Volunteers in Urban Forestry
Treasure or Trouble?

Lee Mueller
Davey Resource Group
Why do volunteers matter?
Why do volunteers matter? - get things done
Why do volunteers matter? - build a task force
Why do volunteers matter? - community resource
Why do volunteers matter? - awareness
Why do volunteers matter? - promotion
Why do volunteers matter? - advocacy
Why do volunteers matter?  -  money
Why do volunteers matter? - money

$24.14 per hour
Why do volunteers matter? - surprising impacts
How are volunteers limited?
How are volunteers limited? - consistency
How are volunteers limited? - consistency
How are volunteers limited?  - motivation
How are volunteers limited? - skills and knowledge
## How are volunteers limited? - costs and benefits

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Priority</th>
<th>In-House Resources</th>
<th>Credentials</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volunteers</strong></td>
<td>$</td>
<td>Low</td>
<td>Moderate</td>
<td>Low</td>
<td>Varies</td>
</tr>
<tr>
<td><strong>In-House Staff</strong></td>
<td>$$$</td>
<td>Low to Moderate</td>
<td>High</td>
<td>Varies</td>
<td>Varies</td>
</tr>
<tr>
<td><strong>Outsource (Contractor)</strong></td>
<td>$$$</td>
<td>Moderate to High</td>
<td>Low</td>
<td>High</td>
<td>High</td>
</tr>
</tbody>
</table>
Will volunteers save you time and money?
Will volunteers cost you time and money?
Is that really the point?
Engagement gradient

Less engaged:
- Read a pamphlet
- Attend a class

More engaged:
- Regular volunteer
- Become a Citizen Forester

More Capacity:
- Talk to neighbors
- Create projects in neighborhood/community
What can volunteers do?
What can volunteers do? - tree planting
What can volunteers do?  -  tree inventories
What can volunteers do? - citizen forestry
What can volunteers do? - advocate / communicate
What can volunteers do? - develop / lead projects
How have you used volunteers?
Where can you get volunteers?
Where can you get volunteers?

Allied Organizations
Similar Programs
Existing Volunteers
Community Organizations
Businesses or Professionals
Colleges / Schools
Service Groups
Where can you get volunteers? - recruitment strategies

- Brainstorm allied organizations.
- Speak at meetings.
- Make it known you’re looking for volunteers.
- Create a volunteer pipeline.
- Be consistent - reduce barriers.
- Ensure existing volunteers have GREAT EXPERIENCE.
Where can you get volunteers? - recruitment rules

1. provide added value, skills, or knowledge
2. start with familiar sources
3. develop a unique identity
4. empower existing participants
5. word of mouth is more effective than flyers, e-mails, mailings, or campaigns, so make it fun and rewarding
Why do volunteers come back?
Why do volunteers come back?

It’s hard not to - it’s easy!

The experience was fun and rewarding.

Time was well spent.

Something meaningful was accomplished.

Assistance was valued and appreciated.
Why do volunteers come back? - communicate
Why do volunteers come back?  - delegate
Why do volunteers come back? - lead
Why do volunteers come back? - equip
Why do volunteers come back? - empower
Why do volunteers come back? - recognize
Why do volunteers come back? - have fun
Lee Mueller
Davey Resource Group
Lee.Mueller@Davey.com
248 221 0439