Sharing Our Success (SOS) Submission Form

Chapter Name:	Puget Sound
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Ann Baus
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Chapter Board Position:	Senior Administrator
Chapter Website URL:	www.atdpugetsound.org
Submission Title:	Volunteer Recruiting Strategy & Infrastructure
What did you do? (a 2-3 sentence summary of your effort):	Created a process for more consistent follow up with volunteers
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Volunteers
Why did you do it? What chapter needs were addressed?	We faced inconsistent follow-up with interested volunteers, a lack of clear processes, and undefined ownership. This resulted in frustration and lost volunteer potential. Committed to addressing this challenge, we embarked on a journey to streamline and improve the volunteer recruitment experience.
What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)	Since implementing these volunteer recruitment strategies and tools in April 2020, our chapter has seen a remarkable transformation. We have received 63 volunteer applications in the last four years and consistently maintain an impressive 85% or higher volunteer recruitment rate for open positions. This achievement demonstrates the success of a clear, efficient, and collaborative volunteer recruitment process.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	Step 1 - Building the Foundation: Dedicated Roles and Clear Communication The first step was establishing a dedicated Volunteer Recruiter position. We drafted a comprehensive role description and successfully recruited a passionate individual to take on this task. Next, we fostered collaboration with board leaders and the recruiter to establish a clear and efficient volunteer recruitment process with well-defined ownership. Step 2 - Creating User-Friendly Tools and Resources To improve accessibility and attract volunteers, we developed an engaging infographic showcasing compelling reasons to volunteer alongside our available opportunities. This infographic was shared across various platforms, including our website, social media, and printed materials. Additionally, we created a dedicated webpage on our website that provided a transparent overview of volunteer roles, commitment levels, reporting structures, and links to detailed position descriptions and application forms. Step 3 - Streamlining Workflow and Fostering Collaboration To ensure timely response and follow-up, we implemented a user-friendly interest form for potential volunteers. This allowed for a low-pressure way to express interest and triggered automated notifications to designated individuals responsible for outreach. Furthermore, we streamlined the volunteer application process by creating a clear and self-explanatory form. Notifications of completed applications were sent to relevant board members and the volunteer recruiter, ensuring efficient coordination. Finally, we established a well-defined volunteer recruitment workflow. This outlined the involvement of various stakeholders, hiring stages, decision-making processes, and the use of bylaws. To facilitate ongoing communication, we created a dedicated Slack channel for volunteer recruitment discussions, ensuring transparent updates on open positions and filled roles.
When did you start working on this effort?	Jan 15, 2021
When did this effort go live?	Sep 01, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	40
What resources did you use? Check all that apply:	Board Members Other: 30-40 to stand up the infrastructure, assets, and process and to fill the role (this does not include any volunteer time spent in the recruiting role itself)

Which board positions were involved in the effort?	The EC, and general board buy in to the process
Do you have any additional insights to share with other chapters implementing this effort?	Having one funnel for potential volunteer talent has streamlined our efforts. Key attributes of our very successful volunteer recruiter are that she has been with the chapter for many years, is incredibly passionate about our atd chapter and atd as a whole, and she has previously been on the board and has strong familiarity with the functions of each team and the roles within them. *Hours working on the project; 30-40 to stand up the infrastructure, assets, and process and to fill the role (this does not include any volunteer time spent in the recruiting role itself)
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) Chapter Relations Manager (CRM) Other: Frequent part of our process development is determining if something could be shared with other chapters.
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.	Yes
email_consent	true