



VOLUNTEER

RECRUITMENT & RETENTION GUIDE

VOLUNTEERS ARE THE HEART AND SOUL OF THE ALL-STARS CLUB, ENSURING OUR EVENTS ARE IMPACTFUL, INCLUSIVE, AND FUN FOR INDIVIDUALS WITH SPECIAL NEEDS AND THEIR FAMILIES. THIS MANUAL IS DESIGNED TO PROVIDE STRATEGIES AND TOOLS FOR EFFECTIVELY RECRUITING AND RETAINING VOLUNTEERS TO SERVE AS BUDDIES. WITH A COMBINATION OF CREATIVE IDEAS AND PROVEN METHODS, YOU CAN BUILD A COMMITTED AND PASSIONATE TEAM TO SUSTAIN AND GROW YOUR MINISTRY.

RECRUITING VOLUNTEERS

COMMUNICATE MISSION, IMPACT & BENEFITS (APPENDIX A)

- **Share the mission:** Emphasize the joy of serving All-Stars and the difference it makes in their lives and families.
- **Use impactful storytelling:** Share testimonials from current volunteers or families.
- **Highlight the benefits:** Serving as a buddy not only impacts others but also fosters personal growth and joy.

LEVERAGE YOUR CHURCH

- Ask for announcements to be made from the stage.
- Host a booth/table in the lobby.
- Have them add your club to the church's website.
- Ask them to regularly post about your club to their social media sites.

UTILIZE SOCIAL MEDIA CREATIVELY

- **Highlight Volunteer Stories:** Post testimonials or mini-interviews with current volunteers sharing their experiences, personal growth, and the joy of serving All-Stars. Include a call-to-action inviting others to join.
- **Emphasize the "Why":** Post short videos or quotes from families expressing gratitude for the buddies who cared for their All-Stars, focusing on the life-changing impact of volunteers.
- **Buddy Stories:** Share inspiring stories from past events to showcase the joy and impact of being a buddy.

PARTNER WITH LOCAL ORGANIZATIONS

- Connect with schools, universities, and youth groups to recruit students who need volunteer hours.
- Collaborate with other churches to tap into their networks.
- Connect with local businesses that encourage employees to volunteer as part of their corporate social responsibility initiatives.
- Reach out to civic organizations like Rotary Clubs or community groups passionate about service.



RECRUITING VOLUNTEERS

ASK PARENTS & CAREGIVERS TO HELP

- Parents/caregivers have networks of people who help those with special needs. Ask them to send emails, post to social media, and even make phone calls. Support them by sending examples or templates.

CREATE EYE-CATCHING FLYERS

- Use your All-Stars Canva account to design creative and vibrant flyers or digital ads that grab attention and clearly outline the roles and benefits of volunteering. (APPENDIX C)

POP-UP RECRUITMENT BOOTHS

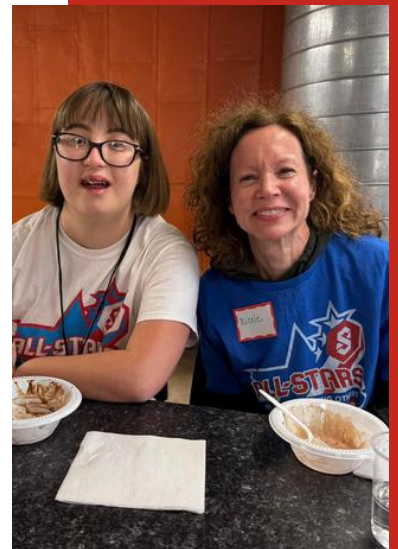
- Set up booths at churches, schools, local events, farmers' markets, or community fairs. Use interactive displays, giveaways, or fun activities to engage with potential volunteers.

REFERRAL INCENTIVES

- Encourage current volunteers to bring a friend to events or offer referral incentives like small thank-you gifts for recruiting others.
- Share volunteer testimonials. (APPENDIX D)
- Host friendly competitions between small groups, ministries, or departments within your church to recruit the most volunteers.

ENGAGE FAMILIES

- Encourage family members to volunteer together to strengthen bonds and provide an enriching experience.
- Create jobs at your events where kids under 14 can do something fun while giving back.



RECRUITING VOLUNTEERS

LEVERAGE DIGITAL TOOLS

- Use email campaigns with compelling subject lines and calls to action.
- Offer virtual Q&A sessions to address any concerns or questions from potential volunteers.

LINKEDIN CAMPAIGNS (APPENDIX B)

- Post volunteer opportunities as “experiences” for professional development on LinkedIn, appealing to those looking to enhance their resumes.

VOLUNTEER AMBASSADORS

- Create a volunteer ambassador program where dedicated individuals actively recruit in their networks, workplaces, or communities.
www.allstarsclub.org/volunteers/ambassadors

LOCAL NEWS AND RADIO

- Reach out to local media to feature your volunteer program. Share compelling stories to inspire potential recruits.

COLLABORATE WITH LOCAL INFLUENCERS

- Partner with community influencers or personalities to share your mission and encourage their followers to get involved.



RETAINING VOLUNTEERS

KEEP COMMUNICATION CLEAR AND CONSISTENT

- Send monthly newsletters with updates, upcoming event details, and inspiring stories.
- Use text reminders or apps like Remind to keep volunteers informed about shifts and responsibilities.

BUILD A COMMUNITY

- Foster connections among volunteers by organizing social gatherings after events.
- Start a Recognition Wall: Create a virtual or physical "Volunteer Wall of Fame" where you share photos, quotes, or achievements.

ASK PARENTS/CAREGIVERS TO SHOW APPRECIATION

- Offer blank "thank you" cards to parents/caregivers which they can write a note and hand to their All-Star's buddy.
- Provide materials like small treat bags, ribbon, and candy or snacks so parents can assemble a quick thank-you gift for the buddy during the event.

RECOGNIZE AND CELEBRATE VOLUNTEERS

- Highlight a "Volunteer of the Month" on social media.
- Send a personalized text or handwritten thank-you note.
- Celebrate milestones, such as events attended, with a certificate and hand out during in-person orientation or post to social media.

PROVIDE OPPORTUNITIES FOR GROWTH

- Offer leadership SERV roles for experienced volunteers.



RETAINING VOLUNTEERS

MOBILIZE YOUR CARE TEAM

- Club Directors along with the Care Team should be trained to thank volunteers throughout club events giving recognition to specific things the volunteers do well. Build rapport with buddies to strengthen personal ties back to your club.

CUSTOM VOLUNTEER “THANK YOU” VIDEO

- Create a personalized “Volunteer Thank You” video using Canva’s customizable templates. Simply upload footage or photos of a specific volunteer, add a heartfelt message, and share the video directly with them to show your appreciation in a meaningful and memorable way. (APPENDIX C)

SHARE CAREGIVER TESTIMONIALS

- As your parents to send you a 1-3 sentence testimonial and share these with your volunteers to show them the impact they made. (APPENDIX D)

UPGRADE EVENT SHIRTS

- If a volunteer reaches a certain amount of events attended, offer them an upgraded event tee shirt as recognition for their commitment.

INCORPORATE FUN

- Replace an All-Stars Club each year with a Volunteer Appreciation Night with games, food, and awards.
- Add small surprises to events, like raffles or spontaneous thank-you gifts.

SOLICIT FEEDBACK

- Regularly ask volunteers for their input on improving the program through surveys or informal check-ins.
- Act on feedback promptly to show that their opinions are valued.



TOOLS & RESOURCES

CANVA TEMPLATES

- Use your All-Stars Canva account to access pre-designed flyers, videos, social media posts, and recognition certificates

TRAINING VIDEOS

- Short, engaging videos to prepare volunteers for their roles.

ORIENTATION GUIDES

- Step-by-step instructions for onboarding new volunteers.

AMBASSADOR WEB PAGE

- Utilize this page to direct students who are interested in engaging in a deeper way to serve with your club:
www.allstarsclub.org/volunteers/ambassadors

TEXT MESSAGING

- Open a free account at <https://gloo.us> to utilize free texting services.



APPENDIX A: CREATE A COMPELLING MESSAGE

Clarified Volunteer Recruitment Strategy: Create a Compelling Message

To effectively recruit volunteers, craft a message that resonates emotionally and inspires action. This strategy focuses on three key elements:

Share the Mission:

Emphasize the heart of All-Stars Club—bringing joy, inclusion, and respite to individuals with special needs and their families. Paint a vivid picture of the impact volunteers make, showing how their time and effort create unforgettable moments for All-Stars and provide much-needed support for their caregivers. Focus on the joy, connection, and purpose found in serving.

Use Impactful Storytelling:

Bring the mission to life through real-life stories. Share testimonials from current volunteers who describe how serving as a buddy has enriched their lives, or from families expressing their gratitude for the love and care their All-Star received. Include quotes, photos, or short videos that capture the smiles, laughter, and joy that come from these experiences. Storytelling builds an emotional connection that motivates people to get involved.

Highlight the Benefits:

Appeal to the volunteers' desire for both giving and personal growth. Communicate how serving as a buddy doesn't just change the lives of All-Stars—it's also a deeply rewarding experience for volunteers. Highlight benefits such as:

- Gaining a sense of purpose and fulfillment.
- Developing compassion, patience, and leadership skills.
- Building meaningful connections with the All-Stars community. Emphasize that volunteering offers a unique opportunity to grow personally while making a lasting impact.

By combining the mission, personal stories, and the tangible benefits of serving, your message will inspire potential volunteers to see the All-Stars Club as a meaningful way to make a difference in their community.



APPENDIX B: LINKEDIN CAMPAIGNS

Leverage LinkedIn's Professional Networking Power:

LinkedIn is more than just a platform for job seekers and recruiters—it's a hub for professionals eager to grow, connect, and make an impact. By promoting your All-Stars Club volunteer opportunities on LinkedIn as experiences that offer meaningful professional development, you can attract individuals who are passionate about serving their community while building their resumes.

Step-by-Step Strategy:

Position Volunteer Roles as Career-Building Opportunities:

Frame volunteer opportunities as roles that develop valuable skills such as leadership, communication, teamwork, and empathy. Highlight specific responsibilities that translate to professional growth.

Create a Compelling "Job" Listing:

Post the volunteer opportunity on LinkedIn in a way that mimics a job listing, complete with:

- A catchy title: "Volunteer Buddy for All-Stars Club - Build Leadership & Empathy Skills!"
- A clear description of the role, emphasizing the impact they'll make and the skills they'll gain.
- Testimonials or stories from past volunteers about how their experience enhanced their personal and professional lives.

Promote Posts in Relevant Groups:

Share these opportunities in LinkedIn groups focused on professional development, community service, nonprofit work, or specific industries (e.g. healthcare, or social work).

Partner with Companies:

Approach businesses with a strong community service ethos or employee volunteer programs. Encourage them to share your volunteer opportunities with their teams as a way to fulfill corporate social responsibility goals and develop their employees' skills.

Offer Certificates of Recognition:

Provide a professional certificate for completed service that volunteers can display on their LinkedIn profiles under "Certifications" or "Volunteer Experience." Acknowledge their contribution in a way that aligns with their career aspirations.

Incorporate Alumni Success Stories:

Share LinkedIn posts featuring past volunteers who have gone on to achieve career milestones, attributing their experience with All-Stars Club as a stepping stone. Use videos or quotes to personalize these success stories.

Target Students and Young Professionals:

Reach out to LinkedIn users in the early stages of their careers or still in school. Many are actively seeking ways to gain experience, enhance their resumes, and expand their networks. Emphasize the opportunity to gain real-world experience while making a difference.

Encourage Volunteers to Share Their Experience:

Ask current or past volunteers to write LinkedIn posts about their experience with All-Stars Club. Their authentic stories can inspire their network to get involved, spreading awareness organically.

By presenting All-Stars Club volunteer opportunities as transformative experiences that foster personal growth and professional development, you can tap into a vast network of motivated individuals eager to contribute their time and skills.



APPENDIX C: HOW TO USE CANVA

How to Use Canva and Access Predesigned Templates with All-Stars Club

1. Access Your Canva Account

- Log in to the All-Stars Club Canva account, which is set up as a non-profit account with premium features. If you don't have access yet, request an invite from the central team.

2. Use Your Club's Sub-Account

- Each club has its own sub-account within the All-Stars Club Canva system. This allows you to directly access predesigned templates customized for your club, including flyers, social media graphics, certificates, and more.

3. Find All-Stars Club Designs

- Browse the library of All-Stars Club designs by navigating to your sub-account. Templates are organized and easy to locate, making it simple to get started.

4. Customize the Design

- Replace placeholder text with your event details or information.
- Upload your club's specific images and logo.
- Match your club's unique branding by tweaking colors, fonts, or layouts.

5. Save and Download

- Once your design is finalized, download it in the format of your choice, such as PNG, JPEG, or PDF. This is perfect for printing or sharing digitally.

6. Collaborate

- Invite other team members to your sub-account for seamless collaboration. Canva's tools allow multiple users to edit designs in real time.

7. Reuse Templates

- Save a copy of your customized design so you can reuse it for future events or campaigns.

8. Print or Share Online

- Canva offers printing services, or you can download your design to print locally. You can also share designs directly to social media or use them in newsletters or emails.

9. Support and Training

- If you're unfamiliar with Canva or need additional support, the All-Stars Club central team is here to help! Tutorials and step-by-step guides can be provided to make the process easy.

10. Leverage This Tool for Impact

- Having direct access to predesigned materials ensures your club looks professional and consistent while saving you time and effort. Experiment, have fun, and make your designs shine!



APPENDIX D: TESTIMONIALS

Heartfelt testimonials from volunteers who serve with All-Stars Club:

"Serving as a buddy for our All-Stars has been life-changing for me. Seeing their joy and excitement reminds me of the simple beauty in life. It's truly an honor to be part of these moments."

– Jessica, Volunteer

"I signed up to make a difference in someone else's life, but the truth is, they've made a bigger difference in mine. These events are the highlight of my month!"

– Mike, Volunteer

"There's nothing quite like seeing an All-Star's face light up when they feel supported and included. Being a part of this is the most rewarding thing I've ever done."

– Emily, Volunteer

"Volunteering with All-Stars Club has taught me patience, kindness, and how to embrace every moment with gratitude. It's a blessing to be part of this community."

– Nathan, Volunteer

"I've made lifelong memories and friendships here. Watching our All-Stars shine fills my heart with so much joy and inspires me to give even more."

– Sarah, Volunteer

"I leave every event with a full heart. The All-Stars are so full of life and love, and it's a privilege to support and cheer them on."

– Mark, Volunteer

"Volunteering at All-Stars Club isn't just about helping others—it's about growing together. These experiences have taught me so much about compassion and humility."

– Rachel, Volunteer

"The smiles, laughter, and connections I've experienced while serving here have been incredible. This community feels like family, and I'm so grateful to be part of it."

– Daniel, Volunteer

"I've never been part of something so meaningful. Seeing the parents and caregivers get a chance to rest while their All-Stars have fun is a reminder of why we do this."

– Lindsey, Volunteer

"The All-Stars Club is more than a program—it's a place where everyone feels loved and valued. Serving here has been one of the greatest joys of my life."

– Anthony, Volunteer



APPENDIX D: TESTIMONIALS

Heartfelt testimonials from people who invited their friends to serve or participate in the All-Stars Club and saw the difference it made:

"I invited my best friend to volunteer, and she was hesitant at first. Now she looks forward to every event and says it's the most fulfilling part of her month. It's been amazing to watch her heart grow for our All-Stars."

- Kelly

"I asked my neighbor to come help at an event, and she said it was exactly what she needed during a tough time in her life. She told me she's found so much joy and purpose in serving."

- Ryan

"My coworker joined me as a buddy for one event, and now she's hooked! She's even encouraged others in our office to volunteer. It's incredible to see how her enthusiasm has spread."

- Amanda

"I brought my cousin to an All-Stars Club event, and he said it was one of the most meaningful experiences of his life. Seeing the smiles on the All-Stars' faces changed his perspective entirely."

- Matthew

"My friend from church was nervous about volunteering, but she trusted me and gave it a try. Now she says it's been a life-changing experience, and she loves connecting with her buddy each month."

- Laura

"I asked my college roommate to join me at an All-Stars event. He was blown away by the joy and love in the room. He told me afterward that he finally felt like he was making a real difference."

- Josh

"A friend of mine was struggling with finding purpose, so I invited her to an event. She's now one of our most dedicated volunteers and says this has given her a renewed sense of hope."

- Emily

"I encouraged my brother to come to one of our events, and he hasn't stopped talking about it since. He said it's helped him see the importance of giving back and has even deepened his faith."

- Megan

"When I invited my friend from work to volunteer, I didn't realize how much it would mean to her. She says it's been the perfect way to find joy outside of her busy life and meet amazing people."

- Ethan

"I invited my best friend to come with me to an All-Stars Club event, and now she's the one inviting others! She says it's been the most rewarding thing she's ever done, and I couldn't agree more."

- Grace



APPENDIX D: TESTIMONIALS

Heartfelt testimonials from parents or caregivers about the impact of All-Stars volunteers and the respite they received:

"Seeing the smile on my son's face when he's with his buddy is priceless. They bonded so quickly, and it means the world to me to know he's in such great hands while I get a rare moment to recharge."

– Jessica

"I can't thank my daughter's buddy enough for the love and care they show her. Those few hours of peace are a gift that's hard to put into words. I even managed to have a quiet dinner with my husband!"

– Maria

"My son's buddy was amazing—so patient, kind, and energetic. Knowing he was having fun and being cared for gave me the chance to finally catch up on rest. I'm so grateful!"

– Alan

"The All-Stars buddy was such a perfect match for my daughter. I hadn't had time for myself in months, and those few hours gave me the space to breathe. Thank you from the bottom of my heart."

– Sarah

"My son's buddy went above and beyond to make sure he felt included and had fun. Those couple of hours gave me time to relax and feel human again. This program has been life-changing!"

– Tom

"I watched my daughter's buddy interact with her, and it brought tears to my eyes. The care and joy they shared was incredible, and for the first time in ages, I got to enjoy a quiet moment for myself."

– Emily

"I can't express how thankful I am for my son's buddy. They brought out a side of him I hadn't seen in a long time. While he laughed and played, I was able to take a deep breath and relax."

– Lisa

"My daughter's buddy was so compassionate and attentive. Knowing she was safe and happy allowed me to take a much-needed nap—something I hadn't done in months. It was such a blessing."

– Rachel

"The All-Stars buddy showed so much patience and care for my son. I could see how much he loved his time with them, which let me spend a couple of peaceful hours doing something for myself. Thank you!"

– Mark

"The joy on my son's face after spending time with his buddy says it all. I felt confident leaving him in their care, which allowed me to recharge my batteries. This program is such a blessing to our family!"

– Karen



APPENDIX D: TESTIMONIALS

Testimonials from past volunteers at the All-Stars Club about how their experience enhanced their personal and professional lives.

"Serving at All-Stars Club has been life-changing. I've gained patience, empathy, and leadership skills that I now apply in my job every day. It's been as rewarding for me as it is for the All-Stars!"

- Emily S.

"Volunteering here gave me a new perspective on life. It reminded me of the joy in small moments, and it's helped me grow both personally and professionally."

- Michael R.

"Being a buddy at All-Stars has built my confidence in working with people of all abilities. I've learned to communicate better, and that's carried over to my relationships and my career."

- Sarah L.

"I started volunteering to give back but found I gained so much in return. It helped me develop leadership skills and teamwork abilities, which are now key to my success at work."

- Jonathan M.

"The All-Stars Club reignited my passion for service and community. It's a highlight of my week and has even inspired me to pursue a career in special education."

- Rachel T.

"Volunteering taught me how to be adaptable and patient—qualities that are now helping me as a parent and as a team leader at my company. I'm so grateful for this experience!"

- David K.

"I've been able to include my time at All-Stars on my resume, and it's made a huge difference. Employers love hearing about my volunteer work, and it shows I care about the community."

- Anna W.

"Helping All-Stars gave me a sense of purpose. It's rewarding to know I'm making an impact while learning valuable lessons about kindness, inclusion, and dedication."

- Josh P.

"Volunteering pushed me out of my comfort zone and helped me grow in confidence. Now, I'm better at connecting with people and handling challenging situations—skills I use daily in my career."

- Olivia C.

"Being part of the All-Stars Club gave me a deeper appreciation for the importance of community. I've formed meaningful relationships, grown as a person, and even discovered a passion for advocacy work."

- Mark E.

