

Prospective volunteers are shoppers who can choose from a variety of volunteering opportunity alternatives. Once you've secured a volunteer's support, it's important to keep the volunteer engaged and motivated. Once you lose a volunteer, it's extremely hard to get him or her back.

The benefits of volunteering and the value of the work done must outweigh the costs for the volunteer. Happy and satisfied volunteers who feel like they are making a contribution can be strong advocates for the association's mission. They can also be very persuasive in recruiting new volunteers.

Provide Meaningful Tasks

- Provide meaningful tasks and tell volunteers how their work contributes to the overall success of the PTA association or project.
- Give volunteers an orientation that links volunteer participation to the broader mission of the PTA association.
- Create positions that achieve diverse tasks.
- Don't assign tasks that are unorganized or waste volunteers' time.

Show Volunteers Respect

- Consider the individual volunteer and don't ask a volunteer to do something he or she can't handle.
- Give volunteers clear directions and the necessary tools to perform tasks. Be available to answer questions.
- Seriously consider volunteers' advice and recommendations. Listen.

Support Personal Skill Enhancement

- Help volunteers acquire new skills and relate them to their personal or professional life. Show volunteers how they can enhance their résumés and personal gifts.
- Provide opportunities for leadership advancement.

Show Recognition

- Appreciate every volunteer, regardless of his or her task.
- Show appreciation often.
- Individualize the recognition. Make it specific and meaningful to each volunteer.