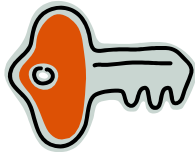
# Keys to a Successful Volunteer Program

## The 3 R's

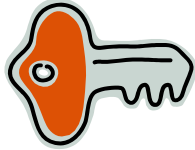




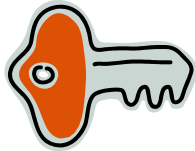
# Keys to a Successful Volunteer Program



**Recruitment**



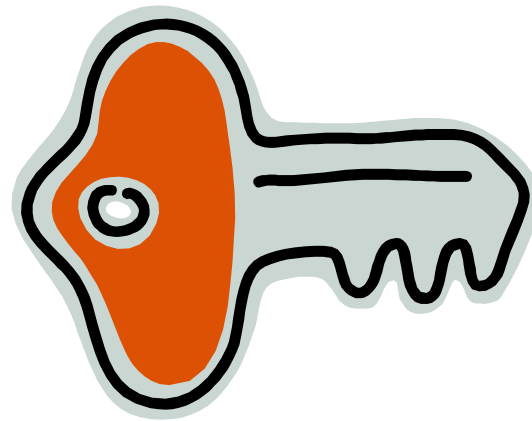
**Retention**



**Recognition**

# RECRUITMENT

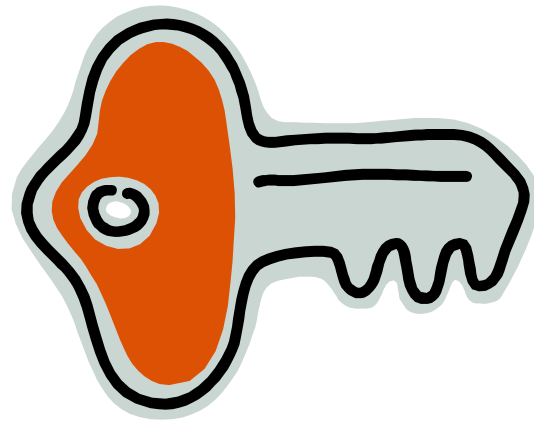
*“Together, We’ll Make a Difference”  
“Lend Us Your Time” vs. “Join Our Organization”*



# RECRUITMENT

- **Be Opportunistic**
  - Take advantage of the current era of volunteerism
  - People looking for experience in a tight job market
- **Get Personal**
  - The best recruitment tool is to ask, in person – “join me”
  - Eagle Institute’s best volunteers are people we met while eagle watching
- **Tailor the Opportunity**
  - Have a variety of options – tasks, time commitments available
- **Diversify**
  - Reach out to non-traditional populations and groups
  - Draw from the community of people that your organization serves
- **Get Dirty**
  - Use “hands-on” volunteer jobs as recruitment themes – Host a Work Day
- **Make it Easy: Use Technology**
  - Web-based recruitment sites; Emails; Facebook

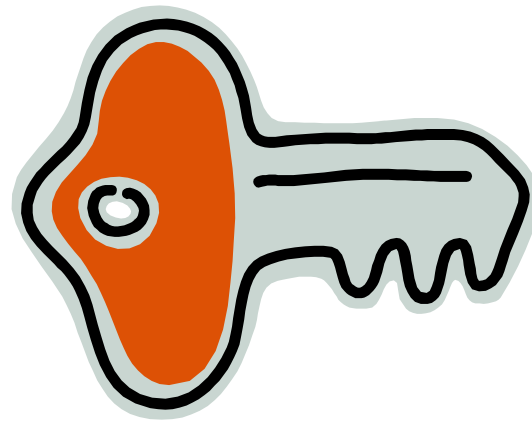
# RETENTION



# RETENTION

- **Be a Matchmaker**
  - Match skills with the volunteer position
  - Match time constraints
  - Match commitment or need for challenge
  - Match the person to the position
- **Be Clear**
  - Be clear and honest about expectations; give feedback
  - Job descriptions
  - Understand expectations
- **Training, Training, and more Training**
  - Host annual group training sessions
  - Develop training manuals and materials
  - Provide on-the-job learning opportunities
  - Assign a mentor
- **Check In - Often**
  - Make sure the volunteer is having fun
  - Ensure they understand the value of their volunteer time
  - Grow, change and modify as needed

# REWARD and RECOGNIZE



# RECOGNITION

- **Recognize the Individual**
  - Recognition builds a long-term commitment and a sense of camaraderie
  - Newspaper or newsletter article highlighting a volunteer or group
  - Send a simple thank you note
- **Create Team Spirit**
  - Name tags and/or t-shirts; give a sense of belonging
- **Make it Fun**
  - Cookies, coffee, music, what will add to the experience?
- **Celebrate Together**
  - Picnic or pot luck to celebrate accomplishing a big task or at the end of a season builds kinship, gives volunteers an opportunity to share stories of their experiences, etc



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## Contact

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