5 Ways to Recruit and Manage Ministry Volunteers Through Internet Technology

1 Recruit

2 Register

3 Remind

4 Revise

5 Record

Meet the Need™
Letting your light shine

5 Ways to Recruit & Manage Ministry Volunteers
Through Internet Technology

One of the biggest struggles ministries face is how to recruit and manage volunteers. Traditional methods of communicating needs, registering volunteers, handling cancellations, and determining who-did-what are far too labor intensive. But there is now a way to accomplish all of this quickly, efficiently, and with much better results.

Volunteer Recruiting and Management happens in 5 primary steps:

1. Recruiting Volunteers
2. Registering Volunteers
3. Reminding Volunteers
4. Revising Needs and Assignment Details
5. Recording the Volunteer Time and Needs Met

Let's compare how these steps are traditionally completed by ministries and organizations every day and how technology can facilitate these activities much more effectively.

1 Recruiting Volunteers

Get the word out to volunteers, churches, businesses and others about your volunteer needs!

Recruiting Volunteers by Traditional Methods

To effectively communicate needs and recruit volunteers as individuals in the community or from local churches and businesses, you must be able to establish and maintain these channels of communication. For years, ministries have had to rely on traditional communication tools. This can be very difficult and time consuming.

Traditional Communication Tools

Email	Newsletters	Phone Calls

Communicating to Individuals

Using emails, newsletters, and phone calls, ministry staff can spend an overwhelming amount of time trying to communicate with the individuals on their lists. The time wasted by outdated information, missed connections, or just the cumbersome process of making those contacts, is tremendous. This is inefficient and stressful.

Communicating through Groups

It can be more productive to work through large groups in the business or church community to recruit volunteers. Still, few ministries have enough staff to reach hundreds or thousands of local churches and businesses. Even if the right staff person at the church or company hears about your volunteer needs, communicating that need to their members or employees poses an additional challenge. Employee newsletters and church bulletins are limited and a Pastor cannot realistically relay your needs from the pulpit.

Today, we are all accustomed to connecting through technology for business, shopping, and social media. Yet ministries and partner churches often still rely on paper, email, and word of mouth to communicate with volunteers. These methods could never effectively engage volunteers efficiently to meet to a high volume of year-round needs of a ministry.

Recruiting Volunteers by Traditional Methods

| Recruiting	Methods	Results
Individuals	Phone calls and emails	Largely inefficient Stressful for staff and leaders
Through Groups	Newsletters, bulletins, announcements	Volunteer turnout is unpredictable and hard to manage Manual efforts cannot be sustained

www.MeetTheNeed.org

Recruiting Volunteers With Technology

Wouldn't it be great to communicate directly with the church members and company employees? You know that many have a heart for your ministry and a willingness to serve – if they were only aware of the opportunities to help, they would get involved. But, with so many needs from various ministry and community organizations, church and company staff become the bottleneck. Word of your needs does not always reach those who can help.

Meet The Need provides technology to unite and mobilize the Body of Christ to serve those in need. Through this technology, your volunteer needs are instantly disseminated on:

◊ Your website

◊ Your partner church website

◊ Other local church websites

◊ Some local business websites

◊ Other hub/service organization websites
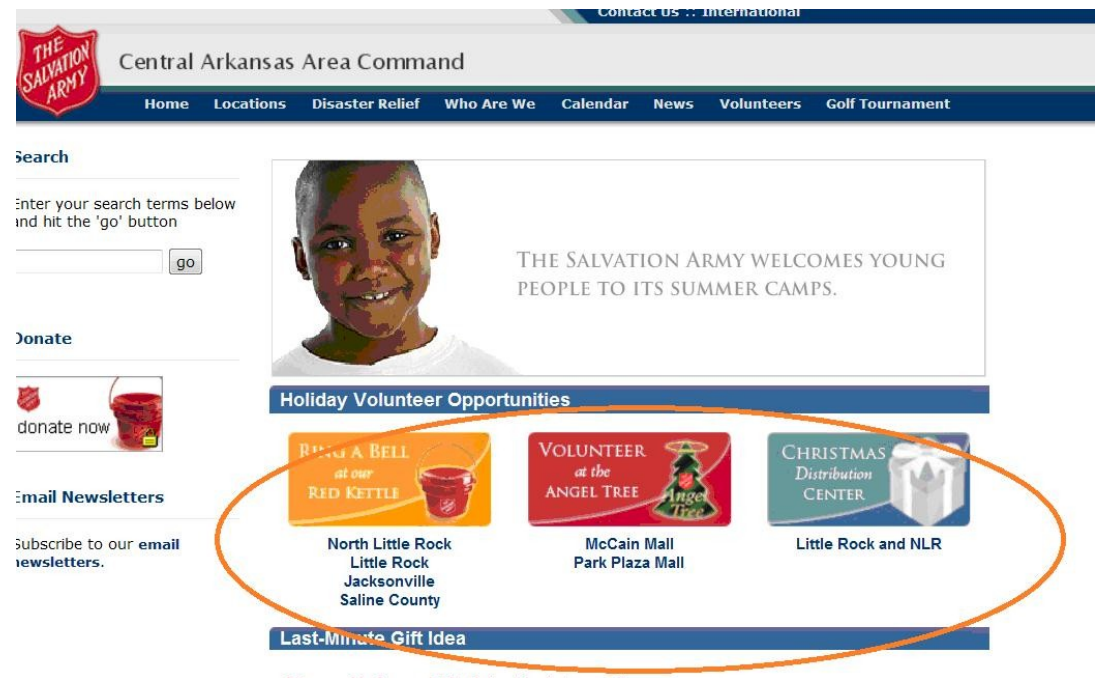
Meet The Need puts your ministry's needs INSIDE the 4-walls of local churches and businesses. Members and employees "shop" on your website, their church's site, or their company's site for opportunities to serve at your ministry that fit their skills, availability, and interests.

Meet the Need's integrated system can help you:

◊ involve more people and more churches and companies in your ministry,

◊ make more people aware of your ministry as they read about your mission as they're online "shopping",

◊ connect directly with those who opt-in to receive automatic emails when you post needs, and

◊ track needs as they are met by volunteers on your ministry's site and every other site that is showing your needs.

With technology, volunteers can "shop" for needs directly from your site. These same needs appear on local church and company sites.

www.MeetTheNeed.org

Recruiting Volunteers With Technology

Recruiting	Methods	Results
Individuals	Searchable database lets volunteers "shop" for opportunities or receive optional email notification of needs.	Those who would like to help can now learn how. Individuals find opportunities suited to their skills and availability.
Through Groups	Meet The Need's database easily integrates into partner websites.	Needs can be presented by area or specific to the partner organization. Response and participation can be tracked and measured.

Habitat for Humanity® of Hillsborough County Florida Inc.

4,000+ people get auto email updates when Habitat for Humanity in Hillsborough, FL posts new needs.

Volunteers access your needs without leaving their church's site.

2 Registering Volunteers

**Easily gather contact information
and commitments for every volunteer!**

Registering Volunteers by Traditional Methods

Ministries typically gather and organize volunteer information and commitments through a combination of phone calls, emails, sign up sheets, and spreadsheets.

Paper registrations often return to you incomplete, illegible, or incorrect information. Gathering volunteer information by paper registration forms or sign up sheets leaves you with piles of pages that some will need to manually compile into a spreadsheet or other format. You are often forced to spend volunteer hours managing volunteers.

Once a spreadsheet has been created from the volunteer information, you are at the mercy of whatever incomplete or inaccurate information you took from the paper forms. The additional step of compiling the information introduced more risk of error as numbers in telephone numbers are mistakenly transposed and email addresses that were hard to read on the forms are input incorrectly. Data in this static spreadsheet, even when it is correct, can often be difficult to manipulate as well.
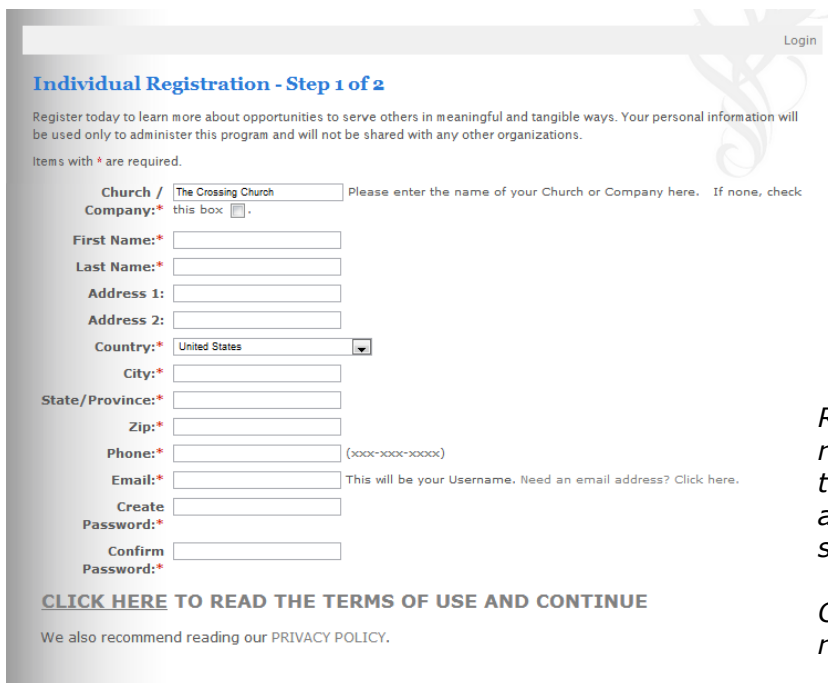
Registering Volunteers by Traditional Methods

Registration	Methods	Results
Gathering Information	Phone calls, emails, and sign up sheets.	Information can be incomplete or incorrect. Information gathered in different ways is difficult to pull together.
Organizing Information	Spreadsheets	Incomplete or incorrect information is not usable. Risk of error or missed information. Data can be difficult to manage and manipulate.

Registering Volunteers With Technology

How much time and energy could be saved if the gathering and organizing of information could be automated? We all lead busy lives. Allowing volunteers to make commitments and provide their information at any time day or night, would simplify the process for everyone.

Individual Registration - Step 1 of 2

Register today to learn more about opportunities to serve others in meaningful and tangible ways. Your personal information will be used only to administer this program and will not be shared with any other organizations.

Items with * are required.

Church / Company:* `The Crossing Church`   Please enter the name of your Church or Company here.   If none, check this box ☐.

First Name:*

Last Name:*

Address 1:

Address 2:

Country:* `United States`

City:*

State/Province:*

Zip:*

Phone:*   (xxx-xxx-xxxx)

Email:*   This will be your Username. Need an email address? Click here.

Create Password:*

Confirm Password:*

CLICK HERE TO READ THE TERMS OF USE AND CONTINUE

We also recommend reading our PRIVACY POLICY.

Registrations can be collected right on your website and on the website of local churches and companies that are showing your needs

Critical information can be required to submit the form.
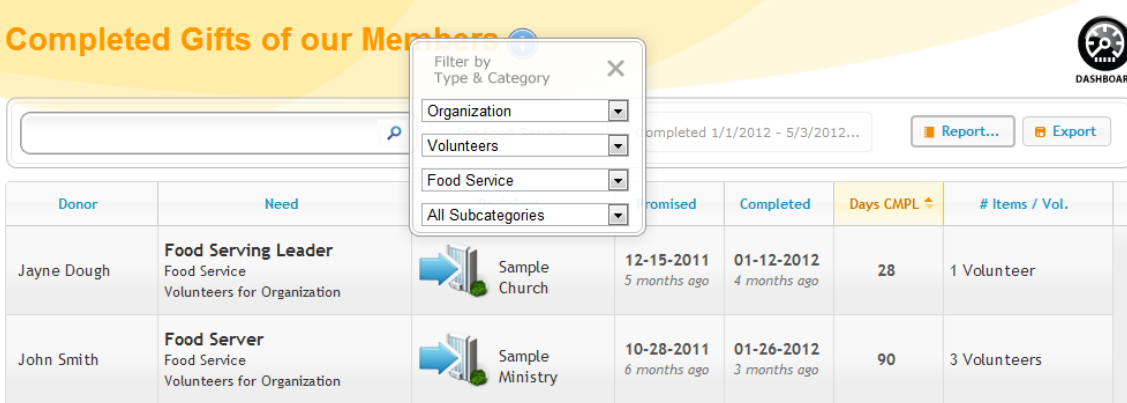
Meet The Need provides technology to allow you to gather volunteer registrations more effectively online through your website and local church and company sites. You can:

◊ Require certain fields be completed in the online registration process to ensure you receive complete and correctly formatted information.

◊ Get contact information on your Dashboard for all those who signed up for each shift.

◊ See what organization (church or business) they came from, regardless of whether they came through your site or another site.

◊ Easily accept registrations for one-time or recurring needs.

Completed Gifts of our Members

		Filter by Type & Category	
		Organization	
		Volunteers	
		Food Service	
		All Subcategories	

Donor	Need		Promised	Completed	Days CMPL	# Items / Vol.
Jayne Dough	**Food Serving Leader** Food Service Volunteers for Organization	Sample Church	12-15-2011 5 months ago	01-12-2012 4 months ago	28	1 Volunteer
John Smith	**Food Server** Food Service Volunteers for Organization	Sample Ministry	10-28-2011 6 months ago	01-26-2012 3 months ago	90	3 Volunteers

Data and reports can easily be filtered or sorted to show how needs have been met.

Registering Volunteers With Technology
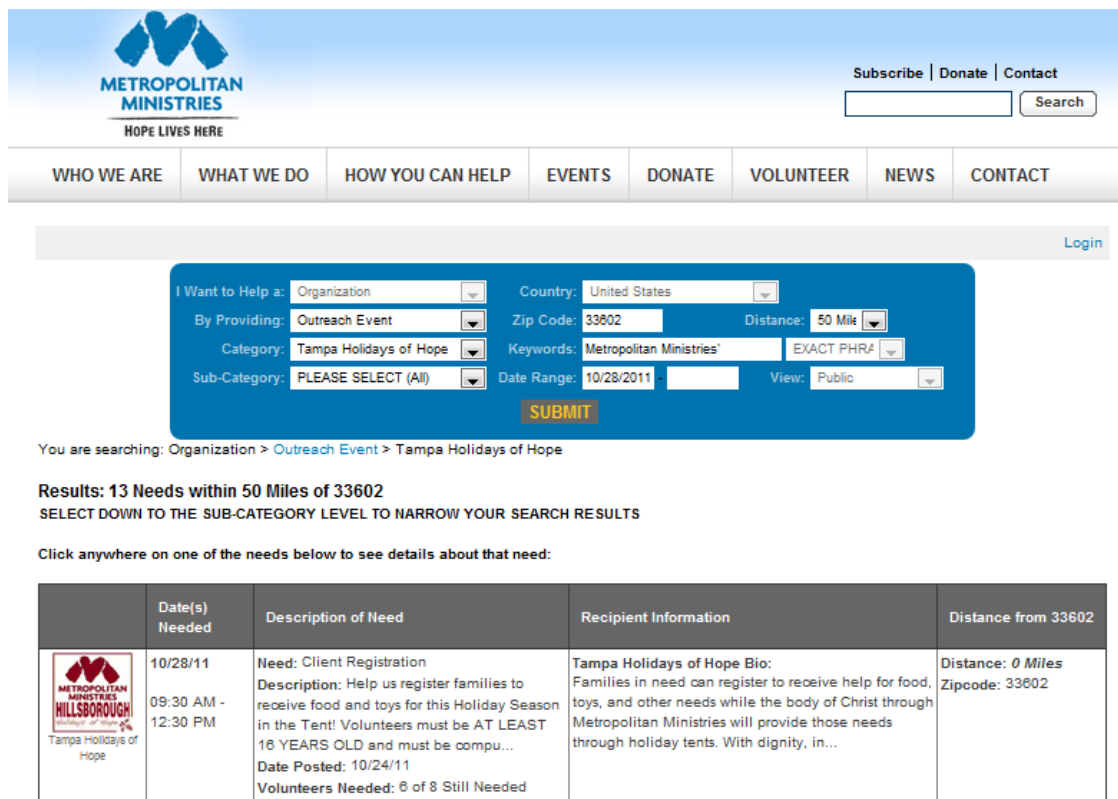
Registration	Methods	Results
Gathering Information	Online registration and information gathering processes.	Eliminate risky transfer of data from collection tool to management tool. Require vital information be provided. Specify format for completeness and consistency of data.
Organizing Information	Dashboard gathers and presents information.	Data and reports can be filtered and sorted Registrations can be recurring

"Over 2,900 individuals signed up through Meet The Need for 3-hour blocks of time at our Tampa location alone. This provided a savings in manpower of roughly $176,000…we saved over 290 hours of time spent on the telephone signing up volunteers."

Metropolitan Ministries, Tim Marks, President

3 Reminding Volunteers

**Feel confident that the number of volunteers you expect
is the number you will actually get!**

Reminding Volunteers by Traditional Methods

Ministries typically spend many hours trying to confirm volunteer commitments and to leave reminders or notify volunteers of changes.

Reminders: Sending emails, making calls, and leaving voicemails is extremely time consuming and leaves you unsure who got the message and who will show up to serve.

Cancellations: If someone notifies you that they cannot meet their commitment, you are left scrambling to find a replacement, sending more emails, making more calls, and uncertain of the need being met.

Adjustments: Working with groups can make recruitment easier but if you cannot be sure how many group members will show up to volunteer, you risk having too few volunteers.

Reminding Volunteers by Traditional Methods

Task	Methods	Results
Confirmations and Reminders	Phone calls and emails	Labor intensive Can't reach people
Cancellations	Take last-minute calls and emails	Too few show up Adjust quantities needed on spreadsheet
Adjustments	Groups may call or email (or may not!) as they grow and shrink	Too many or too few show up

Reminding Volunteers With Technology

Are you often surprised by the number of volunteers who do – or do not show up to serve? Do you often find yourself shifting volunteers or recruiting more due to last minute changes or cancellations? Meet the Need's online systems go far beyond registration. Throughout the process, the website can serve as a hub for changes or cancellations and the needs and reports are automatically adjusted to reflect the changes so you always know what to expect and what you still need.

Reminders: Emails can be scheduled 21 days, 7 days, and 1 day before the volunteer's scheduled date. This saves time and decreases no-show rates.

Cancellations: If a volunteer cancels through your website or the church/company's site the need will automatically reappear on your site as an unmet need.

Adjustments: Groups can go online to adjust their commitment by increasing or decreasing the number of group members available to volunteer so you know how many volunteers to expect.

Revising Needs and Details by Traditional Methods

Task	Methods	Results
Document Revisions	Paper and pen or spreadsheets	Static, not instantly shared with others
Communicate to Prospective Volunteers	Emails and phone calls	Labor intensive Not certain that contact at church/company will/can easily share the updates
Communicate to Current Volunteers	Emails and phone calls	Labor intensive Can't reach some so can't be sure all received message Some people show up and wrong times and/or places

When necessary, commitments can be changed directly in the system.
A cancelled volunteer spot will automatically reappear on your website.

Reminding Volunteers With Technology

Task	Methods	Results
Confirmations and Reminders	Automatic emails 21 days, 7 days and 1 day before their volunteer date(s)	Decrease no-show rates and save time emailing all volunteers
Cancellations	Your volunteers cancel through your website or their church or company's website.	When someone cancels a need that was previously filled, that need instantly reappears on your website and every other site showing a need for 1 more person!
Adjustments	Your groups of volunteers can increase or decrease the number of people in their group through your website or their church or company's website.	Actually get the number of volunteers that you expected!

4 Revising Needs and Assignment Details

Share changes to the number of volunteers needed and logistical details with prospective and current volunteers!

Revising Needs and Details by Traditional Methods

Ministries typically must communicate changes in manual, unreliable ways. Changes made to the level of volunteer participation needed or the logistics of fulfilling the need must be communicated to volunteers by email or phone. Communicating this way is labor intensive and unreliable.

You cannot be certain that a group's point person will communicate the changes to the group. You cannot be certain that individual volunteers will get the messages. You run the risk of people showing up at the wrong times or the wrong places.

With technology, you can be confident knowing the needs that are met and those that remain outstanding.

Revising Needs and Details With Technology

Do you spread your needs and announcements across multiple channels and find it difficult, when necessary, to communicate update or revisions across all those channels?

Making revisions on the Meet The Need Dashboard instantly communicates the change to all your volunteers. The revisions automatically appear on your website and on the other church and company sites that display your need. Your scheduled reminder emails are automatically updated with the revised information as well. Email notifications can target specific volunteers affected by the revisions.

Your information is updated on every site and every notification where it appears. Volunteers show up at the right times and the right places.

From the dashboard, you can see commitments made and needs that have been met.

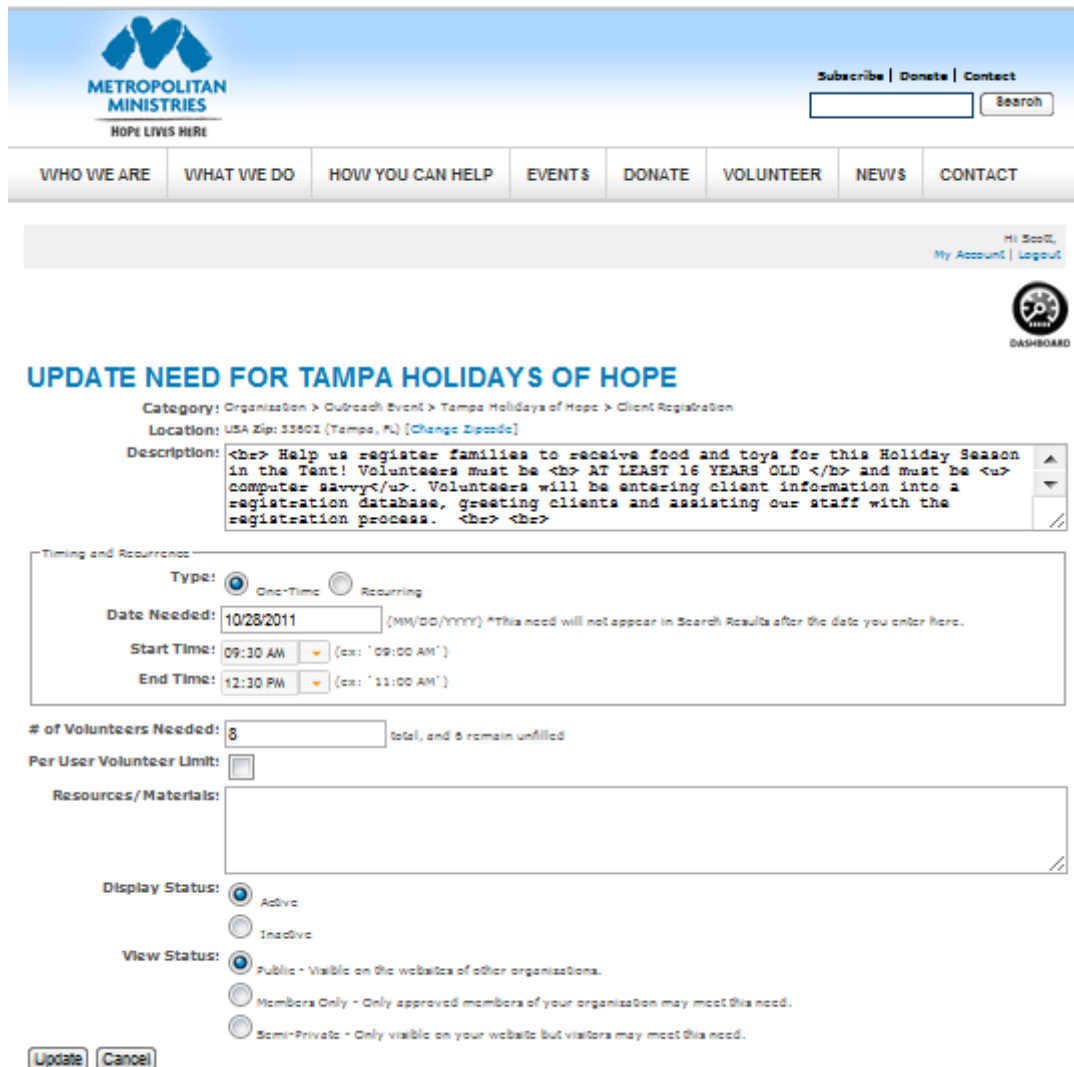## Revising Needs and Details With Technology

Task	Methods	Results
Document Revisions	On Meet The Need Dashboard	Instantly communicated to all current and prospective volunteers
Communicate to Prospective Volunteers	Updates on Dashboard instantly adjust quantities shown and details on your site and ALL other sites	Notification in seconds when a change is made with no extra effort
Communicate to Current Volunteers	Content of reminder emails automatically changes. You can also auto email all volunteers in each shift that has changed.	Volunteers show up at the right place and the right time

As you make revisions, the information is updated automatically from the dashboard.

Changes appear on all sites and in upcoming reminders.

5 Recording Volunteer Time and Needs Met

Measure the impact your ministry had during any specified period of time!

Recording Volunteer Time and Needs Met by Traditional Methods

Ministries typically spend many hours trying to track the needs met, not losing sight of those still outstanding, as well as maintain reliable volunteer records.

Track Outstanding Needs: Compile paper forms and create spreadsheets to know whether you have enough volunteers. This is difficult and prone to inaccuracies.

Audit Hours Volunteered: Tracking actual volunteer hours on paper and in spreadsheets is very difficult.

Calculate Volunteer Hours: Tracking overall volunteer hours on paper is time consuming and difficult to organize and manage over time to see historical data.
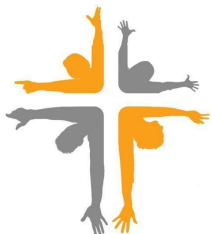
Recording Volunteer Time and Needs Met by Traditional Methods
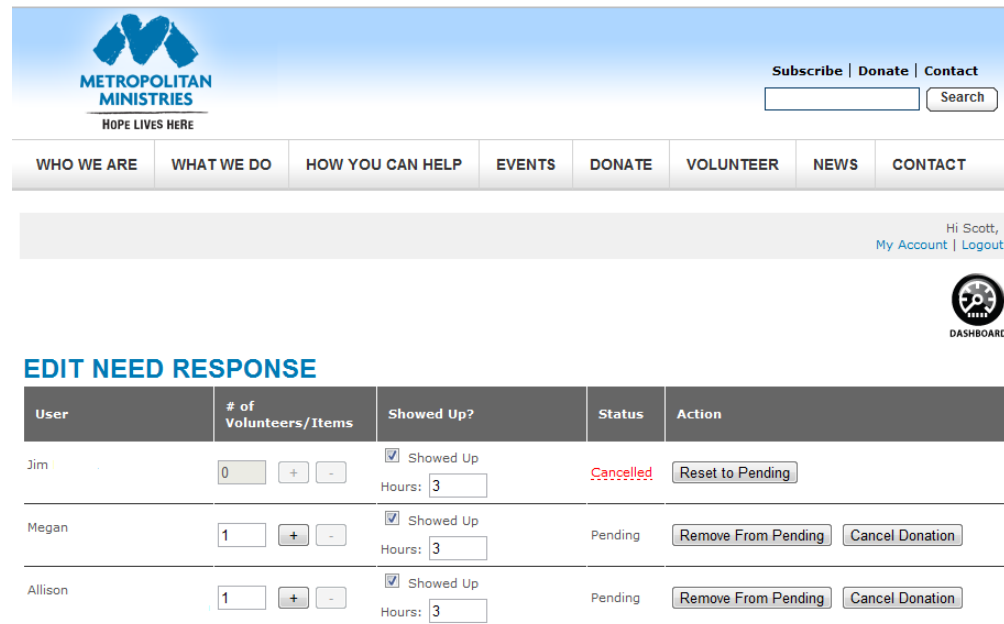
Task	Methods	Results
Track Outstanding Needs	Add up volunteer registrations across paper forms and spread-sheets to see whether you have enough volunteers	Inaccuracies Difficult to reconcile and quickly determine totals
Audit Hours Volunteered	Do your best to take notes on paper forms and spreadsheets as volunteers come and go	Hard to maintain records in the short term and to retain in long term
Calculate Volunteer Hours	Enter paper notes into spread-sheets or use calculator	Time consuming Inaccuracies Difficult to go back and pull his-torical numbers

Recording Volunteer Time and Needs Met With Technology

How many hours are spent attempting to compile a historical picture of your ministry's impact? Is it even possible? The systems developed by Meet The Need can maintain and gather detailed information over time. This centralized, integrated system produces reports to show specified data sets by event, category or type of event, by month or year.

Volunteer hours and response can be tracked in the dashboard

so the data remains complete in one location.

<u>Track Outstanding Needs</u>: You can easily see how many volunteers are committed and how many are still needed.

<u>Audit Hours Volunteered</u>: The Meet The Need Dashboard can be used to record the volunteers who came and how long they stayed. This keeps your data in one convenient place and reports can easily be generated from the Dashboard.

<u>Calculate Volunteer Hours</u>: Data can be maintained for many years and can easily be exported into reports for your Board of Directors.
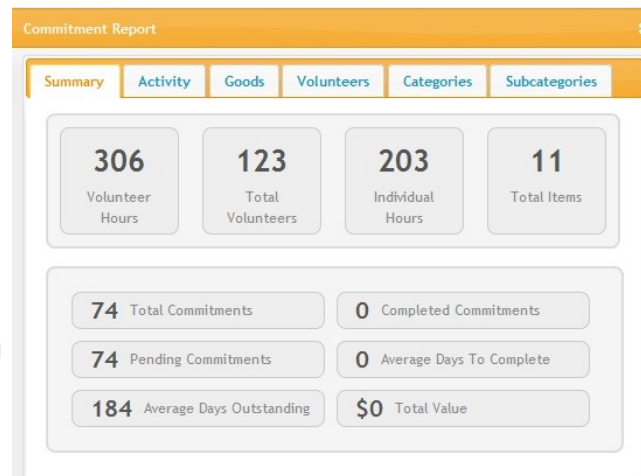
Reports can be generated to present data to the Board of Directors and others

Recording Volunteer Time and Needs Met With Technology

Recording	Methods	Results
Track Outstanding Needs	See at any time how many volunteers have signed up and how many are still needed for each shift	No need for data entry or calculations
Audit Hours Volunteered	Use your Dashboard to record how many came and how long they stayed	Convenient one-stop place to record volunteer attendance Instant updates to volunteer hour and count reports
Calculate Volunteer Hours	Click a button to run and export reports showing volunteer hours and counts for any time period and/or any volunteer activity	Information your Board of Directors needs in seconds Easy access to historical data for years to come

Metropolitan Ministries Case Study

"During the holiday season, volunteer contributions reached record highs here at Metropolitan Ministries due, in no small part, to the technological advances offered by Meet TheNeed. Early last year, it became clear that tough economic times would bring to our doorstep thousands more families needing assistance than previous years. In anticipation, we began a partnership with Meet The Need that would eventually enable us to recruit and register almost 1,000 volunteers per day for the week prior to Thanksgiving and the two weeks prior to Christmas.

Meet The Need took advantage of society's growing thirst for social media as a means to communicate coupled with our volunteers' busy schedules by providing an easy-to-use calendar, with shift times, of all our holiday volunteer opportunities.

Through our web pages, we simply gave volunteers an overview of the holiday volunteer experience and then directed them to an embedded Meet The Need site. With a single click, they could quickly review dozens of opportunities. Just like using an online retailer, volunteers went through the familiar steps of adding shifts to their cart, increasing the number of volunteers to include their family and friends, registering, and checking out. Within seconds, Meet The Need sent them an automated response providing final details. Moreover, Meet The Need was available 24 hours per day, thus enabling volunteers to sign up at a time of their choosing, regardless of the availability of our staff.

Not only did Meet The Need meet the needs of volunteers, but it also met the needs of our staff. Over 2,900 individuals signed up through Meet The Need for 3-hour blocks of time at our Tampa location alone. This provided a savings in manpower of roughly $176,000 (based on the Independent Sector's value of a volunteer hour in 2008 as being $20.25). Moreover, the saving extended into our own personnel costs. Not only did we save over 290 hours of time spent on the telephone signing up volunteers, but Meet The Need's professional and responsive support team provided immediate, customizable solutions to our needs through the season. Consequently, our already stretched (yet charming) volunteer staff was then freed up to address other critical needs.

Estimated Savings & Impact

2,900 Volunteers Recruited?
x 3 Hour Shifts
= 8,700 Volunteer Hours
x $20.25 (2008 Est. Value of a Vol. Hr.)
= $176,175 Savings in Manpower
+ 290 Staff Hours Saved Through
    Automated Registration & Coordination
= 37,000 Families Served in 3 Counties

In the end, however, Meet The Need's greatest value came in the form of linking vital community resources with real people to meet the needs of those hurting and in despair. By the end of the holiday season, over 37,000 families across three counties were helped with the aid of Meet The Need.

Today, Metropolitan Ministries continues to use Meet The Need, but in three new ways: to solicit specific assistance on behalf of our resident families, to organize year-round food and toy drives, and to attract "high impact" (i.e., long-term) volunteers. Hope continues to live at Metropolitan Ministries each and every day in part because of the generous contributions of volunteers throughout the community. It is a win-win situation for all involved and only made possible through strong and lasting partners like Meet The Need. Thank you Meet The Need for helping make that happen!"

Metropolitan Ministries, Tim Marks, President

www.MeetTheNeed.org

You strive every day to be a good steward, making the most of the resources and donated time and funds available to your ministry.

To learn how technologies at our disposal can help you efficiently recruit and coordinate volunteers to maximize your ministry's impact in the community, contact Meet The Need today.

Call 813/527-0222 or email Membership@MeetTheNeed.org.

Find Meet The Need Online