

# LEPC CHRONICLE

## *Attracting and Maintaining High Quality Volunteers at Your Non-Profit*

by Joe Garecht

Guest Post by Lance Trebesch

Volunteers... they make the fundraising world go 'round, don't they? Without volunteers, many fundraising events would never get done – the volunteers drive the progress of almost any successful event. In a perfect world, everyone would have time to volunteer and we'd all be rich.

And in that world, the best volunteers grow on trees and always come back to help you the next time you hold an event, too.

Unfortunately for the rest of us here on Earth, we have to go a little bit further than the backyard to find and keep great volunteers. But it's not impossible. In fact, finding and keeping volunteers is very doable, and if you want to retain consistency and quality with your events, taking the volunteer into consideration is a must.

### Finding Volunteers

The first place I usually look – and find – my most quality volunteers are on college campus-

es. At first I was a little hesitant to go because, well, they are college students and we all remember being that age. But the truth is this: college students have the energy and motivation to be volunteers.

Often times, college students are easy to get excited about causes because of the nature of their age. They're idealistic and feel they can help make a difference.

Continued on  
page 4

## MARK YOUR CALENDAR

- Alaska Shield begins March 27
- Preparedness Conference April 15-18
- Joint Hazmat/Mass Rescue Workshop in Petersburg and Prince of Wales in February.
- Hazmat Symposium April 1-3 in Kodiak
- Hazmat Tech Class April 21-26 in Anchorage
- Tsunami Operations Workshop February 10-13 in Kodiak

## LEPCA Members,

Our group is much more than a warehouse for Tier II reports. We are a diverse group from all across Alaska with a strong interest in planning for the next disaster. You all have much to give to this effort. This newsletter is one attempt at sharing these ideas and building further interest. I encourage all LEPCs to commit to providing one small article for this newsletter each year. Just like the LEPCA, this newsletter is yours. Let's make it reflect what we do and what we stand for.

- Jamie Sunderland, Co-Chair LEPCA

# LEPC SUPERSTARS

★ ☆ Thanks to Stacey Mank for her tireless work for the Southern Southeast LEPC. She has involved the entire island in developing SCERPs, and has been awarded the Barbara Berger Excellence in Public Health Award for her work.

★ ☆ Great job Dorothy Taylor for your work with the Bags of Love program in Valdez and around the state!

★ ☆ Congratulations to Juneau LEPC for the recognition their CERT teams are receiving:  
<http://juneauempire.com/local/2014-01-21/after-10-years-volunteer-revives-citizen-emergency-response-team>

★ ☆ Good luck to Becky Savo who has taken the lead in restarting the Bristol Bay Borough LEPC.



This newsletter is for you the LEPC members. It has come out of feedback I've heard around the state that you would like to know more about what the LEPC community is doing. Please work with me to make this your newsletter. If you see an interesting article, let me know; if someone on your LEPC stands out, recognize them here; if your LEPC has an interesting activity, idea, or success story, share it. I have gathered most of the information in this first issue from your quarterly reports and my visits and conversations with you. I'd love to see this newsletter grow to become a forum for sharing information and ideas. This newsletter is meant to be shared with your LEPC members and community. Please let me know how I can make it better.

Thanks, Mariel Fonteyn  
LEPC Coordinator DHS&EM

Someone you want to recognize? Send your message to Mariel Fonteyn at [mariel.fonteyn@alaska.gov](mailto:mariel.fonteyn@alaska.gov) or 907-428-7024

## LEPCS AROUND THE STATE

- Special welcome to the renewed Bristol Bay LEPC!
- Sitka is prerecording earthquake and tsunami preparedness announcements to be broadcast by the local radio station; they are also securing meters to monitor ammonia leaks to be placed at waterfront locations
- Petersburg-Wrangell will soon become separate LEPCs; they are each working hard to update their bylaws and procedures
- Northern Southeast is working with their local Red Cross to provide presentations to elementary students on hand-washing using a program called Scrubby Bear.
- Copper River has four SCERPs complete with one currently being reviewed.
- Fairbanks had over 900 people attend their Preparedness Expo; they also offered sleigh rides with Santa and Sparky the Fire dog to promote fire safety.
- Anchorage LEPC is partnering with Home Depot to offer preparedness workshops and set up displays in the stores.
- Kodiak is restructuring their LEPC under new leadership; they have almost completed their EOP rewrite.
- Denali is developing an evacuation plan for Nenana River Canyon area.
- Mat-Su is looking into placing preparedness ads on the local buses.
- Unalaska completed filming their 24 ads showing how to build an emergency kit; the ads will run through 14 February.
- Southern Southeast has formed an emergency communications working group to develop plans for the island; they are partnering with local AC stores to have preparedness display tables showing the family kit items of the week.

*Hold a disaster– themed art contest  
for school kids with family  
preparedness kit items as a grand  
prize.*

**Something you want in the newsletter?**

**Contact Mariel Fonteyn at [mariel.fonteyn@alaska.gov](mailto:mariel.fonteyn@alaska.gov) or 907-428-7024**

Continued from Page 1:

But students are also still trying to build resumes for when they get out of college, and volunteering is a great way to build that portfolio that companies look at.

College students are also a great resource because they can sometimes use the experience to fulfill a course credit, which is ever-important with how expensive classes can be.

I usually put up flyers on community boards or in coffee shops around campus. I'll also put an ad in the college newspaper (this is usually fairly cheap) to maximize my reach. And depending on the event, I might also set up a booth in the campus quad or student union.

The second place I usually go (and this one is still fairly new to me) is to social media. If your event or organization has a Facebook page or Twitter feed, you've got a natural base of followers that are dedicated to your cause. If you send out a notice or call to volunteers, you are bound to get a reaction and support from that natural base.

The third place to look is your local community. If people in your area are familiar with your organization, reaching out to the community will be easier. You can place ads in the local paper, place banners or calls to action on the boards in coffee shops or community centers. Many communities also have some sort of "volunteer network" that you can tap into.

### Keeping Volunteers

Finding volunteers can be tough, but making sure you hold onto the good ones can be even tougher. There's bound to be natural rollover in your volunteer corps from year to year because of changing schedules, changing family and financial situations. There are an endless number of variables that can prevent someone from coming back to help out your organization.

But creating a situation that the volunteer wants to come back to, if they have the opportunity, is essential to reducing the amount of turnover in your great volunteers.

First and foremost, always recognize hard work and recognize good work. It's a natural human desire to hear that they've done something well, so when you notice it, let them know about it. Not only does this foster a positive environment, the volunteers will feel noticed and appreciated.

Secondly, be sure to create a social environment for your workers. Sending volunteers off to do something remote by themselves can make them feel excluded. After all, many people volunteer for the social aspect of it. You can help this along by having people work in groups. Another good idea might be to create some type of "volunteer night" where the volunteers get together after their done working for the day for some pizza or just a general get together.

Continued at <http://www.thefundraisingauthority.com/volunteers/high-quality-volunteers/>