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# The Volunteer Project: Stop Recruiting. Start Retaining.



## Synopsis

As a church or nonprofit leader who relies on volunteer teams to get the job done each week, you know how difficult it can be to keep all of your volunteer roles filled. You feel overworked and understaffed, with a budget smaller than your vision. Sometimes your ministry can feel like it has a revolving door, simultaneously bringing in new volunteers as current ones leave. The cycle of volunteer recruitment and turnover can be overwhelming, leading to frustration and distracting from the mission. In *The Volunteer Project*, we will introduce you to 4 Strategies that, when applied, will launch your church or nonprofit ministry into what we call a zero recruitment model of volunteerism. Formulated from the authors'™ research, combined 50+ years of experience in leading volunteer teams, and the feedback of hundreds of volunteers, these 4 Strategies are designed to provide individuals with such satisfying volunteer experiences that they are motivated to continue volunteering, and even invite their friends to join them. Packed with comprehensive research, an online assessment tool for measuring volunteer satisfaction, and real-life stories, *The Volunteer Project* is designed to help you stop recruiting and start retaining.

## Book Information

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## Customer Reviews

The expression "time will tell" seems to be a common expression we use on describing whether something is good or bad. I can only say that after reading this book "time" has already told. While reading this book I was struck with so many ideas and concepts that made perfect sense that could easily be applied that I found myself shaking my head at how I never thought of it before. I found much wisdom on these pages in my pursuit of finding a way to have a culture of excellence with

volunteers. Their life experiences added great value by not only keeping me engaged but letting me learn from their hindsight and their ability to put it into words. I have already used this material in high level conversations on how to improve our volunteer strategy. Thank you for writing this. I look forward to more.

I've been on both sides of the volunteer equation: a community member who wanted to make an impact, and a staff member at an organization that relied on our volunteers to fulfill our mission. While reading this book, I had moment after moment of "Ah ha! That's why that worked so well" and others of "Oh, I can see now what was missing from that experience." But what's great about this book is that it's not fluffy theory--you could really use this as a checklist to drive your organization toward the successful implementation of proven volunteer strategies. Even so, it was engaging rather than dry, with plenty of interesting anecdotes and stories woven in that help drive the principles home. I would highly recommend this book for anyone who currently manages volunteers or who is trying to establish an agency powered by volunteers. If you can only put a few of the authors' suggestions into practice, you'll undoubtedly still see progress in the direction you'd like to go. The only reason I'd suggest you not read this book is if you're complacent and you want to stay in the dark about why your volunteer strategies aren't working.

This book was good. It seemed to me it boiled down to make your volunteers feel loved and love the ministry and they will recruit others for you, because they love it and feel loved. Which all makes a lot of sense. So in that sense it was great on helping us show love to our volunteers, and making sure we aren't plugging a hole, but accomplishing what they love to do through the church! great stuff to go over and focus on...volunteers are the backbone, they are the support but don't get talked about as much as our abs!

I've had the honor to work as a volunteer with Darren and Steph for many years. I held various volunteer positions over the 12 years I served with Darren, but my most recent was truly my "sweet spot" as they say in the book. I still remember the conversation I had with Darren feeling like I wasn't qualified, yet he reassured me I was. And 5 years later getting involved as a small group leader was one of the best decisions I've made in life. One thing I can say is that everything in this book works. I've always felt valued and heard by the leadership, I've made friends, and learned many things that translate outside of my volunteer role. Not only have I seen the benefits in my personal volunteering, but it has also seeped into the way I choose to lead volunteers. Quite frankly, it feels like they got

inside my head and figured how I wanted to be treated as a volunteer even before I knew. I'm honored and proud to say that these folks get it. I look forward to seeing the ripple effects of this Zero recruitment model in volunteer culture.

Full of practical advice and inspiring stories, "Stop Recruiting and Start Retaining" is a great tool for organizations who rely on volunteers to carry out their mission. Readers will find many ideas that are easy to implement immediately, regardless of the size of their organization. This book has the ability to create a volunteer culture that never has to ask "how can we get more people to serve?" Highly recommended!

Excellent! A great combination of research and anecdotes. A necessary reminder that retaining is one of those "important-but-not-urgent" kinds of things. The authors offer vision as well as practical next steps, some of which I've already put into practice.

Whether you're just starting to gather volunteers, or you've been at it a while, this book will change your world! It is full of ideas and inspiration -- and stuff you can turn around the next day and actually do! It will help you value your team by creating the kind of place where people actually WANT to give their time and resources. And as a leader, you'll be refreshed by the honesty of these authors, who not only did the research to help us all but have also live this model out. I give it two thumbs up!

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