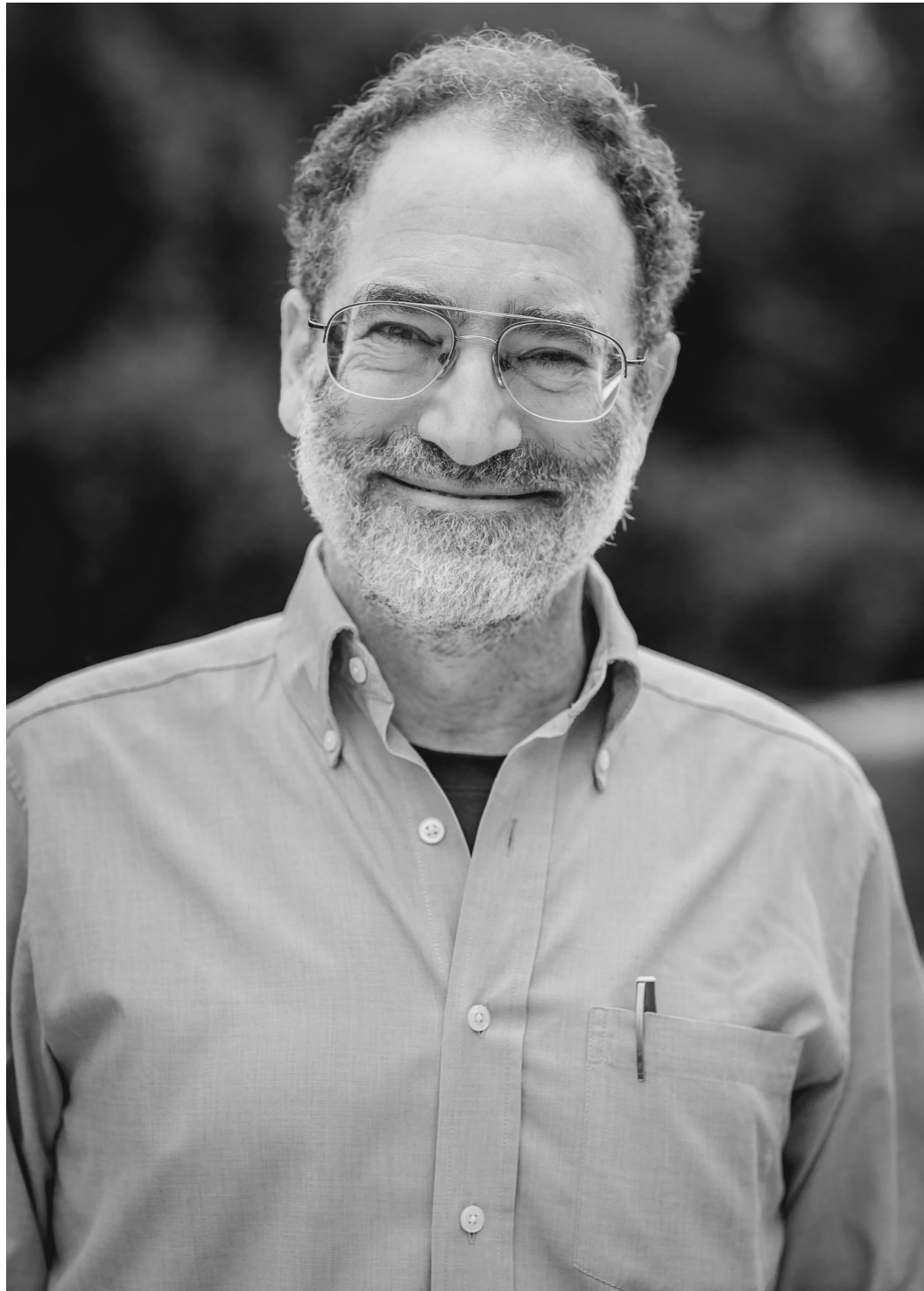




Andy
Robinson

Building Your Group: How to Effectively Recruit and Manage Volunteers

Move United conference, April 21, 2026



Welcome!

I'm Andy...

Author, trainer, board
chair, and the Swiss
Army knife of
nonprofit consultants



Breakouts

Your best or worst experience as a volunteer ... and what you learned

Three models for recruiting and managing your volunteers



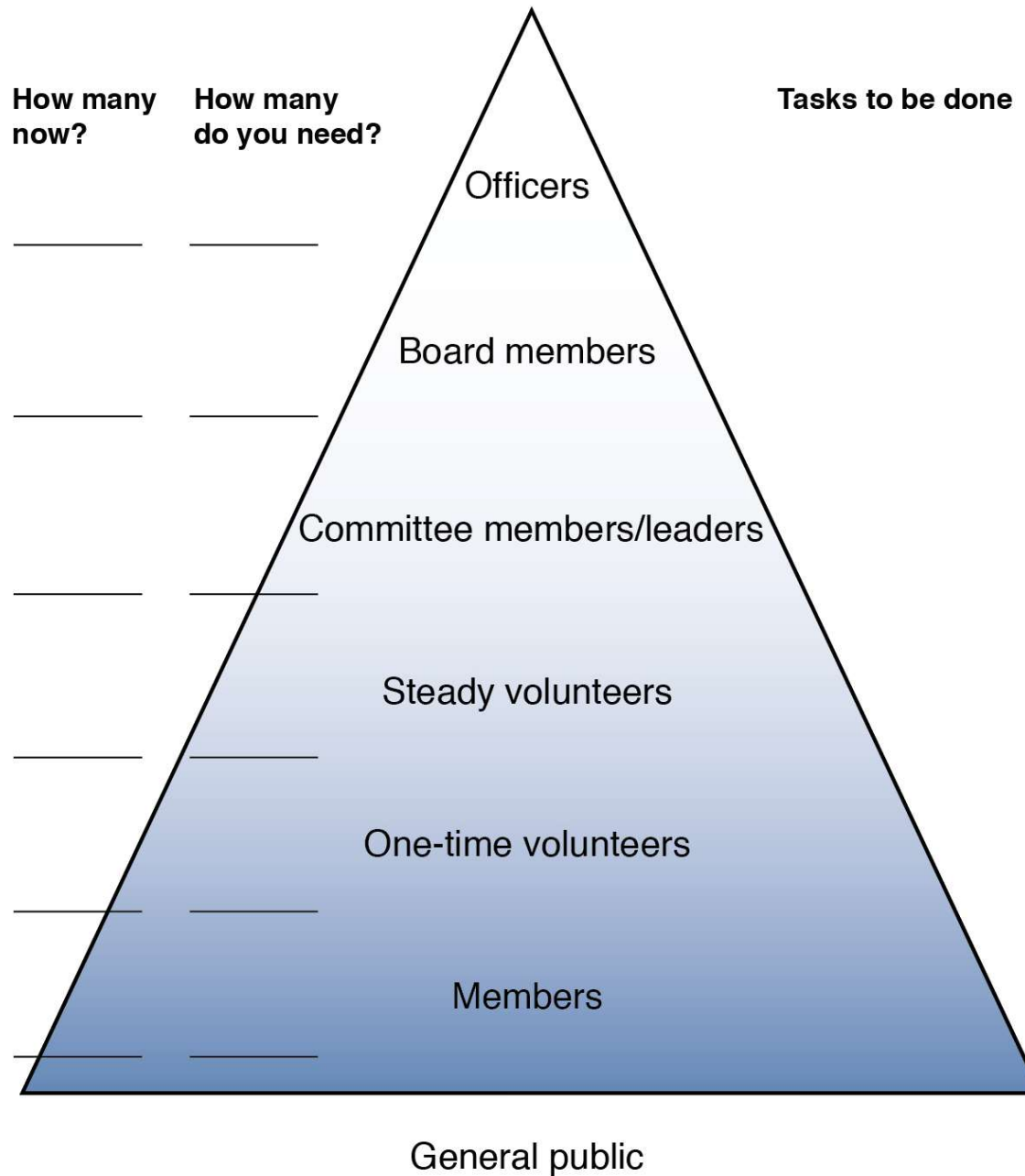
Model 1: **Grid**

Define tasks, identify appropriate level, recruit and train volunteers

| | Membership | Major gifts | Benefit events | Grants | Earned income |
|---|------------|-------------|----------------|--------|---------------|
| NEW Getting started | | | | | |
| EMERGING More responsibility | | | | | |
| EXPERIENCED Leadership roles | | | | | |
| ESTABLISHED Teaching and mentoring others | | | | | |

| | Community education and outreach |
|--------------------|--|
| New | <ul style="list-style-type: none">• Attend training• Q&A session with education materials• Observe community programs |
| Emerging | <ul style="list-style-type: none">• Share info on social media• Participate in community programs• Attend partner outreach meetings |
| Experienced | <ul style="list-style-type: none">• Identify potential program partners• Design and lead education programs• Program evaluation |
| Established | <ul style="list-style-type: none">• Facilitate training for other volunteers• Recruit board members and other volunteers with outreach experience |

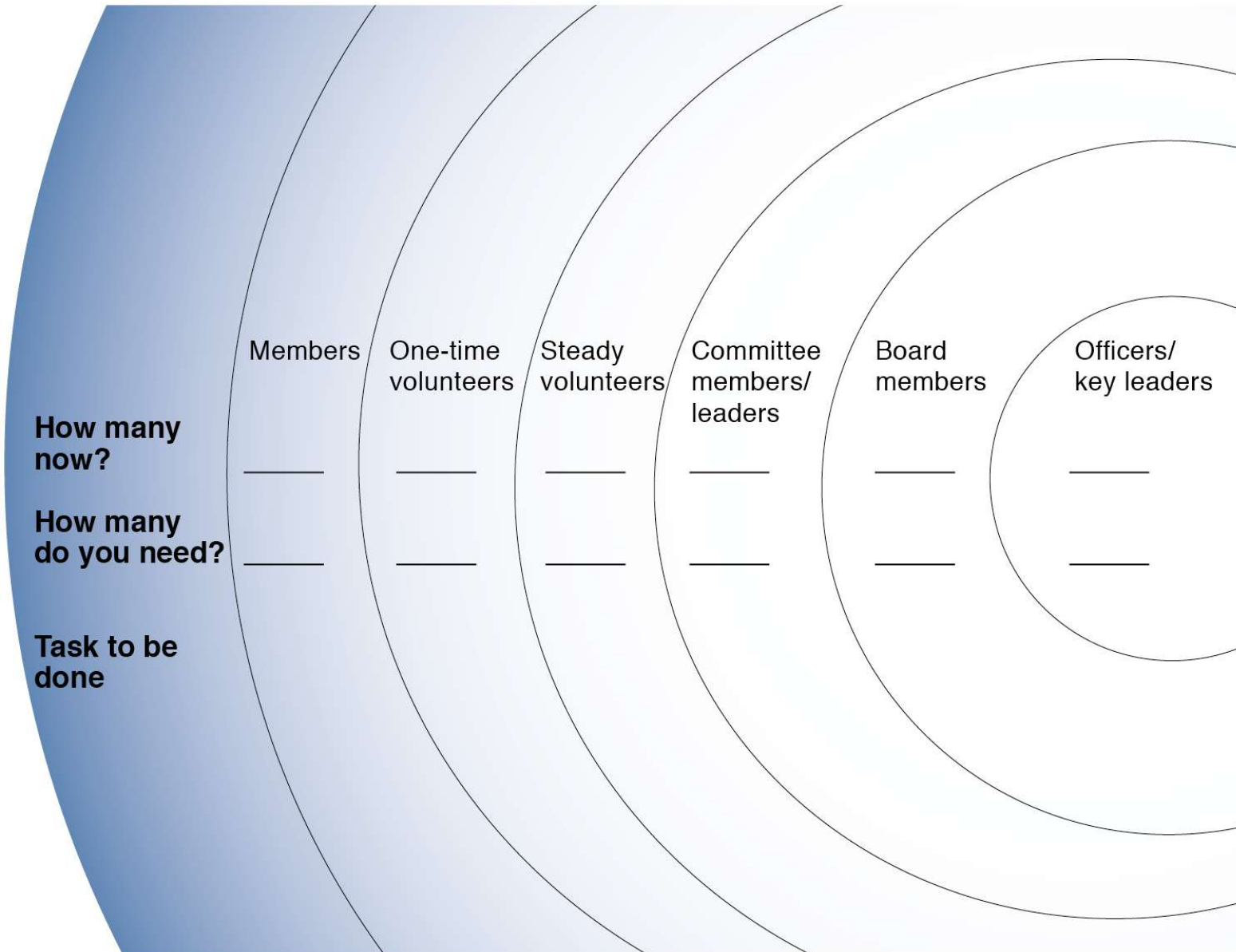
Model 2: Pyramid





| | How many now? | How many do you need? | Tasks to be done |
|-------------------|----------------------|------------------------------|---|
| Steady volunteers | 3 - 4 | 6 - 8 | <ul style="list-style-type: none">• Mailing parties• Social media shares• Program set-up and logistics• Phoning volunteers |

Model 3: Concentric Circles



Volunteer Opportunities

Make a difference - volunteer for your environment.

The Green Decade Coalition/Newton is 99.9% volunteers, helping every day in every way. We'd love to have you join us -- once a week, once a month, once a year -- however you'd like to participate.

There are lots of ways you can help -- check the boxes below to let us know what you'd like to do! For [more information](#) on each committee, see descriptions on reverse side.

| | | |
|---|--|---|
| <p>Energy Committee</p> <ul style="list-style-type: none"> <input type="checkbox"/> Help coordinate NCSC energy audit committee <input type="checkbox"/> Assist with home visits after energy audits <input type="checkbox"/> Outreach to community groups, PTO's, small businesses <input type="checkbox"/> Help write case studies or articles on energy issues <input type="checkbox"/> Help create Kyoto rewards program | <p>Environmental Speakers Series</p> <ul style="list-style-type: none"> <input type="checkbox"/> Help at registration table <input type="checkbox"/> Help set up and serve at tea table <input type="checkbox"/> Post flyers in my village | <p>Environmental Study Circles</p> <ul style="list-style-type: none"> <input type="checkbox"/> Join to learn about environmental issues <input type="checkbox"/> Help coach future groups (experienced members only) |
| <p>GreenCAP (Committee for Alternatives to Pesticides)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Promote GreenCAP's videos <input type="checkbox"/> Help plan annual Alternatives to Pesticides Month events <input type="checkbox"/> Distribute GreenCAP's print and web resources | <p>Green Tours</p> <p>Planning, publicity or registration:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Urban Ark Seminars <input type="checkbox"/> Solar Home Tours <input type="checkbox"/> Workshops about latest green tools & techniques | <p>Household Eco-Teams</p> <ul style="list-style-type: none"> <input type="checkbox"/> Join and learn to adopt earth-friendly & money-saving lifestyle practices! <input type="checkbox"/> Help coach future groups (experienced members only) |
| <p>Media/Public Relations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Write articles, book reviews, etc., for GDC's Environmental Pages in the TAB (monthly) <input type="checkbox"/> Help photograph events <input type="checkbox"/> Help with monthly environmental cable TV program | <p>Membership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Annual mailings <input type="checkbox"/> January renewal <input type="checkbox"/> March follow-up <input type="checkbox"/> Volunteer surveys | <p>Newsletter</p> <ul style="list-style-type: none"> <input type="checkbox"/> Write articles <input type="checkbox"/> Help with bi-monthly mailings <input type="checkbox"/> Deliver to printer <input type="checkbox"/> Arrange for cartoons |
| <p>Special Events</p> <ul style="list-style-type: none"> <input type="checkbox"/> Spring Plant & Garden Sale <input type="checkbox"/> Annual June Meeting & Environmental Leadership Awards <input type="checkbox"/> Newton History Museum Display <input type="checkbox"/> GDC Table/Literature at <ul style="list-style-type: none"> <input type="checkbox"/> Tuesday Farmers' Market (July-October) <input type="checkbox"/> Spring Fest <input type="checkbox"/> Harvest Fest <input type="checkbox"/> Volunteer Fair (October) <input type="checkbox"/> Summer Concerts | <p>Sustainable Foods Committee</p> <ul style="list-style-type: none"> <input type="checkbox"/> Help with issue research <input type="checkbox"/> Network with grocery markets to reduce genetically engineered products <input type="checkbox"/> Write articles for GDC's Environmental Pages in the TAB (monthly) or Green News | <p>Always Needed!</p> <ul style="list-style-type: none"> <input type="checkbox"/> Liaison between GDC & my children's school <input type="checkbox"/> GDC Liaison to <u>one</u> of the City's Committees: <ul style="list-style-type: none"> <input type="checkbox"/> Composting <input type="checkbox"/> Household Hazardous Waste <input type="checkbox"/> Bicycle Task Force <input type="checkbox"/> Mayor's Advisory Committee on Recycling <input type="checkbox"/> Help in GDC Office (filing, phone, organizing) |
| <p><input type="checkbox"/> I can do something else (write your own volunteer task):</p> <p>_____</p> <p>_____</p> | | |

Please return this form and your membership to:
Green Decade Coalition/Newton, P.O. Box 590242, Newton, MA 02459.
You can also contact us at 617-965-1995 or www.greendecade.org.

Volunteer recruitment handout

Green Decade Coalition



Why you need **job descriptions** for your board and other volunteers

- Sets clear expectations
- Helps with recruitment
- Clarifies what they can expect from the organization: training, support, etc.
- Weeds out poor candidates
- Provides an objective evaluation tool

| What board members provide | What they can expect in return |
|--|--|
| I will give my best effort to “hit the ground running” | I expect a full orientation and a board mentor |
| I will take my fiduciary responsibility seriously | I expect to be trained to understand our financials |
| I commit to being an informal ambassador | I will need training, support, and materials |
| As a donor, our group will be one of my top three charitable commitments | I will have the option of fulfilling my pledge in monthly payments |





Breakouts

Review samples first. What would you include in your board job description?

How much time is required of board members?



Consider a time study using anonymous times sheets for your board.
How much time are they spending now?



Volunteer appreciation and evaluation

**What's working now?
What can you improve?**

A yellow sticky note is pinned to a white surface with a red pushpin. The note is slightly curled at the bottom left corner. The word "Questions?" is written in a bold, blue, sans-serif font on the note. A dark blue vertical bar is visible on the far left edge of the image.

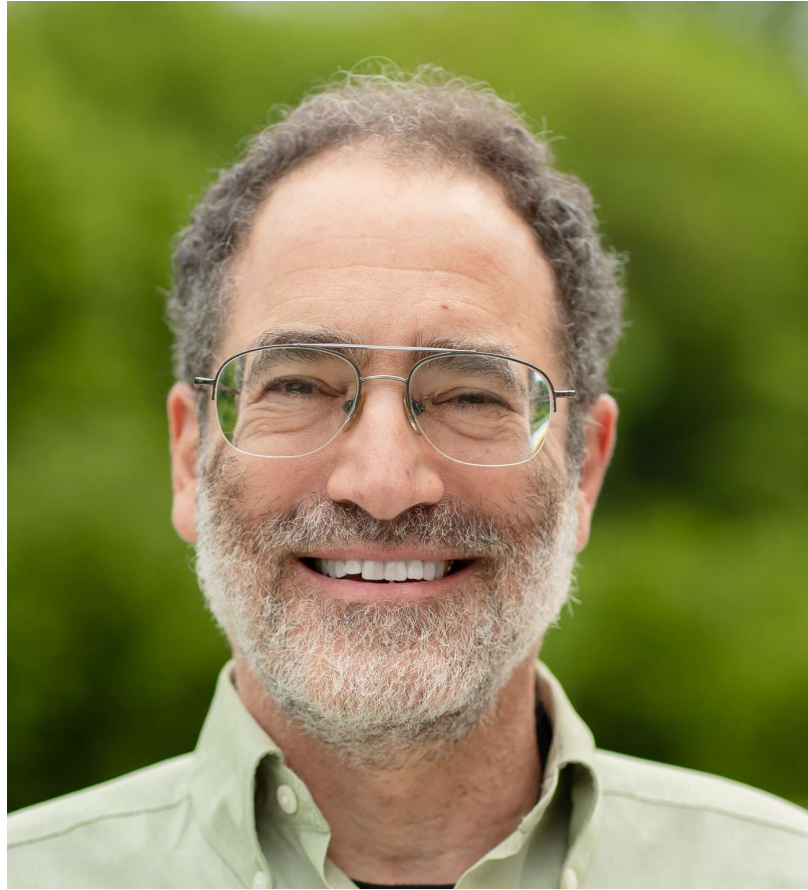
Questions?



Andy's latest book!

Available from

<https://hilborn-civilsectorpress.com/>



Thanks for your work!

www.andyrobinsononline.com

www.trainyourboard.com