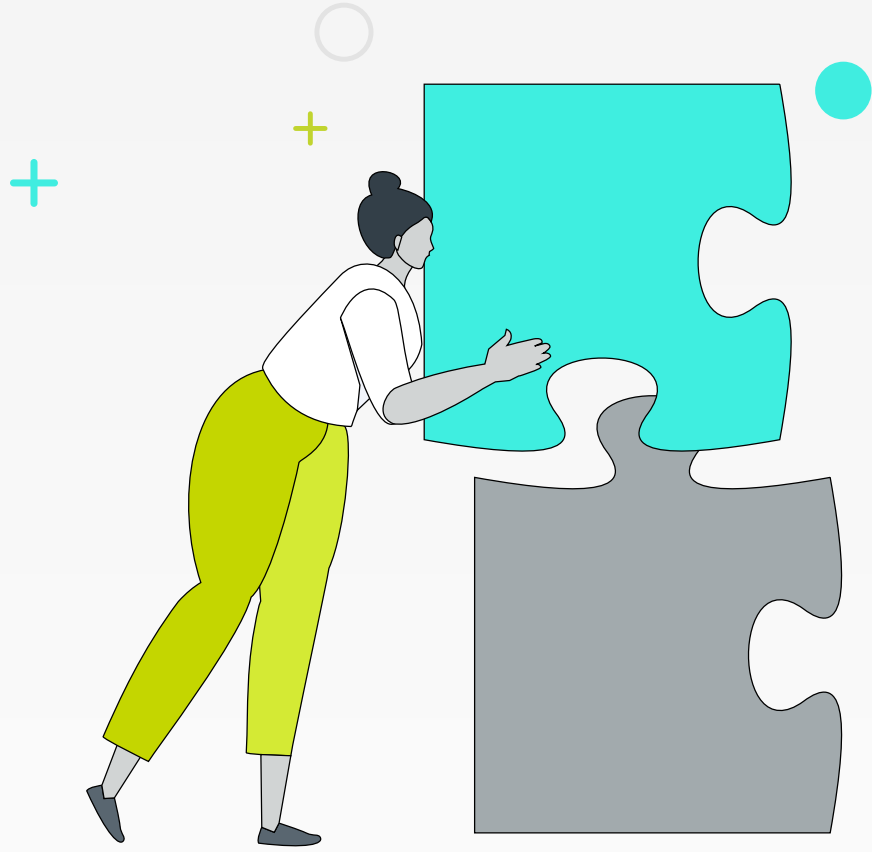


4 Steps to Grow Your Association's Volunteer Program

When you have a small staff, your association's volunteer program is essential. It helps you engage members and get more done. Here are four steps to help you get more members volunteering:



1. Develop Opportunities

- Create clearly defined and attractive **volunteer opportunities**.
- Offer **various levels of engagement** – from low-to-high engagement – to allow members to choose opportunities that align with their schedules.
- Develop a **variety of ways to volunteer**, such as at an event or by helping to create content, to provide help across the organization while letting members choose activities that fit their volunteering goals and interests.

With YourMembership association management software (AMS) by Community Brands, you can easily build and send surveys to understand what volunteer opportunities will interest members most.

2. Recruit Volunteers

- **Get the word out** about your volunteer opportunities and encourage members to sign up.
- For example, **use email campaigns** to gauge member interest, send out a call for volunteers, and spotlight the benefits of volunteering.
- Another example: **Use your online member community** to highlight volunteer opportunities, and create discussion groups around specific opportunities.

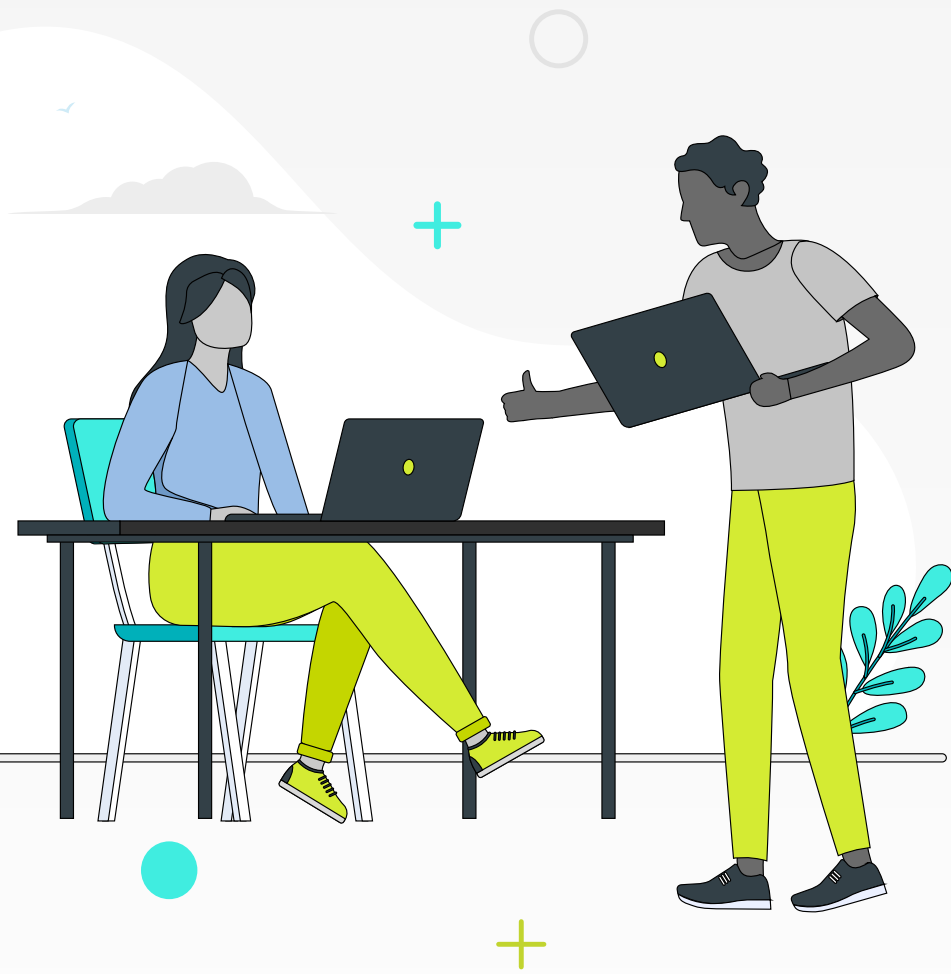


With YourMembership AMS, you can recruit volunteers via your website, emails, online member community, and more.

3. Provide Support

Give volunteers the knowledge and resources they need to be successful. For example, provide them with:

- **Orientation** – Help them understand how your organization is organized and what's expected of them as volunteers.
- **Training** – Give them training on processes, technology, and skills to help them perform well in their roles.
- **Support** – Provide ongoing guidance and make sure they have the tools they need.
- **Feedback** – Ask how their volunteer experience is going, and give them feedback and encouragement.



With YourMembership AMS, you can track who's volunteered for which opportunities through easy-to-use reports.

4. Show Gratitude

- Make sure **volunteers know they're appreciated** – not just once, but year-round.
- **Thank volunteers** through emails, handwritten notes, and shout-outs in your email newsletters.
- **Take gratitude a step further** by giving more shout-outs through social media, thanking volunteers at your next event, spotlighting volunteer accomplishments in your online member community, and more.



Using YourMembership AMS, you can give a shout out of thanks to individuals and groups through your online community.

Find out more about how YourMembership AMS can help your small and growing association attract, engage, and retain members.