

The Three R's: Recruitment, Retention and Recognition



From Developing and Strengthening a Corporate Volunteer Council – Guidelines for Success, Points of Light Institute.

The planning cycle is a combination of organizational development and evaluation. The three R's: recruitment, retention and recognition are where these steps overlap and build off of each other. As CVCs mature, they often face challenges in the areas of recruitment, retention and recognition. To assist the CVC through this organizational development, you may choose to implement some of the management tips listed below.

How do you get and keep members actively involved? How do you manage growth so members are getting what they want?

- The membership of the CVC should be a combination of small, medium, large companies.
- Make sure you let people know the scope of the membership commitment.
- Create leadership progression within the CVC. Provide specific roles to officers, committees and committee chairs.
- Create opportunities for veteran CVC members to share their experience and expertise with new members. Two examples are to establish a new member committee or organize one-on-one mentoring or coaching relationships.
- Design and distribute a yearly survey to the membership, so the CVC can collect critical information on a consistent basis. Surveying is an important tool in capturing information the CVC can use to build its membership. For example, the survey can find out the corporate priorities of members or it can identify the top benefits a member needs to receive from the CVC.
- Refine the programs and services of the CVC. Use the member survey to determine if the current programs and services are meeting the interests *and* needs of the membership. If they are not, *refine your program and services*. Include more diverse opportunities, so everyone has a chance to be involved in the CVC efforts throughout the year and offer more opportunities that have a professional development focus, so members can enhance their job performance.