

Build Relationships with Volunteers After the Event

After you've successfully conducted your National Ag Day event(s), your work is not over. Building relationships with your volunteer team will keep them coming back and help grow your team in the future.

Here are a few tips and tricks to keep your volunteers coming back.

- Provide meaningful experiences.
- Highlight the volunteer team's impact and share the importance of their work! For example, post "Volunteer Spotlights" on social media, websites/blogs, or in newsletters.
- Create a community of volunteers.
- Understand each volunteer's motivation, strengths and weaknesses, talents, and ways they want to contribute to the cause.
- Ask for honest feedback. Send surveys after volunteer efforts so folks can share what went well and what can be improved for the future.
- Share your gratitude and thank them!

Thanking Your Volunteers

It is important to share your gratitude with those who volunteer and those with whom you coordinated to make the event happen. A handwritten thank you note, or email is a kind gesture, and one that is often overlooked once volunteering is complete. It is important to cultivate positive relationships with your volunteers for future years and events to follow. "Thanks" can come in the form of a phone call, handwritten note, or typed letter, but all forms should include the following:

- The volunteer's name – this will keep your expression of thanks personal and help you avoid seeming scripted.
- The name of the event they helped with.
- The impact of their help.
- An allusion to looking forward to working with them in the future.
- A final note of thanks/well wishes.

Below is a sample thank you note you can customize for a volunteer on your committee.

Dear VOLUNTEER NAME,

Thank you so much for your hard work and dedication to the mission of agricultural education in our youth! We sincerely appreciate the time you took out of your busy schedule to read an accurate agriculture book to the local elementary school students on National Ag Day. Your efforts are helping to plant the seeds for your community to be informed about the agriculture industry. We hope you are able to continue advocating and educating in any way you can.

Thank you,
YOUR NAME

