

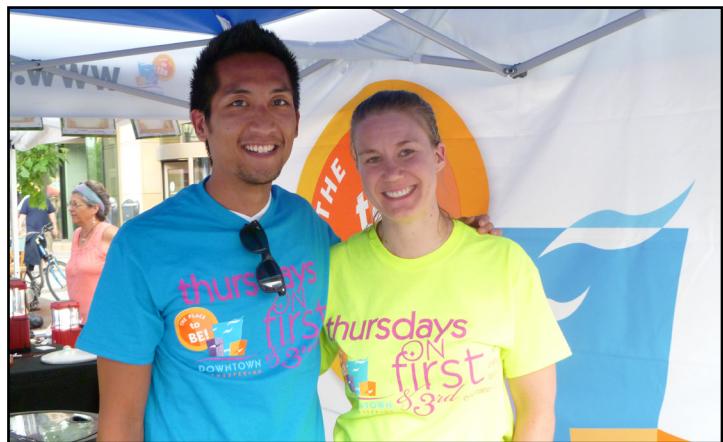
Annual Review: 2012 RDA Volunteer Program

Overview:

The goal of the RDA Volunteer Program is to **recruit, train, develop, motivate, retain and evaluate a pool of volunteers** to meet the needs of the organization. Over the past two years, the program has served over 100 volunteers and interns.

All volunteer prospects are interviewed by the RDA Events Director after completing an application form. Interviews assess volunteer skills, expectations, and interests as well as give RDA staff the opportunity to share about the organization and determine whether the volunteer program is a good fit for the prospect. Once a prospect becomes an active volunteer in the program, he/she is encouraged to take part in as many volunteer opportunities as he/she is able and willing to do. Active volunteers are those individuals who have volunteered for at least one shift in the past 12 months. In addition to volunteer jobs, RDA staff seeks to create social gathering opportunities for active volunteers to appreciate their commitment and further bond with staff and one another, which has proven successful in retaining volunteers. Volunteers are crucial to the overall strength of the organization and the ability to operate downtown events effectively and efficiently.

Volunteer Demographics:	
Age Range	14-65 years
Average Ages	25-35 years
Male/Female	35% Male 65% Female



Facts At A Glance:

Number of Active Volunteers: <i>(as of 12/12/2012)</i>	57
Two Volunteer Partnerships:	Golden Hill High School Thursdays on first Volunteers John Adams Middle School Butt Kickers
*Total Volunteer Hours:	2,240
**Total Value of Volunteer Time:	\$19,438

Volunteer Hours Breakdown:

Event Operations:

ArtWalk	12
SocialICE	68
Thursdays on first	1018
Fashion Show	250
Holiday Events	47

Interns/Office Assistance 662

Miscellaneous Tasks:

ToF Jury Panel	9
Poster Run	10
ToF Bag Stuffing-May 23 (20 UW Volunteers utilized)	38
John Adams Butt Kickers-June 1 (20 students @ 6hrs per student)	120
Rochesterfest Parade (8 volunteers @ 1.5hrs per volunteer)	12

TOTAL: 2240



Volunteer Partnerships:

Golden Hill High School: Thursdays on first & 3rd Volunteers

A partnership between Golden Hill High School and RDA was formed in 2011 to create a community service project for students to participate in for partial credit of their summer school curriculum. The purpose of the partnership is to provide a hands-on learning environment where students can grow in communication and leadership skills as they work alongside RDA staff to assist vendors and complete event setup. Students applied and interviewed for the summer Thursdays on first & 3rd program under the direction of faculty member, Edwin Boyd. Those selected for the volunteer job, approximately 20 students total, formed the morning setup crew that worked the hours of 7:30-10:00 a.m. each event date. Students were overseen by Golden Hill faculty and RDA staff who were on-site. The second year of the partnership proved beneficial for both Golden Hill and RDA, and plans to continue the partnership in 2013 have been confirmed.



John Adams Middle School: Butt Kickers

The Butt Kickers is a group of students who have taken their passion for a clean environment and transformed it into action. RDA staff worked with faculty member, Deb Las, to create a program for the Butt Kickers to take part in the RDA Safe & Clean taskforce. On June 1st, a total of 20 students spent four hours picking up cigarette butt litter in the downtown district. RDA staff assisted with the clean-up as well as paid the students a Butt Bounty of 5¢ per butt collected. The students collected more than 24,000 butts. The funds were used to pay for science club expenses at John Adams Middle School. The Butt Kickers have been awarded the 2012 Environmental Achievement Award from Olmsted County/RPU for their efforts. This partnership will continue in 2013.



Looking Forward:

Goals:	2013	2014-2015
Recruitment	Implement <i>Get Involved</i> Volunteer page on the RDA website and promote volunteer opportunities at events and through RDA marketing tools	Develop and implement an annual Volunteer Recruitment Campaign specifically targeted at Employee Volunteer Programs and other service clubs/organizations
Training	Finalize Volunteer Policies & Procedures Handbook with RDA HR Committee and ensure all active volunteers understand policies & procedures as well as conduct volunteer training for volunteer-specific jobs	Provide team-building training, events planning, operations, and evaluation training, programs that build confidence in volunteers to take initiative
Development	Continue to develop volunteer and internship positions within RDA special events and daily operations as well as opportunities for volunteers to implement ideas they have for events	Continue to build an environment where volunteers are encouraged to develop and implement their own ideas for special events & activities
Motivation	Host at least one RDA Volunteer Appreciation Event, send periodic thank-you notes, recognize volunteers in small ways as well as provide seasonal social opportunities for volunteers to bond with staff	Continue same volunteer appreciation methods as well as re-evaluate what motivates current active volunteers (i.e. identifying their expectations) and making adjustments to the program as needed
Retention	Maintain a volunteer database of between 50-75 active volunteers	Maintain a volunteer database between 65-90 active volunteers
Evaluation	Conduct exit interviews with all interns at the end of their internships as well as any active volunteer who has served for more than 12 months; continue to track volunteer hours; survey at least 20% of the volunteer database at the end of the year to obtain feedback	Conduct exit interviews with all interns at the end of their internships as well as any active volunteer who has served for more than 12 months; continue to track volunteer hours; survey at least 20% of the volunteer database at the end of the year to obtain feedback

