

# Volunteer Management and Retention



Pedestrian & Pedaling Network  
**Columbia, Missouri**



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- **Vision:**

The Vision of the PedNet Coalition is a healthy and active community.

- **Mission:**

To create a comprehensive active transportation network, promote healthy lifestyles for all, and engage the community through education and advocacy.

# PedNet's WSB

## In the Beginning

- Began in 2005
- One school
- One route
- Parent led



# Spring 2012 WSB

- 470 walkers
- 200 volunteers
- 28 morning routes
- 4 afternoon routes
- 13 schools



# Volunteers



# Managing

## Constant communication

- Follow-ups should be within 24 hours
- Ask people to commit
- Send reminders about important dates/times



# Manage by reaching out!



# Managing

## Location

- Go to the volunteers
- Make things as easy and understandable as possible
- Includes recruitment and orientation



# Managing and Retention

Face time!



# Retention

Build ownership

Make them feel like a vital part of the team

Never turn anyone away

Learn their names

Get to know them



# Retention

## Building ownership

- Ask them their opinions
- Ask them to go beyond
- Show humility
- Use ownership language

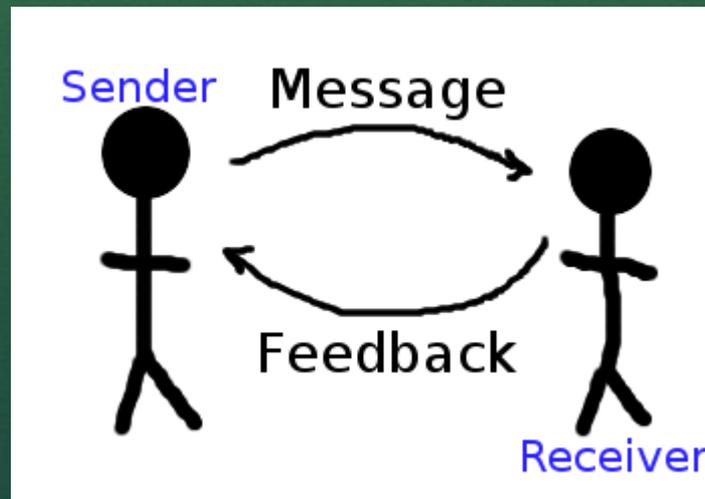


# Retention

Communication

Communication

Communication



# Retention

## Constant contact

Email/contact all volunteers every 3ish days.



# Retention

## Communication

- Constant
- Informative
- Helps volunteers feel involved and take ownership
- Say Thank You

## Methods

- Text alerts
- Robo calls
- Emails
- In person before/after walks
- Phone





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If you have any questions please feel free to contact me

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Thank You!