

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**
 - Give our kids a better future
 - Enrich student life
 - Help keep kids engaged and motivated
 - Protect our children
 - Showing care to our children
- **Benefits to parents**
 - Access to more information about school programs and 'insider news'
 - Free food 😊
 - Fresh ideas from peers
 - A chance to have a voice and stay engaged
 - Strengthen relationship to parents
- **Benefits to the community**
 - Represent kids' interests
 - improve the system
 - Help make SD38 flourish

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

- **Ensure parents see the value:**
 - Improve communication and transparency
 - Time management / strategic planning per task, PAC transparency
 - Communication / email beyond school newsletter
 - Have a clear goal (e.g., playground, extra curricular fundraising)
 - More gatherings
 - Clearly state meeting invites and minutes
 - Choose an optimal time for meetings
 - Raffle tickets for front row seats at school performances
 - Ensure parents feel involved.
 - 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
 - Use volunteer sign-up tools (e.g., Konstella, Sign-Up genius, volunteersignup.org)
 - On-site childminding
 - Addressing language barriers
 - 1:1 Personal asks
- Focus on kindergarten parents, new students, and September enthusiasm
- RDPA Action Item: Send a survey to parents and PACs