**Volunteer Retention Plan**

Volunteer retention is critical to the success of the CASA program. We strive to support and engage volunteers so they continue to work with our program. Below is a list of goals and action steps to be carried out by the program to retain volunteers.

Goal #1: Make a Good First Impression

|  |  |  |  |
| --- | --- | --- | --- |
| **Objectives/Action Steps**  Specific, measurable activities to achieve goals. | **Who** Person Responsible | **When** Timeline | **How** The way the goal will be measured, data collected/observed |
| Step 1: have an organized recruitment strategy | Executive Director; Board | Completed | By completion |
| Step 2: show confidence in discussing CASA’s mission, visions and values | Executive director; outreach staff | Ongoing | Volunteer evaluations |
| Step 3: Provide training specific to volunteer’s role | Executive Director; Training Coordinator; Volunteer Supervisor | Annually | Data collection regarding trainings and training evaluations |

Goal #2: Engage from the Start

|  |  |  |  |
| --- | --- | --- | --- |
| **Objectives/Action Steps**  Specific, measurable activities to achieve goals. | **Who** Person Responsible | **When** Timeline | **How** The way the goal will be measured, data collected/observed |
| Step 1: Ask what motivates the volunteer | Executive Director; volunteer supervisor | Volunteer initial interview; ongoing | Volunteer evaluation: motives met by program |
| Step 2: Ask about projects volunteer is interested to | Executive director; outreach staff | Volunteer initial interview; ongoing | # of Projects engaged in related to volunteer’s interest |
| Step 3: Ask about special skills | Executive Director; outreach staff | Volunteer initial interview; ongoing | Use of volunteer’s noted special skills |
| Step 4: Ask what volunteer needs from CASA as an organization | Executive Director | Volunteer initial interview; ongoing | Evaluation as to whether needs were met |

Goal #3: Keep Track of Volunteer Data

|  |  |  |  |
| --- | --- | --- | --- |
| **Objectives/Action Steps**  Specific, measurable activities to achieve goals. | **Who** Person Responsible | **When** Timeline | **How** The way the goal will be measured, data collected/observed |
| Step 1: collect demographic data on volunteers | Staff | Volunteer application; ongoing | CASA Manager to collect and organization volunteer data |
| Step 2: Collect communications | Staff | Ongoing | Use information to engage and support volunteers |

Goal #4: Support Volunteers

|  |  |  |  |
| --- | --- | --- | --- |
| **Objectives/Action Steps**  Specific, measurable activities to achieve goals. | **Who** Person Responsible | **When** Timeline | **How** The way the goal will be measured, data collected/observed |
| Step 1: Training volunteers on various self-care practices | Trainer | Ongoing | volunteer evaluations; # of self-care trainings |
| Step 2: frequent check-ins with volunteers | Volunteer supervisor | Ongoing | # of volunteer check-ins; meetings; volunteer evaluations |
| Step 3: Provide volunteer to volunteer support | Executive director; staff | Ongoing | # of networking opportunities; mentorship opportunities |

Goal #5: Recognize and Reward Volunteers

|  |  |  |  |
| --- | --- | --- | --- |
| **Objectives/Action Steps**  Specific, measurable activities to achieve goals. | **Who** Person Responsible | **When** Timeline | **How** The way the goal will be measured, data collected/observed |
| Step 1: Volunteer of the Month | Executive Director; Staff | Ongoing | By completion |
| Step 2: Send cards on special occasions | Executive Director; Staff | Ongoing | Cards sent |
| Step 3: Hold volunteer recognition event | Executive Director | Annually | Annual evaluation of event |
| Step 4: Acknowledge milestones | Executive Director; Staff | Ongoing | By completion |
| Step 5: Networking opportunities | Executive Director; staff | Monthly | Monthly evaluation organized gatherings |