ANSWERS FOR THE 21ST CENTURY VOLUNTEER MANAGER-
RECRUITING VOLUNTEERS SEGMENT

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Motley Zoo Animal Rescue - Background

- Founded in 2009
- Foster based
- More than 1800 animals adopted
- More than 150 volunteers
- Founded a dog daycare & training center which helps support the rescue
- Rock and roll theme branding helps us stand out

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HOW CAN YOU FIND MORE VOLUNTEERS?

- Social Media
- Local businesses (animal related and otherwise)
- Bulletin boards (physical and virtual)
- Local publications and event announcements
- Event hosting and participation
- Collaborations
- Pet finding sites
- volunteermatch.org
- Craigslist - with some caveats!
- YOUR OWN VOLUNTEERS!

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TAKE A LOOK INSIDE TO FIND A POTENTIALLY UNTAPPED RESOURCE

- What do you think are your org’s top 5 strengths? Weaknesses?
- How do those impact your ability to recruit new volunteers?
- How can you resolve those issues?

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WHAT MAKES YOUR ORGANIZATION UNIQUE?

- What makes your volunteer program different? Why choose yours?
- You need your program to stand out among the many other orgs doing this work
- How can you improve your ability to stand out?
- Be creative!

Boo (www.facebook.com/Boo)

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GREAT VOLUNTEER PROGRAMS RECRUIT FOR THEMSELVES!

- Chances are if you focus on your strengths and work to improve weaknesses, you will find recruiting to be less work.
- Volunteers will be more satisfied and will refer your org.
- Your volunteers should be your BIGGEST cheerleaders!

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Working to improve any volunteer system is a challenge, but you can do it! As a leader, you are in control of the direction of your program—primarily with your attitude.
INCREASE YOUR VISIBILITY

- Get out and do more within your community!
- Make it easy for people to get involved
- Work on your onboarding and training processes to ensure no one falls through cracks
- Post flyers and free ads anywhere you can

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FOCUS ON RELATIONSHIPS & COMMUNICATION

- Learn more about what motivates volunteers and what makes a good leader
- Ask for help! Have your volunteers give feedback on the program
  - Online surveys like through Survey Monkey work well
- Focus on training others to manage and lead (by example)

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TAKE TIME AND BE PATIENT!

- Don’t be in a hurry- slow and steady wins the race
- Change takes time and patience
- Quality growth will always trump quantity
- You will save more lives in the end with a good, solid program
- Volunteers will stay around longer and become more invested

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PROVIDE GREAT SERVICE- TO BOTH PEOPLE AND YOUR ANIMALS!

- Without the human resource component, your org would be expensive and perhaps an impossibility!
- People must matter as much as the animals
- Build and enforce a culture of uplifting and positive attitudes
- Happy people are more productive- especially when volunteering

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RECRUITING IS A JOURNEY!

Focus on making your program GREAT- and soon it will be...everyone will notice!

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