

OHIO STATE UNIVERSITY EXTENSION

Retention

- What does volunteer retention mean to you?
- the continued possession, use, or control of something:
 - "the retention of deposits by landlords remains an issue"
- the fact of keeping something in one's memory:
 - "the children's retention of facts"
- the action of absorbing and continuing to hold a substance:
 - "the soil's retention of moisture"
- failure to eliminate a substance from the body:
 - "eating too much salt can lead to fluid retention"

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MGV Retention

- How much time do you spend on training MGVs?
- How much time do you spend on supporting MGVs?

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Volunteer Retention

The national average volunteer retention rate is approximately 65%

This means that one of every 3 volunteers will discontinue their services sooner than expected.

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Research

- Direct correlation between retention and
 - Volunteer training and support
 - Volunteer performance management and recognition

Impact of volunteer management practice on volunteer motivation and satisfaction to enhance volunteer retention
Mutawa, O. A., 2015

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Retention

- Although the literature has not fully developed theories on training's effect on volunteer retention in nonprofit human service organizations, a significant amount of research has found a few key elements that are crucial to retention: **motivation, satisfaction, and socialization.**

International Journal of Volunteer Administration, July 2018
Integrated Review of Volunteer Retention and Implications for Training
Lowenberg-DeBoer, K. and Akdere, M.

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Key Points

1. Realization of Motivation: Satisfaction is closely tied to whether volunteers' motivations are met.
 - If their motivations, such as **altruism, socialization, or learning,** are realized, they are more satisfied.
2. Role Clarity and Experience: Volunteers need to know what to expect in terms of roles and the environment.
 - Clear communication of specifications, responsibilities, and boundaries can prevent feelings of being overwhelmed or unsupported.

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Job descriptions!!!

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Key Points

3. **Socialization:** High levels of satisfaction can be achieved through social opportunities within the organization.
This includes building relationships with fellow volunteers, staff, and the community.
4. **Support and Feedback:**
Maintaining satisfaction requires ongoing **organizational support**, including constructive feedback and strong communication.

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Key Points

5. **Importance of Work:** Volunteers are more satisfied when they perceive their work as meaningful and valuable.
Communicating the significance and importance of their contributions can enhance their sense of fulfillment.
6. **Training and Development:**
Continuous learning opportunities and skill development are important for job satisfaction, especially to prevent burnout and keep volunteers engaged.

Our responsibility!!! Do it well!

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Key Points

7. **Organizational Commitment:**
A strong connection to the organization and values can increase satisfaction and commitment, particularly for long-term volunteers.
"Not getting a paycheck"

Orientation

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Retention

A further review of the volunteer literature indicates that volunteer retention is the most **neglected aspect of the volunteer lifecycle** (Wilson, 2012).

Based on your work with volunteers do you agree??

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Relationship building

Define relationship.....
the way in which two or more concepts,
objects, or people are connected, or the
state of being connected:

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Connection Before Content

We Engage Exercise

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Chad Littlefield

- Connection before content
- <http://weand.me>
- Click on free resources
 - Digital connection toolkit
- <https://weand.me/2025/01/29/1-minute-workshop-w-chad-littlefield/>

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We Connect Cards

- Three colors
 - Purple = self reflection
 - Green = fun and light
 - Blue = a bit deeper
- How might you use these?

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Take home messages

1. What did you learn today that you will incorporate into your MGV engagement efforts?
2. What else do you need to help improve your MGV engagement skills?
3. Do you want to schedule a one-on-one session with Pam and Jen on.....(provide contact information)

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