# Volunteers in Urban Forestry Treasure or Trouble?

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# 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

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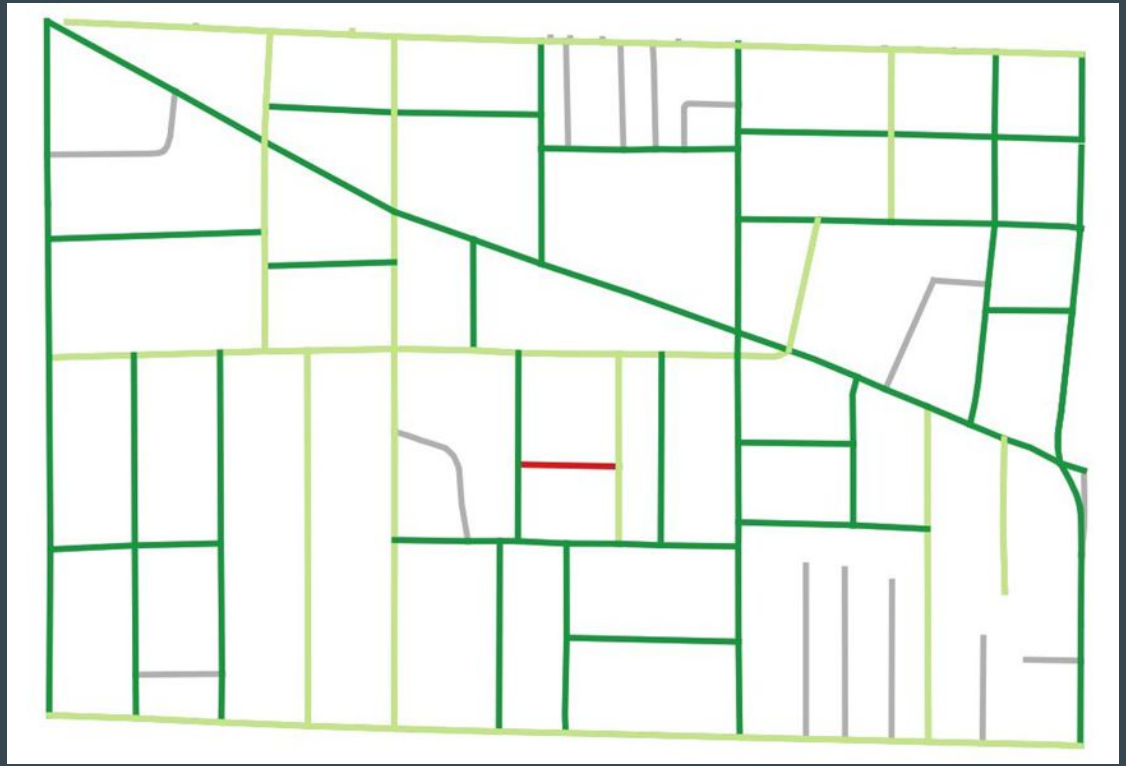
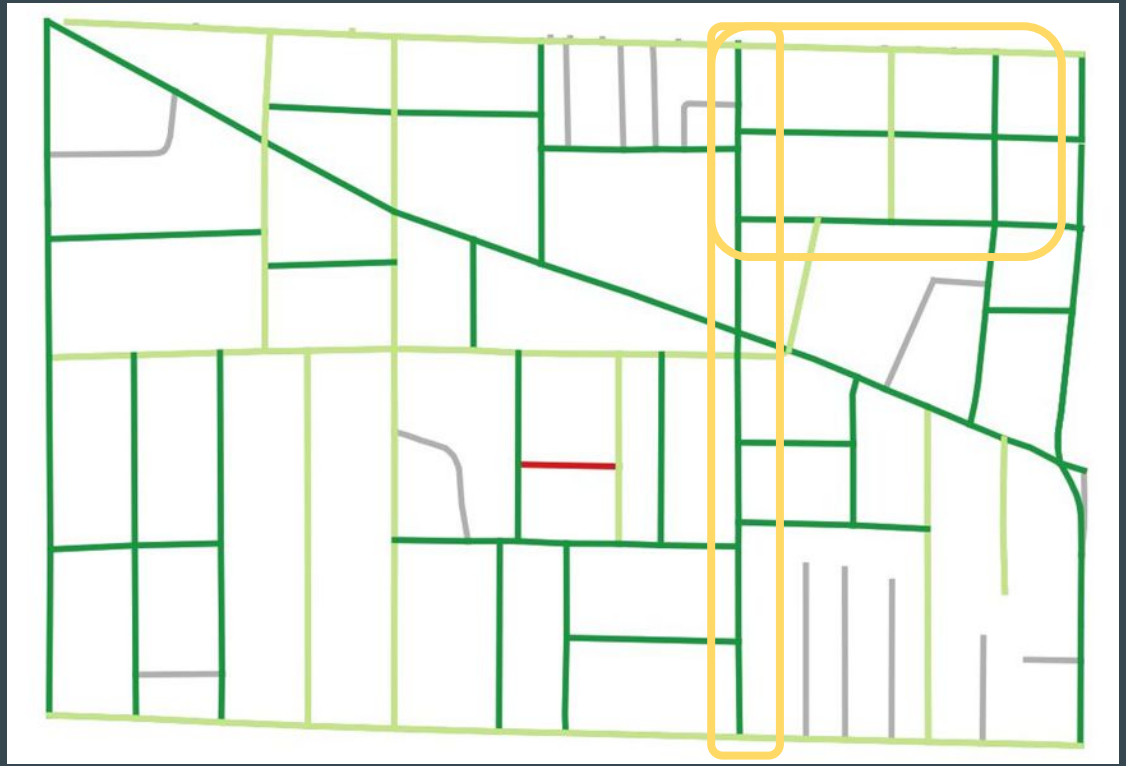
# Why do volunteers matter? - surprising impacts

# 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

| | Cost | Priority | In-House Resources | Credentials | Accuracy |
|---|---|---|---|---|---|
| **Volunteers** | $ | *Low* | *Moderate* | *Low* | *Varies* |
| **In-House Staff** | $$ | *Low to Moderate* | *High* | *Varies* | *Varies* |
| **Outsource (Contractor)** | $$$ | *Moderate to High* | *Low* | *High* | *High* |

# Will volunteers save you time and money?

# Will volunteers cost you time and money?

Is that really the point?

# Engagement gradient

# 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.

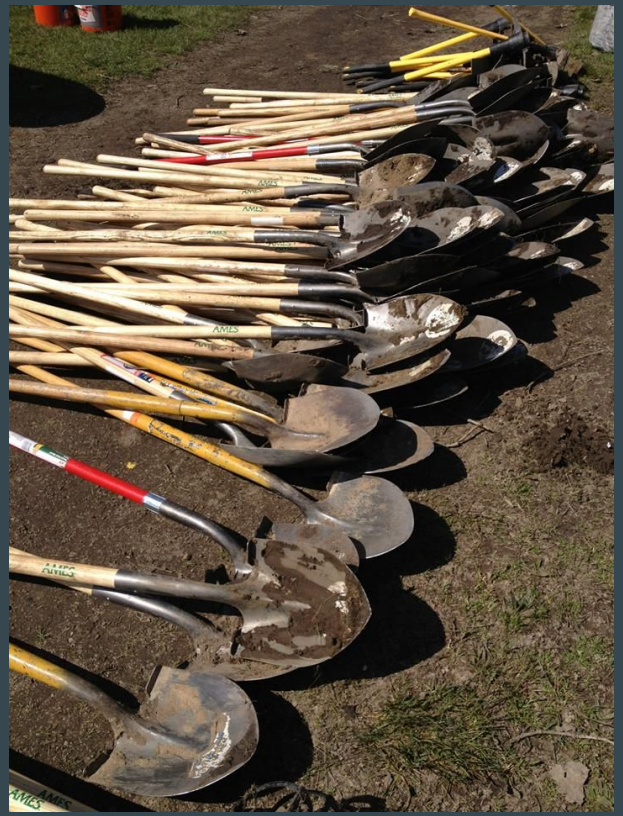
Assistance was valued and appreciated.

# 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

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