

VAVS RECRUITMENT REPORT

NAC Annual Meeting
4-6 March 2013



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- Downward trend in # of RS volunteers **logging hours** has continued in 1st Quarter FY 2013
 - FY2012: (as of 10/01/2012): 83,648
 - FY2013: (as of 01/09/2013): 47,578 (-36,070)
 - Represents decline across all age groups
- Total hours (RS/OCC) continues downward trend in 1st Quarter
 - FY2012: (as of 10/01/2012): 12,311,424
 - FY2013: (as of 01/09/2013): 2,683,750 (10,735,424; -1,576,424)
- RS Hours 1st Quarter FY 2013: 2,406,596
- Occasional Hours 1st Quarter FY2013: 277,154
- Impacted by several factors: policies, procedures, economic considerations, **commitment to retention and recruitment at all levels**

“RECRUITMENT A FULL TIME, YEAR ROUND PRIORITY”

Recruitment Tips

National VAVS Representatives

- Develop/maintain organization Rep/Dep Training brief
- Regularly review/update Rep/Dep rosters by VAMC
- Coordinate with VAVS Chiefs to reconcile with local VAMC records of certified reps
- Review and update recruitment materials; youthful focus
- Develop or expand organization websites to promote VAVS program; maximum use of “social networking” media, e.g. www.kofc.org/veterans or www.legion.org.
Post VAVS news releases, PSAs, film clips, etc, highlighting important new or upgraded benefits, services
- Review all quarterly reports for Rep/Dep attendance; replace nonperformers
- Review AJRs for up/down trends # RS and OCC volunteers/hours; cash/non-cash donations
- Intergenerational volunteer recruitment

“IN WAR THERE ARE NO UNWOUNDED WARRIORS”

Intergenerational Recruiting Strategy

- **Recruiting by Age Demographics:** understanding tasks with intergenerational appeal, i.e. what type of tasks appeal to specific age groups?
- **One on One, Targeted Recruiting**
 - Family:** low age positions allowing families to work together
 - Youth/Teen:** positions tailored to 13-18 age group
 - OEF/OIF Veterans:** positions, materials tailored for OIF/OEF vets
 - Recently Retired Individuals:** appeal to desire to give back, remain active, improve/maintain health, serve those who served
 - Older, Senior volunteers:** requires well thought out plan that addresses desired characteristics, motivation, fears or barriers, recruitment message, relationship building, timing

Volunteer Retention and Recognition

- Retention

- Meaningful Work with Positive Feedback
- Personal Growth, Assignment Flexibility
- Be Respectful of Volunteers
- Eliminate Barriers for use of Volunteers
- Establish Incentive Programs

- Recognition

- Key to Personal Satisfaction, Retention
- Volunteers are special people; Treat like Paid Employees
- Acknowledge Involvement and Contributions
 - Letters/Certificates of Appreciation, Pins for Service, Newsletter Articles
 - Special Events Honoring Volunteers
 - Letters of Recommendation, Job References

RECRUITMENT INITIATIVES

Key VA Programs that offer volunteer, cash/non cash donation opportunities

- **Getting to Zero. Eliminating Homelessness among our Nation's Veterans**
 - Volunteer for local Homeless Stand Downs
 - Donation of household goods; cash donations for security deposits
- **Veterans Crisis Hotline Campaign**
 - Assistant Suicide Prevention Volunteer Position each VAMC
- **Comprehensive Caregiver Support Services**
 - Allow Veterans to remain at home in the community. Address specific family caregiver needs with menu of services
- **Supporting Women Veterans Initiatives/Center for Women Veterans**
 - Outreach and advocate for women veterans

“THE POWER IS IN THE ASK”

