



## Recognizing Volunteer Engagement



2020-2021 Leadership  
Series Sponsor



# Context

- People Volunteer to Give Back
- How Volunteers Might Want to be Recognized
- How Recognition can Become Part of the Organization's Culture



From Serving as a Board member to delivering critical services...

**Volunteers Keep  
the Nonprofit  
World Spinning  
Round**

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United States  
77 Million = 30% of the population

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Canada  
13 Million = 41% of the population

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In 2018...




How Can You Make Sure Your  
Volunteers Feel Appreciated  
For All the Work They Do?

Finding regular and  
creative ways to say  
“thank you”

Give them the  
bigger picture

*The*  
**TAKEAWAY**



What does volunteer appreciation mean to you and your organization?





Poll Everywhere

**Internet –**

[PollEv.com/wefpoll](http://PollEv.com/wefpoll)

OR

**Text – 22333 Send  
message: WEF POLL**


Enjoy the Volunteer  
Experience

Valued – Task is aligned to  
the Mission

Appreciated

Ambassadors





How Would You Want  
to Be recognized?

Staying Current in Ways  
to Show Appreciation

Know your Audience

*The*  
**TAKEAWAY**



Poll

1 out of 3 people are  
introverts

Know your Audiences

*The*  
**TAKEAWAY**



# Volunteer Recognition Best Practices

Make It a  
Priority

Be Welcoming

Prepare for  
Success

Recognize  
Often

Recognize the  
person not the  
work

## Volunteer Appreciation Guide



A Membership Knowledge Hub resource from **wild Apricot**



Be Sincere

Make  
Recognition  
Appropriate for  
the Achievement

Be Consistent  
and Timely

Know your  
Budget

## Volunteer Appreciation Guide



A Membership Knowledge Hub resource from **wild Apricot**

# FORMAL RECOGNITION

Defined as “planned institutionalized actions that happen on a repeating schedule i.e. Quarterly / Annually”



# INFORMAL RECOGNITION

Defined as “all about the small everyday gestures one does to express gratitude for others”





Your Turn to **Talk**

## **BREAKOUT GROUPS**

- Introduce yourself. Name, and what is your MA role?
- Assign a lead (who has been a WEF member the shortest time).
- Assign a note taker.
- 20 minutes

# BREAKOUT QUESTION

What is the most meaningful recognition that you have received that meant a lot to you?

Was it a formal or informal recognition?

Report Out



# The Impact of Showing Appreciation



Volunteers are the heart  
of the organization

Take Steps to Develop a  
strong year-round  
volunteer recognition plan

Happier volunteers yield a  
stronger organization and  
a successful mission





**Presenters**

**SHARING**

- WEF Students & Young Professionals Committee

Member Associations

- AZ Water
- Chesapeake WEA

**Celebrate your  
volunteers and see  
increased retention  
and engagement!**





WEF appreciates  
your support in  
attending the 2021  
Leadership Series.