

Important dates

- March 7, 9:30-10:30: [Volunteer engagement webinar](#)
- March 22: Target for posting volunteer opportunities
- March 25-April 5: United Way promotes volunteer opportunities to corporate partners
- April 8: Public volunteer recruitment begins
- May 16-17: Volunteer projects take place! (Can be at any point during the two days, not just noon to noon.)

Why host volunteer opportunities for Do More 24?

- Hosting **well-managed, organized** volunteer projects has the potential to increase donations and create return volunteers and new advocates for your work.
- On average, people donate 10 times more money if they have volunteered in the past year. (*Volunteerism and Charitable Giving*, 2009 study from Fidelity Charitable Gift Fund)
- 65% of volunteers said they would give money to the same groups to which they donate time. (*Volunteerism and Charitable Giving*, 2009 study from Fidelity Charitable Gift Fund)

Things to consider when deciding if you want to have a volunteer project for Do More 24

- Hosting a volunteer project is not required. If you choose not to host a volunteer project, consider volunteering on Do More 24! It's an excellent way to support our community and learn more about other nonprofits.
- Volunteer projects have the potential to have great return on investment – but they require an investment! Before posting your volunteer opportunities, be sure you have an organized plan **and** staff capacity to manage the project.
- Volunteers are more likely to select your project if your posting is detailed and easy to understand. People want to know what they are signing up for before they commit. The posting might be the first exposure a person has to an organization – put your best foot forward!

Key details to planning and implementing a successful volunteer project

- Identify a project that can be handled by volunteers. Also consider if your project is appropriate for children/youth.
 - You can opt to have a family-friendly opportunity. Use the “application process” section to give more specific information (minor volunteers must be accompanied by an adult, volunteers must be age 14+, etc.).
- Ensure you have enough work to keep the number of volunteers you request busy. There’s nothing worse than feeling like an organization doesn’t value your time and effort to volunteer.
- Your project description should include:
 - Any specific skills (typing) or abilities (strength to lift X pounds) that volunteers need to be successful.
 - Any tools/materials that volunteers need to bring and/or note the tools/materials that will be provided. For example, you may provide shovels and rakes, but encourage volunteers to bring a hat and gardening gloves.
 - Volunteer attire. Are the volunteers likely to get dirty during the project? Should they wear closed-toe shoes? Corporate volunteers are especially appreciative of this information as they may need to return to work after the project.
 - Weather contingency information. If it rains on the day of your project, how should volunteers plan to proceed?
- Your volunteer project reminder email should include:
 - A reminder of any special tools/materials that volunteers need to bring.
 - A reminder of volunteer attire.
 - Parking information, including any parking fees, and information of how to enter the building/proceed through security, if applicable.
 - Information about where volunteers should keep personal belongings (lock in vehicle, okay to bring in, etc.).
 - Information about bathrooms, particularly if your project is outdoors/not nearby a bathroom.
- Providing snacks is a nice touch, but not required.
- All volunteer sites should have a first aid kit and fresh water available to volunteers.
- Identify a staff person who will be available for the entire time volunteers are on-site. That key person should be prepared to:
 - Greet/welcome volunteers
 - Provide a bit a background about your organization, mission, etc.
 - Clearly explain instructions before volunteers begin

- Stay with volunteers to answer questions, ensure safety, monitor quality, and offer encouragement
- Restock supplies/materials as needed, if applicable
- Take photos and post on social media – use #DoMore24Racine and tag United Way of Racine County. (FB: UWRacine; Twitter: @UnitedWayRacine; Insta: @unitedwayracinecounty)
- Thank volunteers
- Ensure everyone signs in and out
- After the project is complete
 - Post photos on social media! Use #DoMore24Racine and tag United Way of Racine County. (FB: UWRacine; Twitter: @UnitedWayRacine; Insta: @unitedwayracinecounty)
 - Send photos to sking@unitedwayracine.org
 - Send a thank you email to volunteers within 1-2 days. Invite them to donate to your organization through domore24racine.org before May 31.
 - Log all volunteer hours on domore24racine.org.

Recruiting volunteers

- United Way will promote volunteer opportunities to corporate partners March 25-April 5. Having your project posted with all necessary details by March 22 increases the likelihood of corporate volunteers signing up for your project.
- Encourage your current donors, volunteers and board members to volunteer.
- Promote your volunteer opportunities on social media using #DoMore24Racine. Tag United Way of Racine County. (FB: UWRacine; Twitter: @UnitedWayRacine; Insta: @unitedwayracinecounty)