



# MEALS ON WHEELS

# ANNUAL CONFERENCE AND EXPO

AUGUST 27-29, 2019

DALLAS, TX

# The 3 R's of Volunteer Engagement: Recruitment, Recognition and Retention, Part 2



## **GERALD PATESEL**

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# PENINSULA AGENCY ON AGING (PAA)

- ❖ Area Agency on Aging established in 1974
- ❖ Utilized over 1,158 community volunteers in FY18
- ❖ Volunteers provided 26,589 hours of service in FY18
- ❖ PAA volunteers deliver 39 meal routes per day
- ❖ PAA has five standing volunteer job descriptions
- ❖ PAA service area covers the cities of Hampton, Newport News, Poquoson, Williamsburg, and the counties of York and James City County, VA



# VOLUNTEER RECRUITMENT

## Usual Sources:

- ❖ PAA website
- ❖ PAA Newsletter
- ❖ United Way
- ❖ Volunteer Match
- ❖ Email Blasts
- ❖ Churches
- ❖ Word of Mouth
- ❖ Heath Fairs
- ❖ Local Colleges
- ❖ Other Community Partners Websites

❖ MOWA Let's Do Lunch Campaign



# VOLUNTEER RECRUITMENT, continued

## Unique to PAA

High concentration of military facilities

- Langley Air Force Base
- Fort Eustis
- Yorktown Coast Guard Station
- Naval Weapons Station
- Huntington Ingall Shipyard  
(Navy ship repair facility)



# VOLUNTEER RECRUITMENT, continued

## Unique to PAA

### Rolling Billboards

- ❖ MOW recruitment ad and telephone number is on the rear of the 26 PAA vans







# VOLUNTEER RECRUITMENT, continued

## Unique to PAA

Partnerships with:

- ❖ Local Community Services Board
- ❖ Denbigh House (brain injury rehabilitation facility)
- ❖ Serenity House (intellectual disabilities organization)

to have their clients deliver meals as part of their therapy

# VOLUNTEER RECRUITMENT, continued

## Unique to PAA

Use of recruitment business cards



FRONT OF CARD



BACK OF CARD



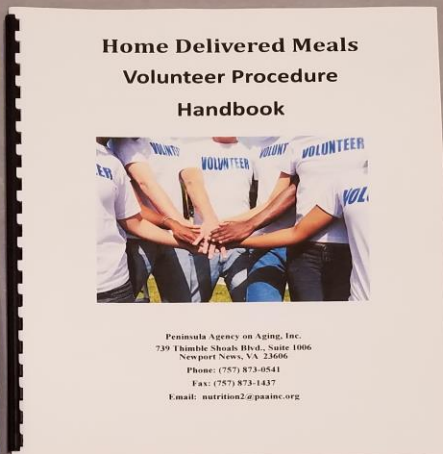
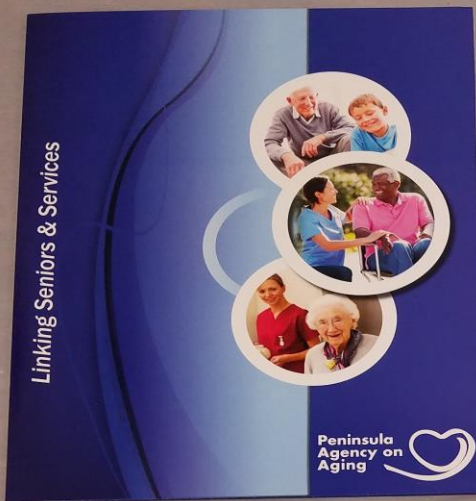


# VOLUNTEER RETENTION

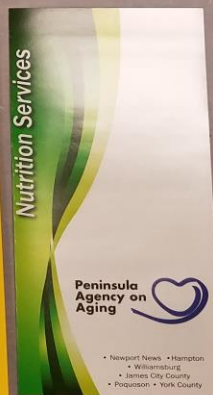
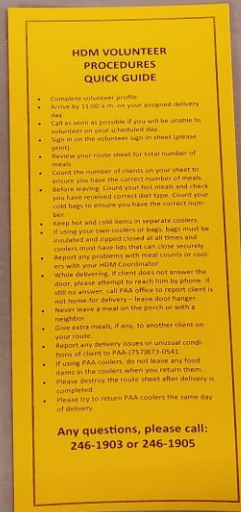
## PAA Tools:

- ❖ Mission – recognizable benefits of MOW
- ❖ Efficient volunteer procedures and organization:
  - Prompt response from staff (within 24 hours)
  - Volunteer sign-up package
  - Volunteer Procedures Handbook
  - Concise job description
  - Simple, time efficient orientation
  - New volunteer follow-up by staff

## VOLUNTEER RETENTION, continued



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# VOLUNTEER RETENTION, continued

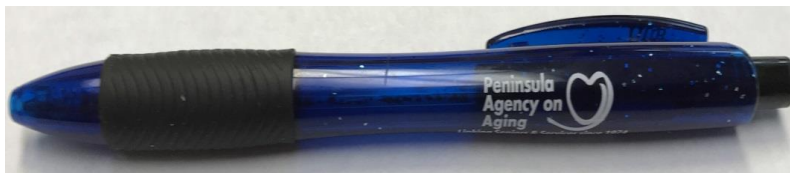
## PAA Tools:

- ❖ Annual volunteer survey
- ❖ Volunteer feedback cards at meal pickup locations
- ❖ Ongoing information regarding other agency volunteer opportunities
- ❖ Volunteers' time acknowledgement letters:
  - Directly to volunteers
  - Volunteer's employers
  - Volunteer's family
  - Volunteer's school

# VOLUNTEER RECOGNITION

Usual Tools:

- ❖ Candy bowls at meal pickup locations
- ❖ Pens
- ❖ Certificates
- ❖ Coffee Mugs
- ❖ Appreciation signs and posters
- ❖ Big recognition events





# VOLUNTEER RECOGNITION, continued

Unique to PAA:

- ❖ PAA has done the big, one time a year events
- ❖ PAA has found that ongoing, small tokens of genuine appreciation is better received by our volunteers



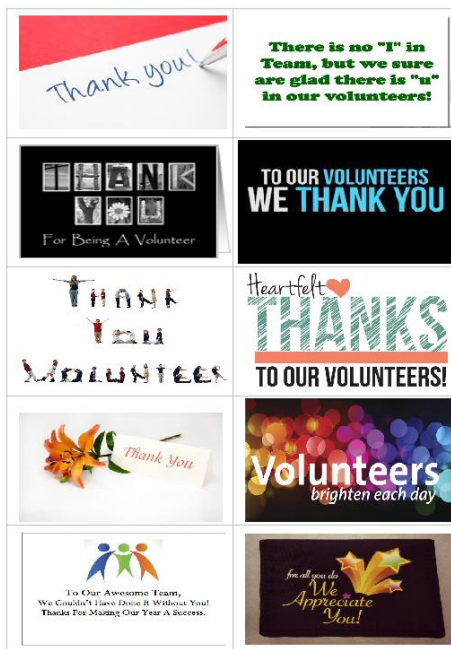


# VOLUNTEER RECOGNITION, continued

Unique to PAA:

- ❖ Provide “treat bags” around the holiday seasons, i.e. Christmas, Thanksgiving, and the Fourth of July
- ❖ “Treat bags” with a clever appreciation slogan are easy to produce and are very cost effective
- ❖ PAA produced a booklet of appreciation ideas for another presentation





**PAA MEALS ON WHEELS  
VOLUNTEERS ARE WORTH THEIR  
WEIGHT IN GOLD!**



**THANK YOU FOR ALL THAT YOU DO  
FOR OUR SENIORS!**





# VOLUNTEER RECOGNITION, continued

Unique to PAA:

- ❖ Provide month long appreciation items during April – Volunteer Appreciation month. A different theme each year.
- ❖ April 2019: provided a different themed appreciation treat bag each week.
- ❖ March 2019 staff took pictures of their volunteers and these were mounted on large poster boards during April at each meal pickup location.

*“OUR VOLUNTEERS CREATE  
A BEAUTIFUL PICTURE!”*

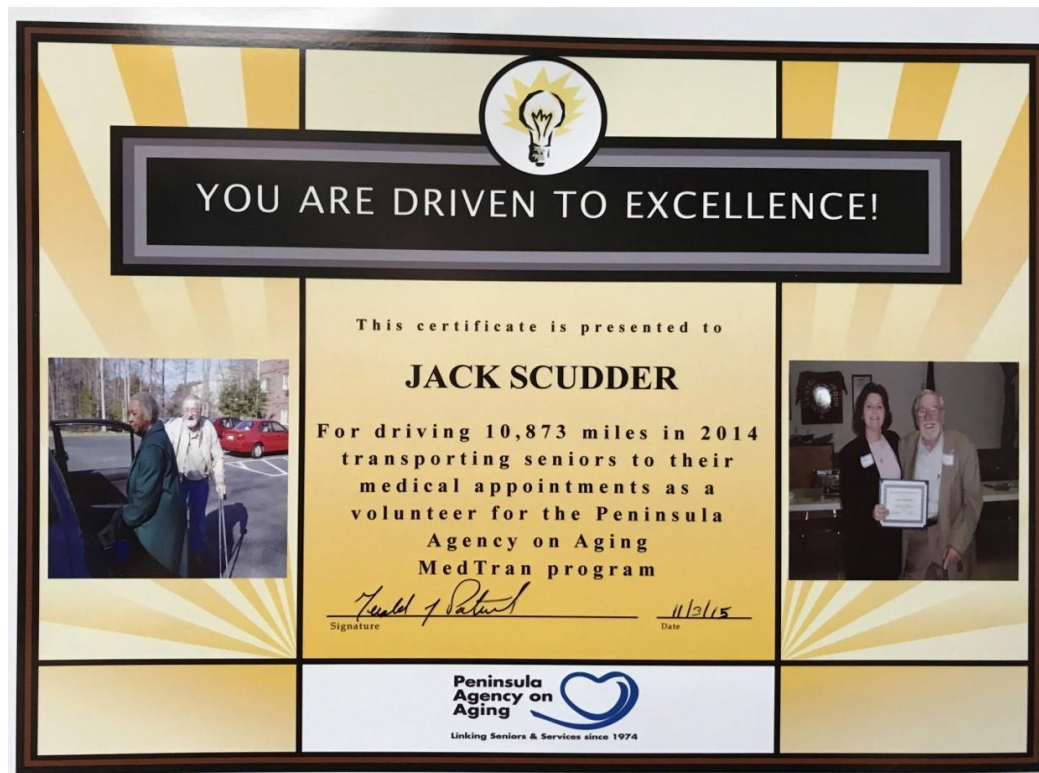




# VOLUNTEER RECOGNITION, continued

Unique to PAA:

- ❖ Provide “personalized” appreciation certificates for milestones, anniversaries, and retirements



# VOLUNTEER RECOGNITION, continued

Other recognition actions by PAA:

- ❖ Provide bottled water during the summer months
- ❖ Provide personalized anniversary cards
- ❖ Feature volunteers in agency newsletters and email blasts
- ❖ Submit volunteers for local, state, and national awards
- ❖ Staff trained to take the time to talk and to get to know one thing about their volunteers each time they deliver meals

**GENUINE APPRECIATION IS  
AN ONGOING ENDEAVOR**



**Thank You...**

**and hang in there...**

**It is about 60 minutes to**





# The Three R's of Volunteer Engagement



**Sarah Drew-Watson**

VP of Volunteer Services

Meals on Wheels, Inc of Tarrant County

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# RECRUITMENT

## Fairs and Festivals



# RECRUITMENT

## On Site Volunteer Opportunities



# RECRUITMENT

## Business Recruiting





# RECRUITMENT

## Social Media

 **Meals On Wheels, Inc. of Tarrant County** Published by Jordan Lyle [?] · June 18 · ...

In search of a few good men. 🧐

We need male volunteers for our Friend to Friend program!

We have several clients waiting to be matched with their new pal! All it takes from you is one hour per week visiting with a homebound, elderly or disabled person.

So, ready to meet your new best friend?

Sign up now: <https://mealsonwheels.org/volunteer/>

#MealsOnWheelsTC #MealsOnWheels #TarrantCounty #GiveBack  
#CommunityFirst #BestFriends #MoreThanaMeal



# RECRUITMENT

## Community Visibility





# RETENTION

## Relationship



# RETENTION

## Empowering Volunteers – Information



February 2019



### Thank You!

Because of you, 77,327 nutritious meals were delivered to our homebound, elderly and disabled neighbors in January.



- We still need to start new routes in Southwest Fort Worth, Westcreek, and Poly. Thank you to everyone who has reached out to their friends, neighbors and coworkers in search of new volunteers.
- Our Friend to Friend program is off to a great start, but we still have clients eagerly awaiting a friend. If you or anyone you know are interested in being a friend to one of our homebound neighbors by making a weekly visit, please contact Sarah at (817) 258-6426 or [sarah@mealsonwheels.org](mailto:sarah@mealsonwheels.org)
- Please remember to count your meals at the distribution site before you leave. If you are short meals or have too many, call the main office number printed on your route sheet at (817) 336-0912 and they will transfer you to the Nutrition department so we can ensure each client receives their meal.



### You Can Help.

We are running a contest for the month of March and you can earn an entry into the drawing for every new volunteer you refer. We will have three prizes to choose from:

- \$100 gift card to Ferrari's Italian Villa
- Round of golf for four at the Diamond Oaks Country Club
- Two Daily Grounds tickets for the Colonial Country Club.

New volunteers can simply complete the volunteer interest form online at [mealsonwheels.org/volunteer](http://mealsonwheels.org/volunteer) and enter the referring volunteer's name in the "how you heard about us" section. We will announce our winners in April.



# RETENTION

## Empowering Volunteers – Volunteer Councils

### Purpose

This council is to be an ambassador in the community for Meals On Wheels, Inc. The council will also help educate the regional populace concerning MOWI programs, capabilities and needs.



# RETENTION

## Empowering Volunteers – Volunteer Councils

### Duties

1. Site Visits
2. Hanging Fliers
3. Assisting with Recruitment Fairs
4. Fall Festival Planning
5. Community Education
6. Relationship Building

# RETENTION

## Empowering Volunteers – Volunteer Councils



**Meals On Wheels Inc. of Tarrant County**

**Volunteer Advisory Council**

### **Contact report**

Please log contact with individuals or groups on behalf of Meals On Wheels. This report will allow Meals On Wheels staff to follow up with potential community contacts and volunteers. Please return this report to your group coordinator at each council meeting. \*If you have an action item that requires immediate attention, please contact Meals On Wheels staff in the Volunteer Department\*

<u># of Flyers posted and location</u>
<u>Individual contacts</u>
<u>Churches/ Civic group</u>
<u>HOA contact information</u>
<u>Community fairs/festivals</u>
<u>General Feedback/action items/recruiting ideas</u>

Name \_\_\_\_\_ Council \_\_\_\_\_



# RECOGNITION

## Newsletter

### Thank You, Erin!

We asked and you answered! In last month's edition of the Side Dish Newsletter we shared our need for new delivery routes in some of areas and many of you answered the call. One volunteer, Erin East, recruited three new Southside Fort Worth volunteers by sending out an email to her neighborhood association. This enabled us to start a much needed new route in that area. Thanks Erin!



### Group Highlight

“We live to deliver” is the current slogan of a very popular delivery service. And while this phrase applies to their business model, it also applies to their commitment to serving the community. This month, we are thrilled to honor our group of volunteers who deliver meals through FedEx Corporation.



# RECOGNITION

## Fall Festival

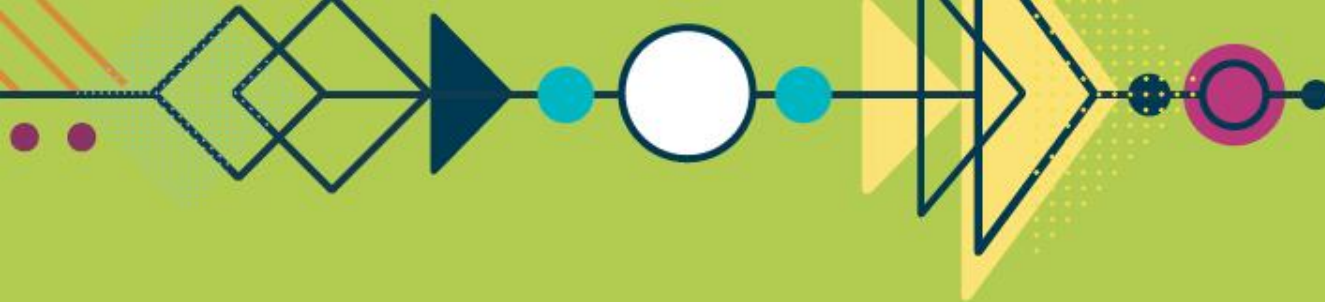


# RECOGNITION

## Volunteer Awards Ceremony







# Senior Resource Association Meals on Wheels Indian River County



**Shawna Callaghan**

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**Virginia Skov**

Nutrition Manager

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# VOLUNTEER PROGRAM



- Medium sized program
- **762** Clients served in 2018
  - **553** Home Delivered
  - **209** Congregate
- 5 hot meals M-F, with frozens delivered on Fridays for the weekends
- 4 FT Staff, 1 PT Staff
- **120 Volunteers**
- Highly seasonal, 80-90 active at any one time.
- MOW Volunteer Roles
  - Administration
  - Events
  - Congregate Sites
  - Meals on Wheels Drivers
  - Kitchen Help



# The 3 R's of Volunteer Engagement:

Recruitment, Recognition, and Retention



1. Relationship Building
2. Performance Improvement
3. Annual Volunteer Recognition Banquet

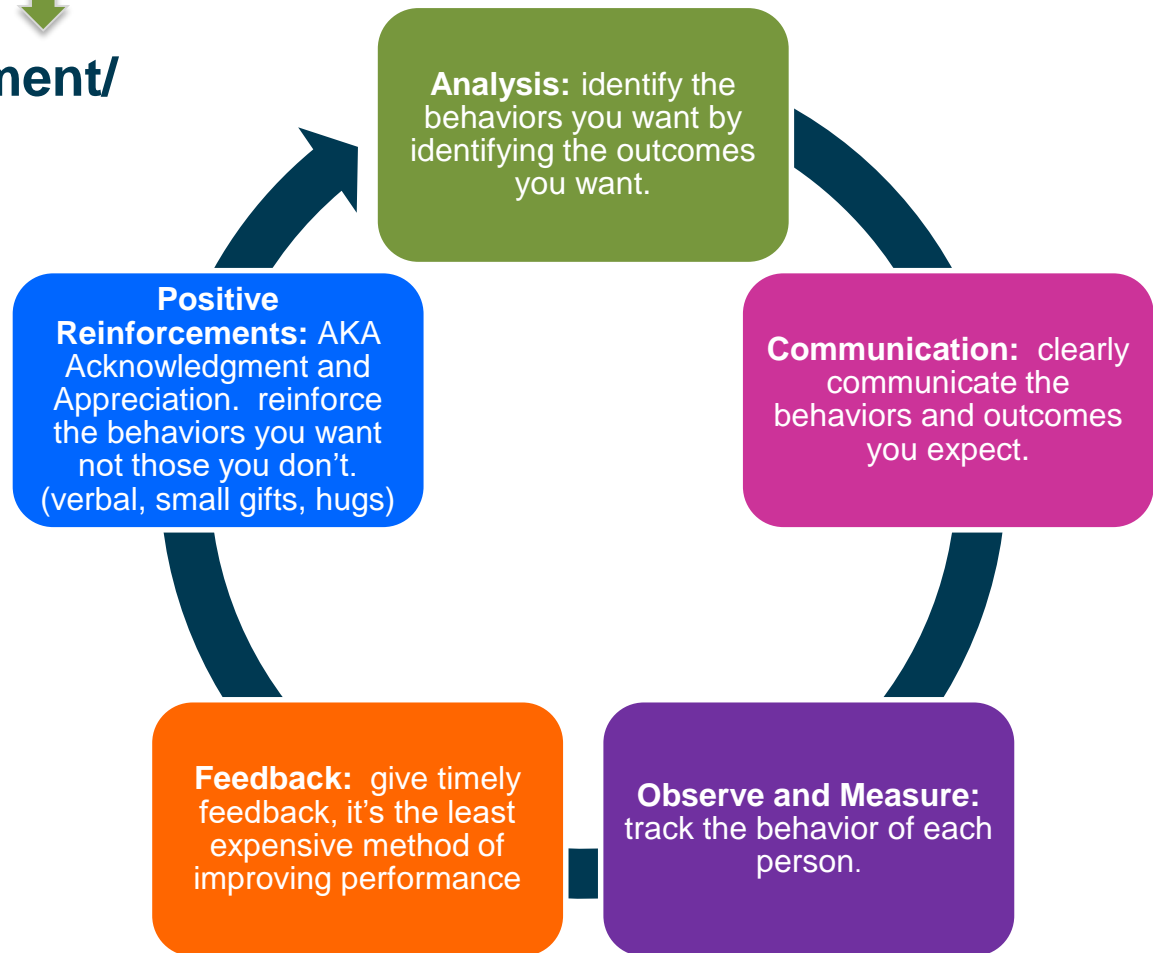
# The 3 R's of Volunteer Engagement:

## Recruitment, Recognition, and Retention



### Performance Improvement/ Management:

The goal of performance management is to create a workspace that brings out the best in people while generating the highest value for the organization. Its based on the science of behavior management.



# The 3 R's of Volunteer Engagement:

## Recruitment, Recognition, and Retention



### 1. Build a Great Culture

- The Team: Staff & Volunteers
- Intrinsic Values and the Mission: Why are we all here?
- Relationships: build and maintain relationships



# The 3 R's of Volunteer Engagement:

## Recruitment, Recognition, and Retention



### 2. Empowerment

- Feedback/Input on Process & Policy
- Training
- Share Outcomes

#### **VOLUNTEER TRAINING BEST PRACTICES**

- Before you even start to train you have to be excited about the topics you are going to present...make them want to come
- Do not over think the training or materials...keep it simple
- One size doesn't fit all...you may need to tailor the training to individuals
- Offer numerous training times to make sure everyone can make it
- Offer one-on-one to those not good in a group setting
- Offer extra support to those who may not understand the new process
- The most important best practice...**HAVE FUN!**



# Our Volunteers Change Lives



- **91.4 %** of our clients say MOW improved their **quality of life**.
- **96.3%** say they would **recommend the service to a friend**.
- **83.8%** report that receiving MOW allows them to **continue to live at home**.

"[I] Look forward to the food, the volunteers are very special, Denise and Bill are very caring and they go above and beyond."

"The service is so good! And the lady that brings the food is very nice. I appreciate her."

"Helps me a lot and seeing the beautiful smiling faces that bring my meal, it makes my day. Thank you so much to all of you (smiley face)"



## Q & A

# Don't forget to evaluate today's session in the Conference App!

