How to not lose a volunteer after their first edit

Volunteer retention strategies

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A collaboration between Let's Connect & Leadership Development Working Group

What keeps you volunteering?

Why are we here today?

- Apply an effective volunteer retention strategy: matchmaking

- Articulate the interests, motivations and capacities of new contributors

- Identify Wikimedia activities (besides editing)

- Define necessary onboarding for new contributors

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Agenda

Ice-Breaker (10 min)

Introduction (10 min)

Matchmaking in 4 easy steps (95 min)

Close (15 min)

The challenge

- Getting people in is relatively easy. **Getting people to stay is hard**

- Not everyone is going to be motivated by the Wikimedia Vision enough to volunteer without external motivation - **it's not for everyone**

The challenge (continued)

- Given diverse volunteer profiles (interests, capacities, motivations), **not everyone can or wants to write** articles (or patrol, or proofread…)

- Different profiles want to do different things; and that **requires different onboarding**

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Today, we will focus on one effective volunteer retention strategy:

matchmaking

Matchmaking

The process of matching volunteers to activities that suit their capacities (what they can do), interests (what they like doing) and motivations (what drives them).

Volunteer profiles + Wikimedia activity = a match!

Imagine you just hosted an editing workshop and newbie joined the session. They made their first edit. Yay! How do you now encourage them to stay?

Matchmaking in 4 easy steps

Step 1:   Volunteer Profiles

Step 2:   Wikimedia Activities
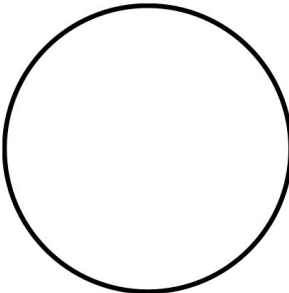
Step 3:   Match!

Step 4:   Onboarding

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Step 1: Volunteer Profiles

What do you know about the newbies? Step 1 helps you clarify their characteristics by creating profiles.

Instructions: Go to a template on the wall and create a volunteer profile. You can do this in pairs/small groups. Do more than one if you finish early. (20 minutes)

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My name is

A little about me

What first inspired me to join Wikimedia was

What motivates me
Motivations

Compared to my other priorities, volunteering with Wiki is

Important
Compatible
Realistic

Professionally or personally, these are the things I love to do or discuss
Interests

If you asked my colleagues what my biggest strengths are, they would say
Capacities

Example

My name is

ANTHONY B. DIAZ

A little about me

I'm a Wikimedian from the Philippines,

Network Organizer of Art+Feminism

And part of Let's Connect Working Group.

What first inspired me to join Wikimedia was

My interest to do outreach activities in underprivileged communities and provide them
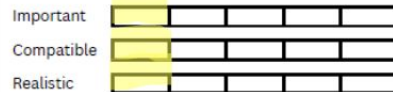
With access to free knowledge.

What motivates me

Motivations

Volunteers engaging in community activities to organize activities related to improving

Wikimedia projects.

Compared to my other priorities, volunteering with Wiki is

Important
Compatible
Realistic

Professionally or personally, these are the things I love to do or discuss

Interests

Language, eastern religion, mysticism, and Asian cuisine.

If you asked my colleagues what my biggest strengths are, they would say

Capacities

Calm, quick in decision making, and knows how to cook well.

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20 minutes

20:00

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Debrief
& sharing

Step 2: Wikimedia Activities

What are the activities that exist in Wikimedia? There are many activities beyond editing. Step 2 involves understanding the wide array of possible Wikimedia activities that a newbie can contribute to.

Instructions: Look around at the gallery of Wikimedia activities. If something is missing, feel free to add to the wall. (10 minutes)

hello! i'm a

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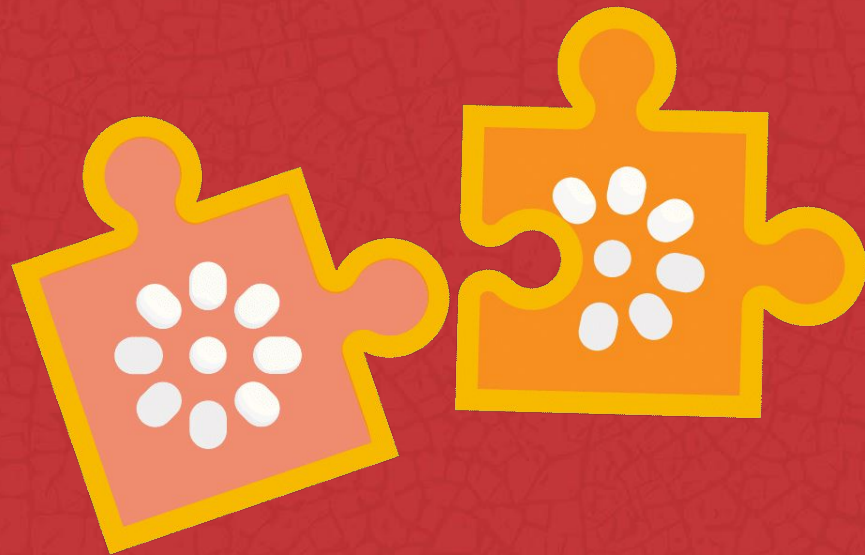
10 minutes

10:00

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Step 3: Match!

Here's the fun part. Match the volunteers to the Wikimedia activities that best suit their profiles.

Instructions: Match the profile you created earlier with Wikimedia activities by bringing your profile to the activities. (10 minutes)

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10 minutes

10:00

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Debrief & sharing

Step 4: Onboarding

Once matches have been made, Step 4 is to onboard new contributors by giving them the information and knowledge needed to do their tasks well.

Instructions: Choose a match and brainstorm necessary onboarding for them. Put your ideas on sticky notes, 1 idea per sticky. After 3 minutes, move clockwise to the next match and add new ideas. (3 minutes each, 15 minutes total)

15 minutes

15:00

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Look around, debrief & sharing

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Closing reflections

- What did you learn?

- What will you do differently now in terms of supporting and retaining volunteers?

Thank you!

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We're back!

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