Volunteer Retention*
By Patrick J. Donadio, MBA, CSP

3 Keys to Retention:
A- Ask
I- Involve
R – Recognize

You can do this in three ways: 1. Physically (Participation) 2. Mentally (Great Content) 3. Emotionally (Recognition)

A- Ask - Ask Them to Participate:

- **New Members**: Ask to be on committees
- **Current Members**: Ask to be a committee co-chair
- **Seasoned Members**: Ask them to present ("Meet the Pros”…); Ask to be a committee advisor
- **Past Presidents**: Ask them for their wisdom

Ask for Their Insights:

_____________________________________________________________________________
_____________________________________________________________________________
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I- Involve – Involve them in Programming

- **New Members**: Assign a Mentor/Buddy; Give “Face Time” at meetings (greeters, registration table, AV team…);
- **Current Members**: Give “Face Time” at meetings (MC, introducer, presenter, announcer, …); Be New Member Mentor/Buddy; Do Mini-Showcase;
- **Seasoned Members**: CSP/CPAE Breakfast; Meeting CSP Panel; Introduce CSP/CPAE at each meeting
- **Past Presidents**: Past President Council (tap wisdom); Past President Board Appointment; Introduce them at each meeting; Ask to present or share history

Involve them Through Communication:

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

R – Recognize

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- **Annual Chapter Awards**: Chapter Member of the Year Award; Annual Chapter Awards - presented at end of year (Named after members)
- **Monthly Award(s)**
- **Individually - 83 Ways to Show You Care* (On NSA**

*©Patrick Donadio, MBA, CSP, MCC is a Certified Speaking Professional (CSP) and Master Certified Coach (MCC). He specializes in helping leaders and their organizations increase profits, improve communications, enhance their credibility, build better relationships and boost performance — in less time.

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