



Volunteer retention strategy

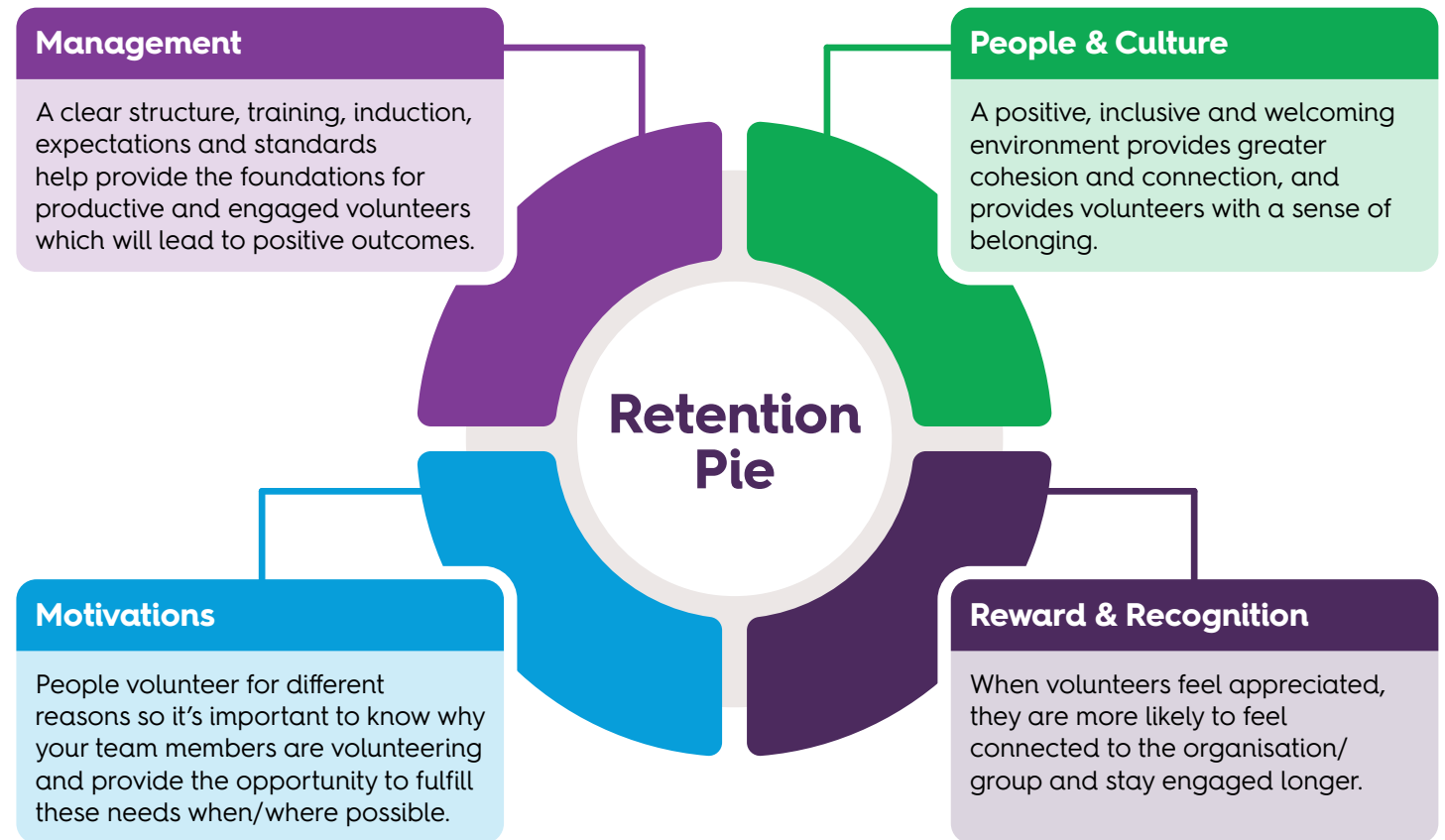
There are a multitude of reasons why people volunteer, including making a difference, supporting a cause they're passionate in, gaining confidence or new skills, and many more!

Using effective and evidence informed strategies to retain volunteers in your community will not only lead to improved volunteer experiences, but ensure the sustainability of your volunteer programs. This will allow for the continued support for your community by volunteers.

Volunteering Australia. (2022). [The great \(volunteer\) resignation: An evidence-based strategy for retaining volunteers.](#)

With proven benefits for both the individuals volunteering and the community, volunteering is one of the most powerful expressions of 'Commit – do something meaningful' in the Act Belong Commit message.

The "Retention Pie" is made up of four key elements of volunteer retention: Management, People & Culture, Motivations, Reward & Recognition.



Adapted from Volunteering WA: volunteeringwa.org.au

Key evidence

- **Engagement, commitment and job satisfaction are the work-related attitudes most strongly associated with volunteer retention.**
- **Increased social support, improved experience of autonomy and feeling productive are key actions that will increase volunteer retention.**
- **Providing volunteers with the resources to overcome the demands of their roles can prevent volunteer burnout and increase engagement with work.**

Volunteering Australia. (2022). [The great \(volunteer\) resignation: An evidence-based strategy for retaining volunteers.](#)

Management

- Treat volunteers like employees. Provide guidance, training and performance management.
- Outline clear expectations and standards of behaviour, and provide a position description.
- Set a positive example.
- Support and advocate for your volunteers.

Resources:

[Developing volunteer roles](#) | [Leadership and management](#) | [Volunteering WA training courses](#)

People & Culture

- Provide a welcoming environment for volunteers.
- Build a sense of belonging.
- Be sure to introduce new volunteers to the team.
- Establish positive relationships.

Resources:

[Welcoming and safe volunteer spaces](#) | [Volunteering and mental health](#) | [Belonging factsheet](#)

Motivations

- Understand why someone is volunteering and provide those opportunities where possible.
- Utilise your volunteer team strengths.
- Have regular check-ins with volunteers to see if their reasons for volunteering have changed.

Resources:

[Volunteer motivations and barriers](#)

Reward & Recognition

- Know why it's important to recognise volunteers.
- Understand the importance of knowing why the way different people like to be recognised.
- Use the assets and resources Act Belong Commit have developed to recognise volunteers.

Resources:

[Acknowledging volunteers \(Quick guide\)](#) | [101 ways to recognise volunteers](#) | [Recognition assets](#)