

Meeting the Moment:

Mobilizing Volunteers

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COMMUNITY RESOURCE CENTER

Empowering nonprofits across Colorado to identify and address community needs through connections, convenings, and capacity building.

In partnership with:





Volunteers are stepping forward in powerful ways to meet today's challenges. Many people want to help their communities, learn new skills, and feel connected to something meaningful. This is a moment of opportunity for nonprofits. Volunteers can expand your reach, strengthen your programs, and bring new energy and ideas.

Community Resource Center, in partnership with Volunteer Management Consulting, designed this resource to guide nonprofits who may be experiencing an influx of volunteers and may also be facing challenges to meet increasing needs of the communities they serve. Whether you are starting a volunteer program, refreshing your systems and looking to do a full overhaul, we sincerely hope these resources are beneficial to you, your organization, and your community.

In this packet you find reflection questions, examples, and templates to address the key components of Volunteer Program:

- Needs & Program Assessment
- Position Description & Supervision
- Recruitment
- Application & Interview
- Onboarding
- Meaningful Work & Tracking
- Retention & Recognition

Remember happy, valued volunteers stay longer, do great work, and invite others to join. A strong volunteer program is an investment in people—and in your mission.



Volunteer Needs & Program Assessment

Before recruiting volunteers, it is important to understand why your organization wants to involve them. Clear and positive reasons help attract volunteers who are motivated and committed.

Start by thinking about:

- How will volunteers make a difference here?
- Where do we have unmet needs?
- Are there services we cannot offer yet?
- Are we struggling to reach new communities?
- What dreams are on hold due to limited resources?

When designing volunteer roles, think about how their work will fit into your organization:

- Some roles may be short-term or one-time, while others may be ongoing
- Volunteers may work alone or in teams
- Some roles require general support, others need specific skills or expertise
- Work may happen onsite, offsite, or remotely
- Most importantly is that the work is meaningful and clearly connected to your mission

There are many ways to think about a volunteer's role within your organization:

- Serial: Small tasks, low responsibility
- Project-Based: Clear goal and timeline
- Sporadic: Helps with part of a task
- Task Force: Early planning and design
- Sage: Shares expertise or coaching

Volunteers bring many skills, including communication, organization, technical knowledge, and cultural experience. In return, they often gain a deeper understanding of an issue, learn new skills, build relationships, and gain experience that supports future goals.

Needs & Program Assessment



1. How does my organization use volunteers? (Current)

2. How can my organization use volunteers? (Potential)

3. What are our goals for our volunteer program?

4. What are the benefits to our organization and our work by engaging volunteers?

5. What are the costs?

6. What is/ should be the culture of volunteerism at our agency?



Identifying Meaningful Volunteer Opportunities

The current landscape...		Close your eyes and imagine...	
Activities that Must Be Accomplished (To-Do List)	Activities Not Being Accomplished (Snooze List)	Activities You'd Like to Accomplish (Wish List)	Activities Volunteers Can Help You Accomplish (Volunteer List)



Volunteer Positions & Supervision

Developing clear volunteer positions helps everyone succeed. Ask these key questions before developing a volunteer position description:

- What is the desired outcome?
- What resources are needed?
- What is the volunteer's role?
- What skills are required?
- When and where will the work happen?

Volunteer position descriptions clearly explain the role and expectations. A good description includes a short explanation of why the role exists, outlines the main tasks and skills needed, and the training and support provided by the organization.

Position descriptions help connect volunteer work to your mission and set clear expectations. They support better placement, stronger supervision, and more positive experiences for both volunteers and staff.

Strong supervision is essential to a successful volunteer program. Volunteer Management Includes:

- Screening and placement
- Orientation to the big picture
- Clear instructions
- Onsite or assigned supervisor
- Project-specific training
- Ongoing check-ins and feedback

Position Description Template



Volunteer Position Title:

Mission:

Purpose:

*Role Description:

*Qualifications (required / preferred):

Time Commitment and Work Location:

Training and Supplies:

Benefits:

Application and Screening Procedures:

Volunteer Supervisor and Contact Information:

Volunteer signature

Date

Volunteer Manager Signature

Date

*NOTE: Share how accommodations may be offered within volunteer roles to encourage individuals of all abilities to apply and get involved. Distinguishing required/preferred qualifications and essential/non-essential duties may help.

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Colorado Grants Guide – Grants Research Volunteer

Title: Research Volunteer

Responsible to: Colorado Grants Guide Manager

Volunteer Term: Three-month terms, which can be extended

Hours: 6-8 hours per month for maintenance research and database updates

Compensation: None; non-monetary benefits and opportunities

Description

Community Resource Center (CRC) empowers nonprofits across Colorado to identify and address community needs through connections, convenings, and capacity building. We are a mission driven organization that offers a continuum of services to help provide opportunities to nonprofits across the state. CRC is seeking Grant Research Volunteers. The Research Volunteer will play an important role in ensuring that the Colorado Grants Guide, Colorado's leading online tool for nonprofit funding research, is accurate and up to date. By ensuring the accuracy and timeliness of the Colorado Grants Guide, the research and database management volunteer directly supports thousands of nonprofits across Colorado in identifying vital funding opportunities. Your efforts help Colorado's nonprofit sector access the resources they need to serve communities more effectively, making your contributions an essential part of building a stronger Colorado.

Major Responsibilities:

- Work independently within a team to update the current Colorado Grants Guide database of funder and grant profiles, using a variety of online resources to ensure profile accuracy.
- Research, identify, and develop funder and grant profiles of foundations, corporations, and government agencies not currently listed in the Colorado Grants Guide.
- Track hours and work contributed; check-in with volunteer coordinator(s)
- Other responsibilities may be assigned based on the volunteer's skill set and specific interests.

Requirements

SAMPLE

- General computer and online research proficiency
- Excellent communication, writing, and editing skills
- Minimum of one year of data entry experience
- Access to a computer and Internet
- Highly organized
- Detail oriented
- Ability to effectively manage independent work and the time required to complete tasks

Work Schedule/Location

- Project duties are done remotely

Benefits: *This is an unpaid volunteer position. CRC offers personal and professional development opportunities, and other general incentives.*

- Gain insight on how to research funding opportunities for nonprofit organizations
- Free access to virtual CRC-led trainings and workshops
- LinkedIn recommendations from Community Resource Center
- Volunteer-specific networking opportunities with our organizational partners and associations.
- Resume and cover letter review, revisions, and workshopping

Application Process

- Please complete and submit [this linked application](#).
- Please email Marcy Mitchell at guide@crcamerica.org, if you have any questions.

Community Resource Center does not discriminate on the basis of race, creed, ethnicity, religion, national origin, gender, sexual orientation, gender expression, disability, veteran status or marital status.

Information regarding CRC is available on the website, www.crcamerica.org.



Volunteer Recruitment

Recruitment is most successful when it clearly communicates the purpose and impact of the volunteer role. A strong volunteer message explains who you are, what help is needed, and how the volunteer will make a difference.

Volunteers can be recruited from many places, including:

- Colleges and service-learning programs
- Middle and high schools
- Community and faith groups
- Retirees and senior groups
- AmeriCorps members
- Families
- Businesses
- Clients and family members

Effective recruitment strategies include:

- Posting opportunities on your website
- Sharing them on social media
- Sending email newsletters
- Using volunteer job boards
- Hosting information sessions
- Partnering with other organizations
- Inviting current volunteers to spread the word.

When planning recruitment, think about who is best suited for the role, who can meet the time commitment, what motivates them, and how they prefer to be invited.

Thoughtful outreach increases success.

Sample Volunteer Ad

Do you want to help improve the lives of local seniors? A community nonprofit is seeking a volunteer to help lead a public information campaign. We need your communication skills and about 10 hours a month. Training provided. Call us to learn more.



Volunteer Application & Interview

Volunteer applications help ensure good matches between volunteers and roles. They support safety, clarity, and effective placement. Applications typically collect:

- Contact information
- Interests and availability
- Relevant skills
- References (if needed)

The volunteer interview should feel welcoming and respectful. It is a chance to learn about the volunteer's goals and interests while clearly explaining expectations. Honest conversations help prevent misunderstandings and build trust from the start.

Interviews also allow volunteers to ask questions and decide if the role is a good fit. A positive interview experience sets the tone for the entire volunteer relationship.



Volunteer Onboarding & Handbook

Onboarding helps volunteers feel prepared and connected. Orientation introduces volunteers to your organization, mission, and programs. It explains how volunteers make an impact and reviews policies, procedures, and key contacts. Some organizations use presentations, videos, or handouts to support learning.

Orientation may include:

- Welcome and introductions
- Tour of facility
- Overview of mission and programs
- How volunteers make an impact
- Policies and procedures
- Key contacts

Training should be clear, practical, and ongoing. Volunteers need task-specific information and opportunities to build confidence. Experienced volunteers can serve as mentors and trainers. Ongoing learning opportunities help volunteers grow and stay engaged.

A volunteer handbook is a helpful reference that reinforces orientation and training. It provides consistent information and answers common questions.



Meaningful Work & Tracking & Evaluation for Volunteers

Volunteers are more likely to stay when their work feels meaningful. Clear goals, visible impact, and respect for time help volunteers feel valued.

Tracking volunteer involvement helps organizations understand impact and improve programs. Many organizations track:

- Hours served
- Length of involvement
- Types of activities.

This information supports planning, reporting, and recognition.

Evaluation also helps programs grow. Collect feedback from volunteers and staff, and review outcome data when possible. Use this information to improve roles, strengthen supervision, and share results with leadership and stakeholders.



Sample Volunteer Bill of Rights

Volunteers are valued members of our team. We want you to enjoy, learn, and grow in the work you do with us. If you have any questions or concerns, please talk to the Volunteer Manager or any member of the staff. We are here to support you!

You have the right...

1. To be treated as partners in our important work and not as “just free help.”
2. To a suitable assignment with consideration for interests, skills, experience, and education.
3. To thoroughly planned and effectively presented job training.
4. To know as much about the organization as you would like to know, including its history, policies, staff, and programs.
5. To continuing education, including information about new developments and opportunities.
6. To sound guidance and direction by someone who is experienced, well-informed, patient, and thoughtful.
7. To an orderly, designated place to work, be that physical or virtual space.
8. To a variety of experience, if variety is something you desire.
9. To be heard, to feel free to make suggestions, and to have respect shown for honest opinions.
10. To recognition and expressions of appreciation.

Volunteer Work Plan

Position: TITLE

Purpose Statement:

The volunteer program at CRC exists to build the capacity of individuals, organizations, and networks across the state. CRC engages volunteers in strategic and meaningful ways to further increase our impact.

SPECIFIC VOLUNTEER POSITION PURPOSE STATEMENT

Objective 1: FIRST TASK/DUTY

Action Steps:

- BROKEN
- DOWN
- STEPS

Timeframe: WHEN THIS OBJECTIVE SHOULD BE DONE

Outcome/Impact: HOW DOES THIS CONNECT TO LARGER OBJECTIVES?

Objective 2: SECOND TASK/DUTY

Action Steps:

- BROKEN
- DOWN
- STEPS

Timeframe: WHEN THIS OBJECTIVE SHOULD BE DONE

Outcome/Impact: HOW DOES THIS CONNECT TO LARGER OBJECTIVES?

Objective 3: THRID TASK/DUTY

Action Steps:

- BROKEN
- DOWN
- STEPS

Timeframe: WHEN THIS OBJECTIVE SHOULD BE DONE

Outcome/Impact: HOW DOES THIS CONNECT TO LARGER OBJECTIVES?



COMMUNITY RESOURCE CENTER
SUCCESS STRATEGIES FOR COLORADO NONPROFITS

Schedule: X HOURS/WEEK OR X HOURS/MONTH; CAN BE AS SPECIFIC OR GENERAL AS YOU'D LIKE

Resources:

- INTERNET
- COMPUTER
- EMAIL
- WHATEVER THEY'LL NEED TO ACCOMPLISH THE OBJECTIVES

Supervision: NAME

- EMAIL
- PHONE



Volunteer Project Preparation Worksheet

Project Name:

Date:

**Supervising
Staff Person(s):**

Volunteer(s) & Contact Info:

Project Overview:

Purpose/ Context (Why is it important and how does it connect to the organization's mission?):

This project is: **Longterm / Ongoing** **One-time**

When will this project take place? (Mark any that apply)

Fall **Winter** **Spring** **Summer** **Month(s):**

On Date /Time:

**Duration (Amount of time you think
this project will take.):**

Timeline / Deadline:

1. When do you need the project started?

2. When would you like the project completed?

3. When do you need the project completed?

Budget (if applicable):

Volunteer Project Preparation Worksheet



Detailed Instructions (as detailed as possible / step-by-step instructions):

Orientation (Basic information about bathrooms, breaks, etc.):

Training (What if any training is required? Include tentative training schedule):

“What-ifs” (Questions & obstacles that may come up when the volunteer is working on the project.)

Workspace / Supplies/ Access (Where will volunteers work? What materials /documents /technology /access (logins, passwords, etc.) will be necessary?)

Check-In Schedule (How often will you and your volunteer check in on the project?)

Notes:



Retention & Recognition

Volunteer retention depends on meaningful work, supportive relationships, flexibility, and opportunities for growth. When expectations match reality and volunteers feel appreciated, they are more likely to stay.

Effective delegation focuses on results, sets clear boundaries, and includes regular feedback. Volunteers should know what success looks like and how their work will be evaluated.

Evaluation conversations should be supportive and forward-looking.

- Did the volunteer meet goals?
- What went well?
- What can improve?
- How does the volunteer feel?
- What are next goals?

Recognition is also essential. Volunteers need frequent, honest, and timely appreciation. Recognition should be fair, personal, and matched to the level of contribution. Simple thank-yous, public acknowledgment, events, and sharing impact stories all help volunteers feel valued.

Recognition works best when it is consistent, individualized, and connected to what you want more of. Volunteers who feel seen and appreciated are more likely to stay and invite others to serve.

Community Resource Center Volunteer Retention Rubric

Volunteer Title:			
	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Number of engagements or hours	Less than required hours	Meets required hours	Meets required hours and asking for more
Length of involvement	Does not complete service terms	Completes service terms	Completes service term and would like to return
Type of involvement beyond volunteer	Zero additional involvement	Active in CRC-related events	Active in CRC-related events; subscribed to newsletter(s)
Attrition			
Volunteer assignment/commitment			
Quality of Volunteer			
	Below Expectations	Meets Expectations	Exceeds Expectations
Working with others			
Communication and flexibility			
Learning-orientation			
Skills			
Staff satisfaction with volunteer			
Champion for CRC			
Volunteer Satisfaction			
	Below Expectations	Meets Expectations	Exceed Expectations
Preparation and communication with staff			
Enjoyed experience			
Saw value in their work			



Resources

[Community Resource Center](#) (CRC): stay up to date on CRC's live and virtual training offerings to support your nonprofit organization.

[Volunteer Management Consulting](#) (VMC): provides consultation and support for every element of volunteer engagement efforts to help organizations build systems from the ground up or improve the effectiveness and professionalism existing processes.

[Consultants for Good](#) (C4G): has an online database of nonprofit consultants with varying backgrounds and expertise. Create a free nonprofit account to access the C4G directory.

Other resources:

[Association for Volunteer Administration](#)

[Spark the Change](#) (formerly Metro Volunteers)

[Taproot Foundation](#)

Notes