MRC Volunteer Recruitment, Retention and Volunteer Management

Building a Cycle of Success

Eastern MA MRC, Tulsa MRC, and Upper Merrimack Valley MRC
Upper Merrimack Valley MRC
Westford, MA

Nancy V. Burns – EMT, CHEP, AFAA, AHA-I
Match Needs With Priorities: “What’s Your WHY?”

Coverage Area and Purpose

7 Communities in Region
Linked by Local PH Coalition

Regional Needs Assessments

All-Hazards Surge Capacity:
- Public Health Emergencies
- Mass-Casualty Incidents
- Community Outreach

The HOW Becomes Straightforward

“If you don’t stand for something, you’ll fall for anything!”
Keep Mission & Vision First
Use Modern Recruitment

Marcy cleverly placed an ad in the phone booth to recruit a new office assistant.

What works in YOUR area? 10 social media sites: Facebook, YouTube, Whatsapp, Instagram, TikTok, Snapchat, Reddit, Pinterest, Twitter, LinkedIn

[Per SEJ: Search Engine Journal, 6/22/21]
Each Volunteer is SPECIAL!

- PERSONAL contact and appreciation.
- LISTEN! Why do they value involvement?
- Play to their strengths…
- Certificates, calls, email… brainstorm!
- Minimize demands and time-sinks.

“Every reason to call on a customer is goodness.”

Recruit, Retain, Manage: Never a ‘done deal!’
Partners

- Never operate in a vacuum.
- Cultivate relationships: With whom? Why? How?
- Stop by the sites: How are we doing?
- Mine every opportunity for feedback.
- Think: Running a staffing agency of G.O.A.T.s

Concepts Transcend MRC: What works for any organization? What are we at our best?

MRC Volunteers: Greatest Of All Time!
Keep in Touch!

Upper Merrimack Valley MRC

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www.UMVMRC.org ← Upper Merrimack Valley web site
www.MaMedicalReserveCorps.org ← MA web site
https://aspr.hhs.gov/MRC/Pages/index.aspx ← Natl MRC site

Supporting your community in a disaster!
Tulsa County MRC
OKMRC

Carrie C. Suns, MPH, CVA
MRC Coordinator
Recruiting

• Good volunteer experiences/word of mouth
• Outreach (booths, fairs, presentations)
• Link on professional sites (nursing renewal sites, physician renewal sites, etc.)
• Visible uniforms
• Recruitment materials
• Community education events (PFA, STB, etc.)
• Ask
• Disasters
Retention

- Good volunteer experiences/word of mouth
- Outreach (booths, fairs, presentations)
- FREE CEUs
- Visible uniforms
- Community education events (PFA, STB, Etc.)
- Diversity
- Be responsive
- Disasters

Have FUN!
Volunteer Management

- Good volunteer experiences/word of mouth
- Listen
- Training
- Semper gumby
- Cheerlead/champion/model
- Be a leader - relationships
- Ask
- Report

Say.....THANK YOU!!!
Don’t Let The Good Ones Go!
Questions?

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Eastern Massachusetts MRC

Liisa Jackson
MRC Coordinator
Director of 7 MRC units in MA
# Recruitment through Partners

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*NACCHO*
Retention

- Volunteers feel good about volunteering
- Build trust
- Always be there to help and support
- Training and drills that support the MRC mission
- Team building and ask volunteers to invite family and friends to join
- Ask for feedback and implement suggestions
- Response to local, regional, and state needs
Thank the MRC Volunteers

- Always be grateful for their service
- Remind partners to always treat volunteers with respect
- Certificates and written letters
- News highlighting volunteers
- Email and text thank you!
- Tell response partners about the great work the volunteers do!
Volunteer Management

Learn about the volunteer during the onboarding process → Provide support whenever needed → Trust

Good communications → When deployed, ensure accurate information → Provide opportunities for leadership

Community connectivity → Get feedback after deployments and events → Implement suggestions & lessons learned
Volunteers are Gold!

- Volunteers are our most valuable asset
- Make them feel proud about volunteering
- Offer valuable and useful volunteer opportunities
- Work with partner organizations to provide more volunteer opportunities
- Build a pyramid scheme for the greater good
- Build a strong MRC community
- Build a great reputation for the MRC
Questions?

Liisa Jackson
MRC Coordinator-Director for GFRMRC, GNBMRRC, GTMRC, MAMRC, NSCAMRC, NECMRC and MVMRC

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