

# RECRUIT, TRAIN, RETAIN: USING VOLUNTEERS IN YOUR LITERACY PROGRAM

*WELCOME!*



Literacy Advance of Houston



## Literacy Advance *of* Houston

Mission:

*Transforming lives and communities  
through the doorway of literacy.*



# DISCUSS

What are some of your experiences – both good and bad – with volunteers?

*Discuss with a partner or in a group of three.*



4

## Today's session:

- ~ *Recruitment*
- ~ *Match-making*
- ~ *Support*
- ~ *Communication*
- ~ *Appreciation*



# *Recruitment*

5



# DISCUSS

What recruitment practices have worked for your program?

*Discuss with a partner or in a group of three.*



~ Targeted

~ Defined

~ Personal



# *Match-making*

8



# DISCUSS

Share a time when a volunteer match really worked (or really DIDN'T work!).

*Discuss with a partner or in a group of three.*



~ Training

~ Managing expectations

~ Flexibility/Alternatives



# *Support*

11



# DISCUSS

If you had to pick ONE way an organization could support you, as a volunteer, what would it be?

*Discuss with a partner or in a group of three.*



~ Training, re-training

~ Feedback

~ Communication



# *Communication*

14



# DISCUSS

How often should you communicate with your volunteers?

*Discuss with a partner or in a group of three.*



~ In the loop

~ Varied methods

~ Varied content



# *Appreciation*

17



DISCUSS

Why is volunteer appreciation important?

*Discuss with a partner or in a group of three.*



~ Formal

~ Informal

~ The power of THANK YOU



20

## Wrap-up:

*Questions, comments,  
discussion...*



# THANK YOU!

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[www.twitter.com/literacyadvance](https://www.twitter.com/literacyadvance)

[kathryn.bauchelle@literacyadvance.org](mailto:kathryn.bauchelle@literacyadvance.org)



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