



Radiant Hope Volunteer Communication Policies

“Volunteer engagement isn’t just a trivial award or public recognition, but rather part of a nonprofit’s culture. Engagement starts from the recruitment of volunteers and includes training, retention efforts and also appreciation. When done properly, volunteer engagement can help your nonprofit operate more effectively and make your mission work more rewarding for everyone.”

-Lincoln Arneal

Introduction

Volunteers play significant roles in non-profit organizations like Radiant Hope. A volunteer who freely provides a service deserves frequent communication with organizational leaders. To increase volunteer participation and current volunteer satisfaction, Radiant Hope maintains two-way communication between team leaders and volunteers. Volunteers must be kept in the loop and feel they can easily reach Radiant Hope’s leaders.

Communication Policies

Radiant Hope values volunteers immensely, for they serve as the backbone of the organization. To ensure volunteers understand their value and know how to communicate with the organization, we implement the following plans of action:

- Regularly show volunteer appreciation on social media platforms.
- Keep a thorough contact list or spreadsheet of any and all volunteers, as well as the ways in which they have volunteered.
- Send monthly e-blast to volunteers who helped or currently help with events.
- Regarding volunteer questions, refer volunteers to the *Contact Us* page on Radiant Hope’s website to get in touch with Volunteer Coordinator, Jen Metz.
- Appoint team members for the following tasks:
 - Direct contact for questions concerning pack parties, jewelry sales, Park Night, etc.
 - Volunteer suggestions
 - Volunteer complaints or concerns

Evaluation

As a means to evaluate volunteer satisfaction, Radiant Hope plans to send out an annual survey via email to any and all people who volunteered *that* year. Although volunteers may receive surveys immediately following specific events, a general survey would determine effectiveness and areas needing improvement. Surveys may include questions like the following:

- You felt valued as a volunteer for Radiant Hope?
- You understood your role as you volunteered for specific events?
- You felt effective in your role for Radiant Hope events?
- You felt Radiant Hope leaders frequently communicated to you this past year?
- You felt you could easily reach Radiant Hope leaders for feedback or questions?