

Volunteer Recruitment Best Practices

RDPA's June 6, 2025 Volunteer Appreciation Dinner included trustees, senior SD38 staff, and representatives from Richmond PACs. The following is a summary of the notes taken from table topic discussions regarding volunteers.

1. What motivates you to volunteer for your PAC?

- Benefits to students
 - o Give our kids a better future
 - o Enrich student life
 - o Help keep kids engaged and motivated
 - o Protect our children
 - Showing care to our children

Benefits to parents

- Access to more information about school programs and 'insider news'
- Free food
- o Fresh ideas from peers
- A chance to have a voice and stay engaged
- Strengthen relationship to parents

Benefits to the community

- o Represent kids' interests
- o improve the system
- o Help make SD38 flourish

2. What do you think would encourage more parents to volunteer?

• Ensure parents see the value:

- Improve communication and transparency
- o Time management / strategic planning per task, PAC transparency
- o Communication / email beyond school newsletter
- o Have a clear goal (e.g., playground, extra curricular fundraising)
- More gatherings
- Clearly state meeting invites and minutes
- Choose an optimal time for meetings
- o Raffle tickets for front row seats at school performances
- Ensure parents feel involved.
- o Better explain the benefits to parents

Make it Easy to Volunteer:

- Design volunteer roles with specific tasks and time commitments to attract volunteers with varying skills, interests, and constraints.
- Offer online options
- o Use volunteer sign-up tools (e.g., Konstella, Sign-Up genius, volunteersignup.org)
- o On-site childminding
- Addressing language barriers
- o 1:1 Personal asks
- Focus on kindergarten parents, new students, and September enthusiasm
- RDPA Action Item: Send a survey to parents and PACs