

Finding Volunteers

The importance of volunteers can't be overstated—associations can't function without them. The community is only what the volunteers make of it, and it's up to the board to identify, appoint, and motivate them.

ELEMENTS OF SUCCESSFUL RECRUITMENT PROGRAMS

The message should:

- Be clear and simple.
- Be repeatedly presented to members to create a strong awareness.
- Grab the attention of residents.
- Be specifically tailored to your community.

POPULAR RECRUITMENT METHODS

- Personal invitations
- Newsletter articles and announcements
- Special mailings
- Notices posted on bulletin boards
- Announcements on the association website

RECRUITMENT TECHNIQUES

- Link individual talents and interests to association needs.
- Educate members about what may occur if they don't participate.
- Explain volunteer duties.
- Consider all members of the community, including renters, absentee owners, and new residents. Tenants are frequently overlooked, but, as potential owners, may have an interest in getting involved.
- Solicit feedback from the residents on important issues, and recruit those who respond or show an interest.
- Follow up on invitations; be enthusiastic but not pushy.

KEEPING VOLUNTEERS MOTIVATED

- Encourage friendly competition among volunteers.
- Stay in touch with volunteers.
- Facilitate the work of volunteers.
- Thank volunteers publicly and often.
- Make volunteer work fun.

TOOL 10.1: *Use the Committee Interest Form at the end of this section to ask residents to participate on committees and to describe the duties and scope of work.*

TOOLS 10.2–10.3: *Develop a specific committee charter to clarify roles and responsibilities of each committee. See Worksheet for Developing a Committee Charter and Sample Completed Committee Charter at the end of this section.*



Cautions

Frustration is a common reason volunteers fail to perform. It's important to assign tasks that are achievable and measurable.

Boards can contribute to a volunteer's success by accurately projecting the time needed to complete a task. Be sure to give volunteers sufficient time and to grant extensions of time to complete their mission.

Boards must facilitate the work they've assigned to volunteers. It's important to provide moral support and the resources needed to accomplish a task.



FOR MORE HELP

Available online at www.caionline.org/bookstore.cfm or call (888) 224-4321 (M–F, 9–6:30 ET).

Revitalizing Apathetic Communities, a Guide for Association Practitioners, by Carol Paul. (Community Associations Press, 1996.)

Community Association Leadership, a Guide for Volunteers. (Community Associations Press, 2002.)

To download a PDF of the entire Board Member Tool Kit, go to www.caionline.org/toolkit.

Committee Interest Form

Date _____

Name _____

Address _____

Phone _____

E-mail _____

Committees advise and assist the board in conducting the business of the association. Interested residents of the community are invited to volunteer for committees where they have an interest and can make a contribution to the community. Please check all committees on which you would like to participate.

Covenants Committee

Assists the board in regulating external design, appearance, use, and maintenance of the common areas. Issues notices of violations, conducts hearings, and hears appeals. Reviews policies, procedures, rules, and regulations periodically for need and enforceability.

Communications Committee

Prepares the association newsletter, promotes community events, maintains a community directory, and conducts orientation for new residents.

Maintenance Committee

Preserves and enhances the physical environment of all common areas, solicits information and bids from appropriate maintenance providers, and monitors maintenance contracts for compliance.

Safety Committee

Identifies safety hazards, develops programs to promote the safety and security of the community, inspects common areas and equipment, and recommends improvements.

Recreation/Social Committee

Develops social programs according to the needs of the community, and develops programs for all interests and ages.

Finance Committee

Reviews the preliminary budget, conducts public hearings on the budget, reviews financial reports, reviews and monitors insurance needs and coverage, monitors financial procedures and transactions.

Elections Committee

Nominates candidates for board positions and organizes, prepares for, and conducts association elections.

Please return your completed form to:

Worksheet for Developing a Committee Charter

Committee Name _____

Purpose _____

Responsibilities _____

Term _____

Number of Members _____

Selection of Members _____

Committee Organization _____

Relationship to Board _____

Relationship to Management _____

Sample Completed Committee Charter

Committee Name: Property Maintenance Review Committee

Purpose: The Property Maintenance Review Committee is commissioned by and reports to the board of directors. The committee is responsible for advising the board on matters pertaining to common area property maintenance. Recommendations will be presented in September to be considered in the [year] budget and planning process.

Responsibilities: The committee will review all aspects of common area property maintenance. It will study and evaluate work schedules to determine the adequacy of current staffing; review and evaluate equipment used for maintaining the property and recommend purchasing or renting equipment; survey residents to determine the desired standard of maintenance; and prepare and present recommendations to the board by [date].

Term: The Property Maintenance Review Committee shall exist for a period of six months from the date of commission.

Committee organization: The committee shall consist of five members to be appointed by the board of directors. The committee chair shall be appointed by the board of directors. The committee shall meet as frequently as necessary. Minutes will be taken at all committee meetings.

Relationship to board: A copy of all committee meeting minutes will be sent to the board. Expenditures must be approved in advance by the board.

Relationship to management: Management staff will provide access to all common area property maintenance records, files, and contracts. Staff will provide secretarial support to the committee.