

Volunteer Incentive Program (VIP)

STC Chicago – 2017 Pacesetter Community

What we did:

We created a Volunteer Incentive Program (VIP). For the entire program year (8-15-16 through 6-1-17), every member that contributed to the chapter in any way, large or small, is entered into a drawing for a gift card for dinner for two at a very nice restaurant. Members get entered into the drawing once for *each time* they volunteer during the program year. All members, including committee managers but not officers, are eligible for the drawing. The winner will be drawn at the end-of-year celebration and business meeting in June, 2017.

Why we did it:

In STC Chicago, our program year runs August through June. As most communities, we find it hard to recruit new volunteers to chair committees due to the time commitment. So, we decided to find a way to recruit and reward members who volunteer in “bite-size” pieces. It is also a way to encourage our committee chairs to continue their hard work (most of whom are committees of one!).

How we did it:

In our first newsletter of the program year last August, we launched the VIP program with an announcement and a sample list of things they could do. We had similar articles and reminders in subsequent newsletters. Committee managers in attendance at our monthly meetings were asked to give a brief overview of their committees and the things they needed help with. This gave members, new and old, an opportunity to see how they can help in small ways and to learn about committees they may have not really known about before.

Here are just some of the ways they can be entered into the raffle:

- write a recap article for a meeting attended
- help contact schools regarding scholarship program
- help with the annual competition (be a judge, coordinate correspondence, sort incoming entries, etc.)
- help out at monthly meetings (work check-in, make name tags, help set up, send follow-up email, etc.)
- help with our annual banquet (make centerpieces, make tent cards for sponsors, make name tags)
- help plan a meeting (secure a venue, order food, contact potential speakers, etc.)
- write an article for the newsletter (book review, technology review, etc.)
- ...and so much more!

The outcome:

We had many new volunteers step forward for both small and large tasks. We even had a couple of new members step up to ask what more they can do.

How you can do it:

Any community can do exactly what we did. Simply have each of your committee managers make list of all the small things they do in the course of running their committee. Break down the tasks necessary to put together a program, create your newsletter, manage your Website, etc. Then, pick an incentive and start advertising! You will be amazed at how many people are willing to do one-time volunteering or give an hour a month to something they wouldn't normally think to volunteer for. Make it fun and encouraging and you will see results.