



U Serve Utah

Utah Commission on Service & Volunteerism



Recruiting Destination Volunteers

Virtual Volunteer Workshop

About UServeUtah



State's central coordinating body for service and volunteerism



Strengthen Utah communities through national service, volunteerism, and broader community engagement



Functions as a consultant and training resource to expand organizational capacity

Training Suite

Volunteer Management Training

Professional Development

Volunteer Programming for Maximum Impact

Organizational Change

Executive Nonprofit & Business Training

Leading for Impact

Virtual Workshops

Free Training Resource

Spontaneous Volunteer Management

Emergency Management





Recruiting Destination Volunteers

Learning Objectives

Create meaningful short-term opportunities for volunteers visiting your community

Design recruitment message to target destination volunteers

Develop strategic local and state-wide partnerships for marketing & recruitment

Expand your volunteer network with inclusive, virtual and micro-volunteer recruitment strategies

Utah Tourism



Robbers Roost

- 17.8 million travelers in 2021
- Utah residents account for 39% of visitations (in person-trips)
- 41% of in-state travelers are from Salt Lake City
- Utah Skier visits in 2021: 5,829,679 — a record high!
- Total National Park recreation visits: 11,268,247

-Utah Office of Tourism

Out-of State Visitors

- Rely heavily on the **advice of friends and relatives** for travel decisions
- Use a **wider range of planning sources** (*search engines, destination websites*)
- More likely to make trip decisions a **month or more in advance**

In-State Travelers

- Rely on their **own experience** for travel decisions
- In-state travelers are drawn to Utah's **larger cities** including Logan, Ogden and Provo/Orem
- **More impulsive** than out-of-state travelers with 55% making travel decision less than two weeks before their trip

Create Meaningful Short-Term Volunteer Opportunities



Short-Term Volunteer Ideas



Zion Ragnar

- Construction, clean-up and/or sanitation projects
- Sorting organizing and/or distributing supplies, essential items
- Cleaning and beautifying communities, forests, national parks
- Event support
- Socialize shelter animals, assistance for animal charities



What are your ideas for short term
volunteer opportunities?

Share your ideas in the chat

Shift Lengths



Utah Shakespeare Festival

- Create shift lengths of 3 - 4 hours
- Give two options for volunteer shifts: morning and afternoon
- Provide options to sign up for more than one shift or stay for afternoon shift
- Offer flexibility to volunteer and continue with their itinerary
- Avoid early start times

Position Description



Moab Music Festival

- Start with a detailed position description
- Be specific about expectations including commitment, time and location
- Suggest clothing for those unfamiliar with climate

Commitment



World Folkfest

- Always recruit more volunteers than you need
- Include links to maps and directions
- Send a reminder email or text the day before the event
- Include contact information for volunteers to reach the volunteer manager if they get lost or delayed
- Have a contingency plan for no-shows



Design a Recruitment Message to Target Destination Volunteers

“Whether you are a visitor or a long time resident, giving back to this beautiful area goes a long way to ensure sustainable community health. Adding a volunteer component to your Moab vacation is a great way to show your support for the community that has made your adventure possible.”

- *Canyonlands Field Institute*



3-Part Recruitment Message

The “NHB”

N

Statement
of **NEED**

H

How the
volunteer
can **HELP**

B

BENEFITS
of the
position

Example



The mountain trails need maintenance to become more accessible for all who wish to enjoy the Park City Trail system.

Volunteers will spend 3 hours in Round Valley removing invasive species, removing trash, and trimming overgrown trails.

Volunteering will make you feel proud to walk a trail and say you had a hand in it!

Intrinsic Motivation Examples



Midway Swiss Days

- Volunteering on vacation lets you give back and grow as a family
- Volunteering lets you give back to the community you are visiting/love
- Volunteering will help keep _____ beautiful for generations to come
- Volunteering will help _____ in this community have a better quality of life

Extrinsic Motivation Examples



Soldier Hollow Classic

- Volunteers will receive SWAG after their shift
- Volunteer shifts includes snacks/lunch/drink
- Volunteers will receive a discount to the gift shop/local restaurant, program or trip, etc.
- Volunteer will receive a certificate upon shift completion



Develop
Strategic
Local &
Statewide
Partnerships

Partner Brainstorm

- Visitors Bureau
- Chamber of Commerce
- Visitor Centers
- Conference Centers, Event Venues
- Local Tourism Offices
- Hotels, Airbnb's
- Libraries
- Restaurants
- Entertainment sites (museums, theaters)
- Agencies
- Non-profit organizations
- Churches
- Community organizations

Cross Promotional Ideas



Rafting in Moab

- Co-branded emails to clients, potential volunteers
- Posting about one another's services on social media
- Sharing marketing collateral of "things to do" before/after they volunteer
- Share advertising cost in local media
- Host a giveaway or contest
- Ask local businesses to offer SWAG, discount codes, and other benefits to your volunteers

Where to Recruit



- Online recruitment sites
- Travel sites
- City Websites
- Chamber of Commerce
- Resource Directories
- Local Magazines, Newspapers
- Community Event Calendars
- Higher Education, Community Service Centers



Expand Your Volunteer Network

Inclusive Volunteering

Opportunities that provide everyone the chance to volunteer



- Recruit individuals that don't typically volunteer at your organization (i.e. age, race, gender, income)
- Define and identify barriers with a lens for inclusion, diversity, equity, and access
- Implement new strategies and technologies
- Incorporate opportunities for families and/or students

Virtual & Remote Volunteering

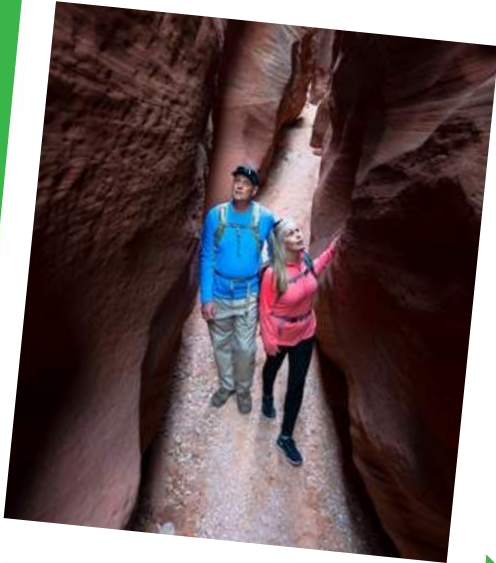
Individuals do not need to live in or visit your community to help



- Writing thank you/encouragement letters
- Gifting campaign
- Virtual volunteer recognition efforts
- Work virtual event or helpline
- Skills-based volunteering: writing, editing, design, translation, data entry

Micro Volunteering

Low-commitment opportunities - can be done offsite, and can continue once they leave your area



- Share a post on social media
- Sign a petition
- Donate supplies or collect donations
- Fill out a survey
- Record a video
- Peer-to-peer fundraising



Retention

- Invite them back!
- Add them to your email lists and social networking
- Continue the opportunities after they leave (micro, virtual)
- Ask for referrals
- Ask them to donate
- Invite them to special events



UServeUtah

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Thank You!

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