

Get the best from your PTA volunteers

An increasing number of organizations recognize the added value of volunteer involvement. Prospective volunteers are also customers who can choose from a multitude of alternatives in the volunteer marketplace. Once you've successfully secured a volunteer's support, it is important to ensure that the benefits of volunteering continue to outweigh the costs or effort. Satisfied volunteers can be strong advocates for an organization's mission and persuasive partners on a volunteer recruitment team. Once you "lose" a volunteer, it's hard to get the individual to volunteer again.

➤ Provide meaningful work

- Make volunteers' work meaningful; never waste their time.
- Provide orientations that link volunteer assignments to the broader mission of the organization.
- Create positions that are diverse in tasks.

➤ Show respect

- Never require anything from volunteers that you can't enforce.
- Provide them with clear instructions and the necessary tools to perform the work expected.
- Accept their recommendations and take their advice.

➤ Offer personal growth

- Let them grow with the program.
- Provide opportunities that they might not get in the marketplace.

➤ Show Recognition

- Show your appreciation often and in ways that are specific to the individual being recognized.

