



40-Hour Basic Course For Activity Directors

Developing a Volunteer Program

Jenny Kinsey, MA, NHA



Volunteers:

Recruiting Quality Partners & Retaining Them

By

Jenny Kinsey, MA, NHA
June 2022

Volunteer Regulations

In Assisted Living & Long-Term Care

TITLE 7
CHAPTER 8
PART 2 HEALTH
RESIDENTIAL HEALTH FACILITIES
ASSISTED LIVING FACILITIES FOR ADULTS

7.8.2.7.CC “Volunteers” means unpaid individuals who provide care or services for the residents.

7.8.2.27 RESIDENT ACTIVITIES: Each facility shall provide or make available recreational and social activities appropriate to the residents’ abilities that meet their psychosocial needs and are relevant to their social history; including a balance of cognitive, reminiscence, physical and social activities. The facility shall post the activities and encourage residents to participate.

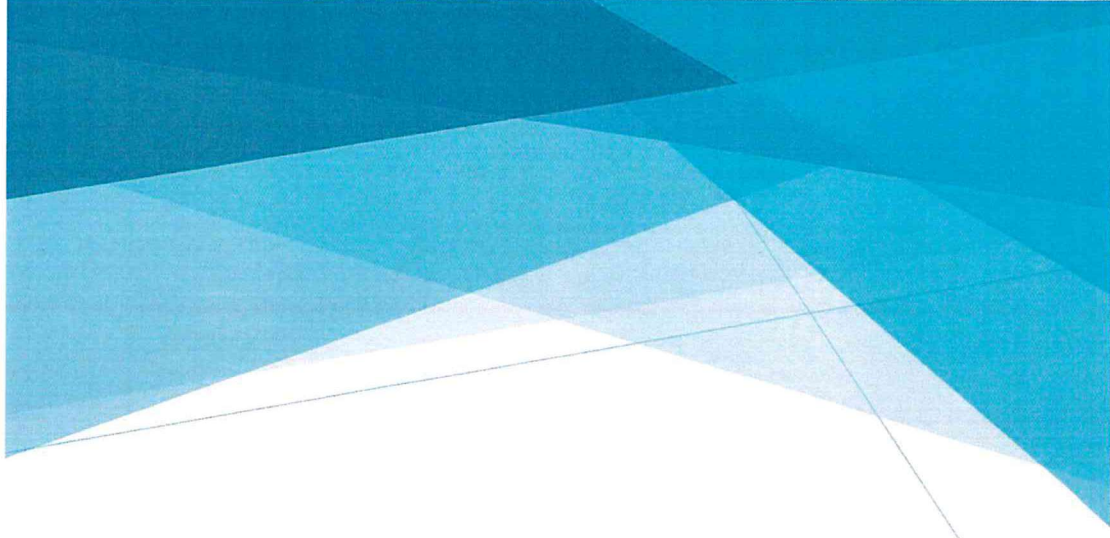
TITLE 7 HEALTH
CHAPTER 9 NURSING HOMES AND INTERMEDIATE CARE FACILITIES PART 2 REQUIREMENTS FOR LONG TERM CARE FACILITIES

7.9.2.27 NMAC D. VOLUNTEERS: Facilities may use volunteers provided that the volunteers receive the orientation, training, and supervision necessary to assure resident health, safety and welfare.

Volunteers

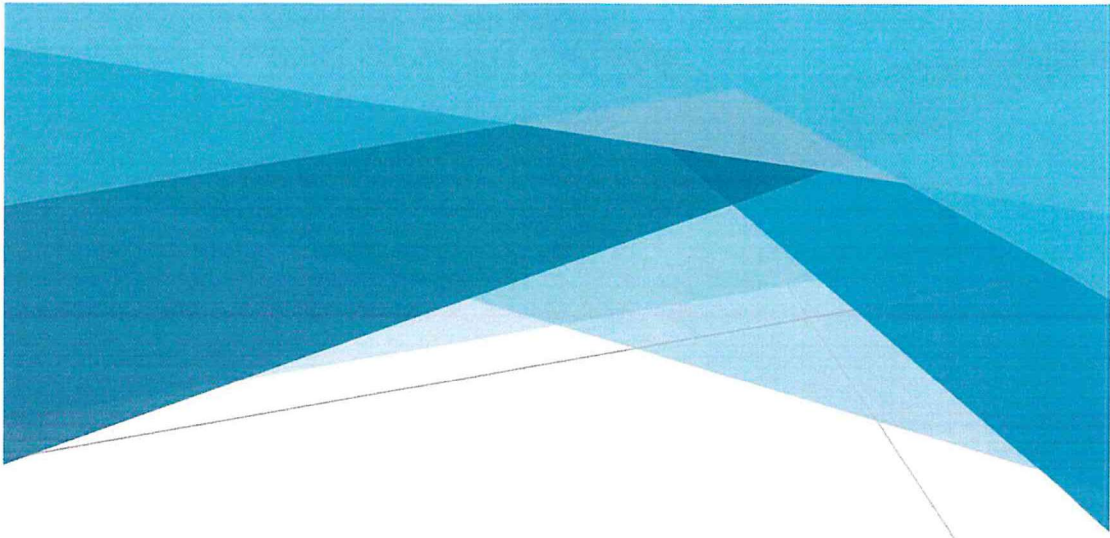
How do I...

- ▶ Recruit volunteers?
- ▶ Utilize volunteers?
- ▶ Involve student volunteers?
- ▶ Retain volunteers?





**We're
Searching for
Volunteers**



Recruiting Volunteers

Volunteers may be identified and enlisted from a variety of niches within the internal and broader community.

- Internal recruitment
 - Employees
 - ✓ Make a list of two to three upcoming events that you need volunteers for and put that information on flyers in the breakroom and provide an announcement for the pay envelop
 - Families and visitors
 - ✓ Mail out flyers to family members, letting them know that your facility is accepting volunteers.
 - ✓ Use community newsletter/monthly calendar to attract volunteers
 - ✓ Have applicants fill out the volunteer application on-site.
- External/community recruitment
 - Professional or vendors
 - ✓ Hospice, Home Health & DME companies
 - Clubs and organizations
 - ✓ Lions, Rotary, Chamber of Commerce, and/or local Masons
 - Churches, temples and mosques
 - Advertise in local retirement communities and senior centers.



By Frits Ahlefeldt



Utilizing Volunteers

Now that you have volunteers signed up to help with your activity program, be sure to use them most effectively for your needs. This can be daily, weekly, monthly or seasonally.

- Patient directed volunteering
 - ✓ Large group
 - ✓ Small group
 - ✓ One-on-One
- Administrative volunteering
 - ✓ Social media oversight
 - ✓ Newsletters
 - ✓ Scheduling entertainers
 - ✓ Record-keeping
 - ✓ Correspondence
- Production
 - ✓ Seasonal/holiday party preparations
 - ✓ Monthly calendar changes
 - ✓ Weekly-lead regularly scheduled activities
 - ✓ Crafting preparations and making craft samples



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Student Volunteers

- **Advertise with the guidance counselor at the local high school.** Insist that the guidance counselor must personally recommend each student applying from that school.
- **Approach coordinators of community organizations such as Boy Scouts of America, YMCA or churches, temples and synagogues.** Many of these young people may earn credits for badges or service hours by volunteering.
- **Make flyers and post them in your facility's employee lounge so that employees will encourage their kids to volunteer.** Kids of employees tend to be better behaved, knowing that their parents are close by.
- **Mail out flyers to family members, letting them know that your facility is accepting volunteers.** Family members of residents may also be much better behaved than strangers to the community.

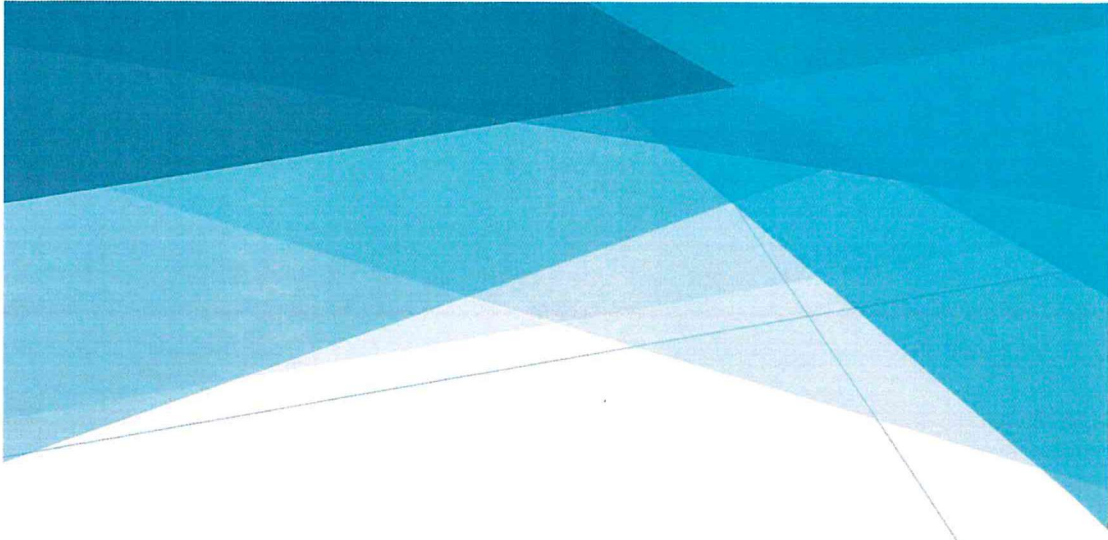
Student Volunteers continued

Here are a few examples of activities students may enjoy with resident-patients:

- Activity escort
 - ✓ Invite and encourage residents to attend activities
- Board Games
 - ✓ Assist with set-up
 - ✓ Call bingo
- House Pets
 - ✓ Assist with pet grooming, walking, playing
 - ✓ One-on-one, in-room visits
- Surfing the Internet
 - ✓ Provide internet instruction, “Computer Corner”
 - ✓ Provide “hands-on” assistance with internet searches
- Seasonal Decorating
 - ✓ Seasonal, quarterly or monthly

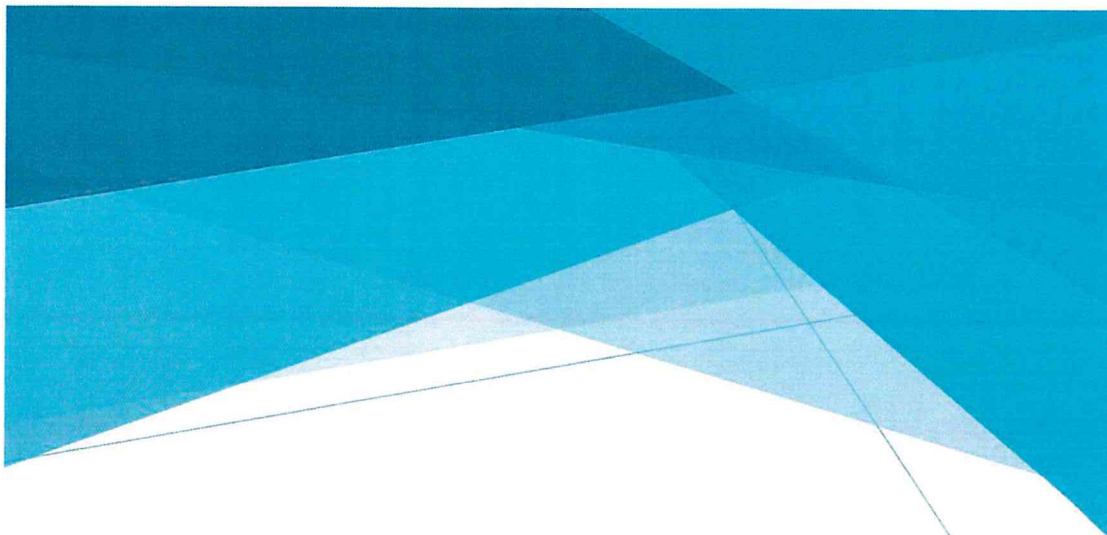
Student Volunteers continued

- **Easy Arts & Crafts Projects**
 - ✓ Make crafts in advance for demonstrations
 - ✓ Lead crafting group
- **Afternoon Socials**
 - ✓ Assist with food service
 - ✓ DJ club manages music for socials
- **Event set-up and clean-up**



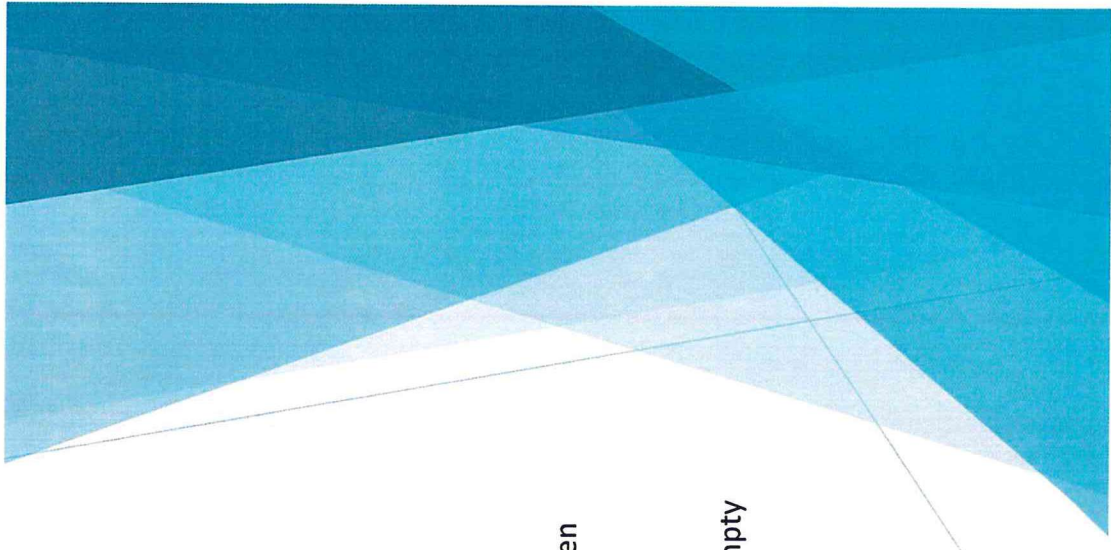


**Thanks
to Our
Volunteers!**



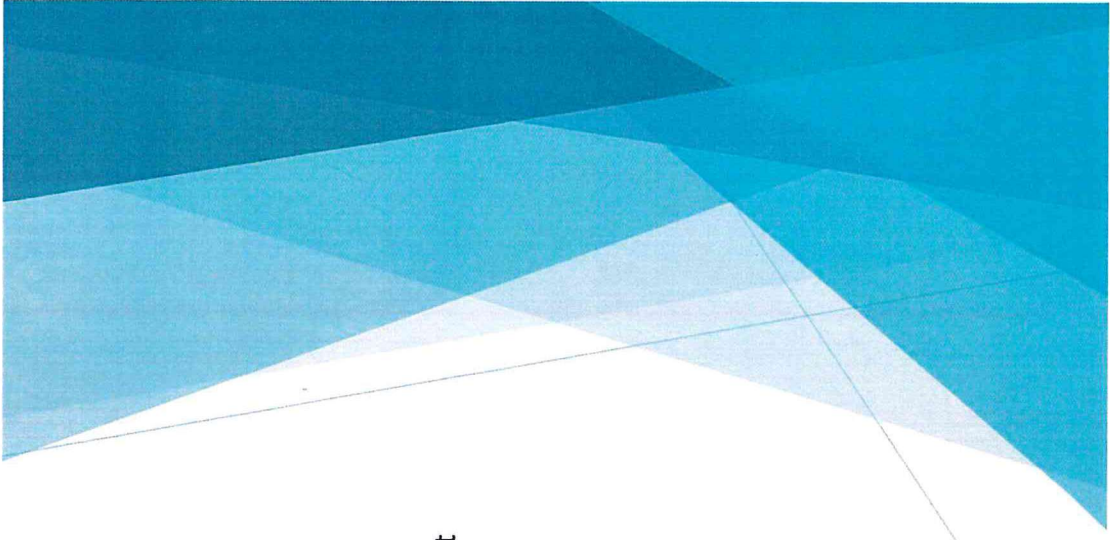
Retaining Volunteers

- **Be Organized.**
 - ✓ Provide a welcoming orientation & training for new volunteers.
 - ✓ Schedule quarterly training so volunteers can maintain team-building momentum
 - ✓ Create a list of activities assignments so that volunteers can “hit the ground running” when they arrive
- **Make It Simple**
 - ✓ Set up a sign-in notebook at your facility's front desk. The notebook should include an empty calendar for the coming month so volunteers may note when they are next available.



Retaining Volunteers continued...

- **Say "Thank You"**
 - ✓ Honor your volunteers with signs of gratitude, like a quarterly pizza party for your student volunteers or a special luncheon with your residents for your adult volunteers.
 - ✓ Host an annual volunteer appreciation lunch
 - ❖ Hand out certificates to the volunteers to show your appreciation.
 - ✓ Mail out birthday cards to volunteers

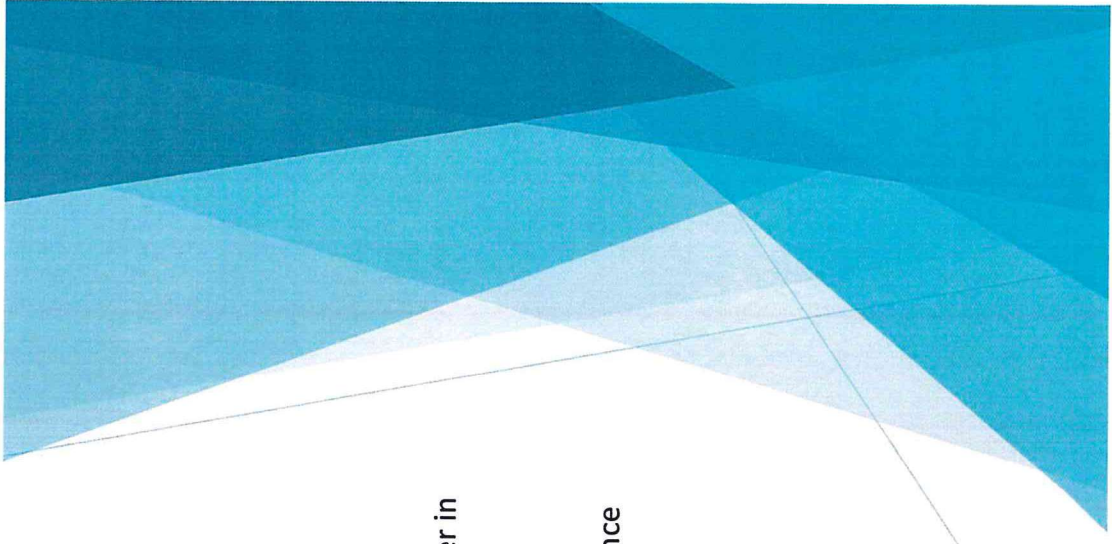


Retaining Volunteers continued

- **Discover Your Volunteers' Interests**
 - ✓ Ask volunteers to complete a survey of their interests. Use the information to assign them to activities they will enjoy as well as the residents
- **Encourage Them to Teach**
 - ✓ Because everyone loves to talk about what they know, consider setting up ways for your volunteers to share their knowledge with your residents. Organize computer classes or smart phone training for your volunteers to teach your residents.
- **Have Volunteers Work Together**
 - ✓ Foster team-building and comradery by having volunteers work together. Assign experienced volunteers to guide younger or newer volunteers making resident introductions and assisting with their assignments
- **Provide Refreshments**
 - ✓ Keep flavorful treats and beverages on hand for volunteers

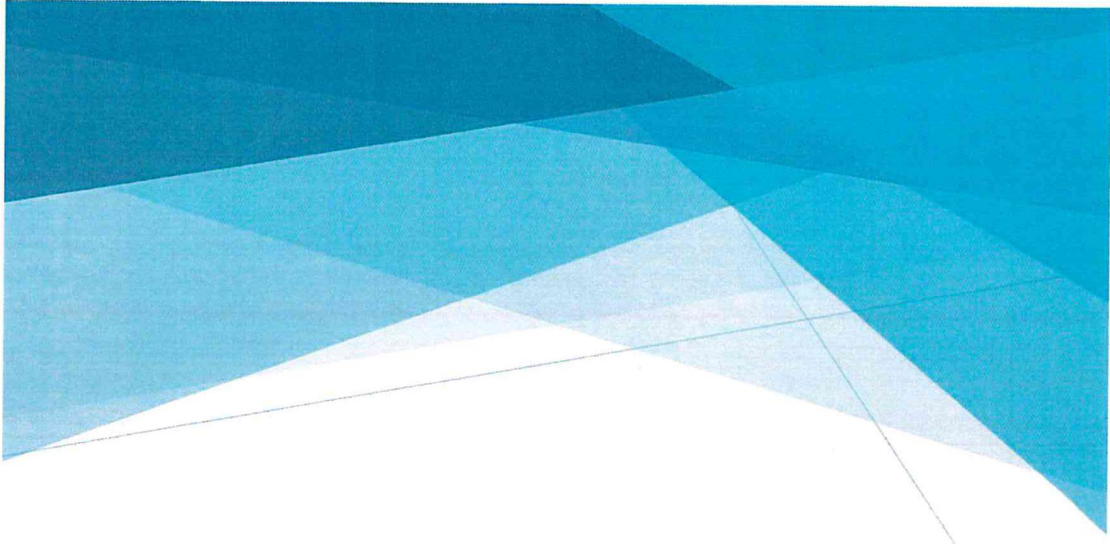
Retaining Volunteers continued

- **Make Volunteers Welcome**
 - ✓ Provide a relaxing place for volunteers to take a quick break and to feel comfortable either in your office or employee lounge.
- **Welcome Volunteer Input**
 - ✓ Ask volunteers for their opinions about possible activities, based upon their own experience of working with the residents.



Volunteer Resources

- ▶ **Activity Connection**
<https://www.activityconnection.com>
- ▶ **Creative Forecasting**
<https://creativeforecasting.com/>
- ▶ **!eversound**
<https://eversoundhq.com>
- ▶ **Not Just Bingo**
<https://www.notjustbingo.com/>
- ▶ **The Purple Primer**
<https://www.thepurpleprimer.com>







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40-Hour Basic Course For Activity Directors

Drum Up Support for Your Activity Program Marketing Strategies

Jenny Kinsey, MA, NHA

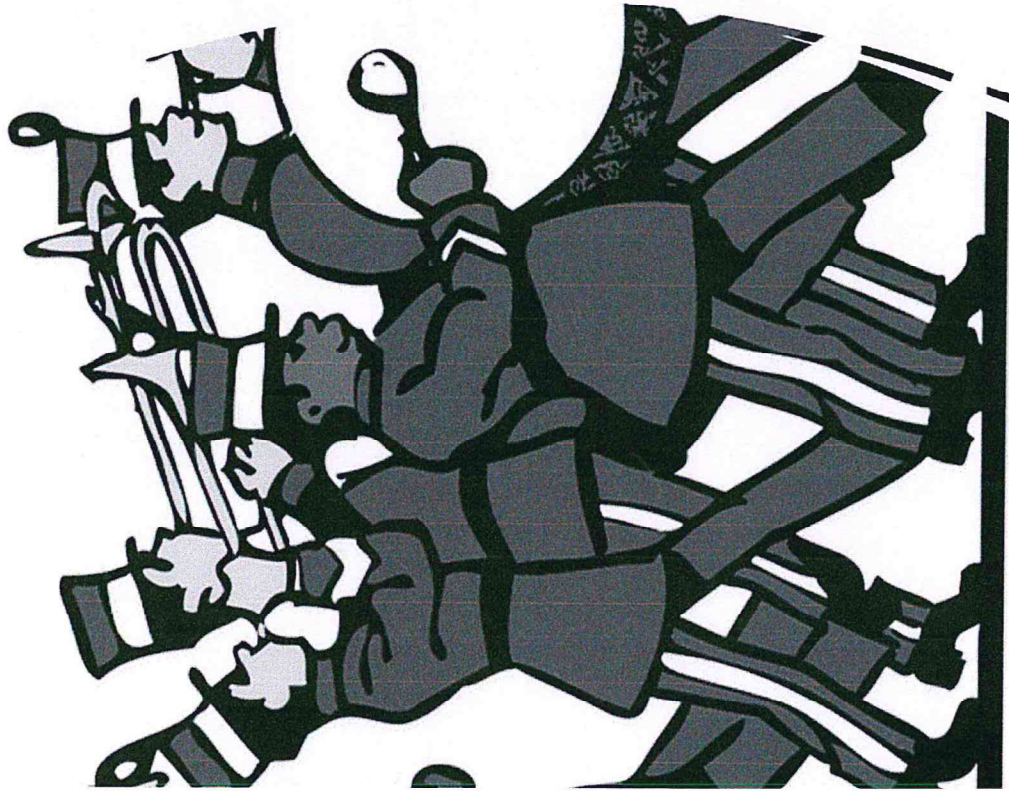


Drumming Up Support for Activities

Marketing Strategies for Today's Life Enrichment Program

Presented by: Jenny Kinsey, MA, NHA

November 2020



Course Objectives

- Review current activity program analyzing strengths and weaknesses
- What is marketing? Defining your terms...
- Identify strategies that encourage internal support of the activity program by residents, clinical and operations team members
- Utilize internal resources to grow the Center's volunteer program
- Utilize external professional, community and media resources to create awareness of activity program



Is this your
program?

Review current activity program

- What are the activity program's strengths?
 - Resident participation
 - Team participation
 - Percentage of scheduled activities taking place
 - Diversity of programming
- What are the activity program's weaknesses?
 - Lack of resident participation
 - Lack of team participation
 - Missed scheduled activities
 - Timeliness of scheduled activities
 - Lack of diversity in programming

Who is your
audience?
Think
about it...



TARGETED ADVERTISING

What is Marketing? Advertising? PR?

Marketing

The action or business of promoting and selling products or services, including market research and advertising

Advertising

The activity or profession of producing advertisements for commercial products or services

Including both print & electronic media and mass mailings

Public Relations

The professional maintenance of a favorable public image by a company or other organization or a famous person

Discovery

Once your goals & strategies are defined, here are the four steps of a successful marketing process:

- Discovery
 - ✓ Research activity trends nationwide?
 - ✓ A word about Covid-19
- Strategy
 - ✓ What strategies can you implement to publicize your activity program internally & externally?
- Implementation
 - ✓ Internal marketing
 - ✓ External resources
 - ✓ World Wide Web
- Measurement
 - ✓ How do you measure success? Document, document, document!

Discovery continued

- Research activity trends nationwide?
 - ✓ Use local peers and statewide network to learn how others market their programs
- A word about Covid-19
 - ✓ Understand this program discusses marketing during non-pandemic months. Utilize all safety measures and organizational policies to keep yourself, fellow employees and residents Covid-19 free.

Strategy

What strategies can you implement to publicize your activity program internally & externally? Think about it...

Strategy



Illustration by [Frederic Lacroix](#) / [iStockphoto.com](#)

Strategies are best implemented and most successful when team members come together.

Implementation

Implementation

- Internal marketing
 - ✓ Fliers, Newsletters, Calendars, e-Blast
- External resources
 - ✓ Newspapers & their websites often include FREE Community Calendars
 - ✓ Service Clubs & Churches Senior Groups
- World Wide Web
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ Online Community Calendars
- Check with your supervisor regarding company resources and policies pertaining to use of social media

Implementation continued

What you need to know about writing a press release, announcement or feature story...

Time, Day and Place:

Who, What When, Where, How, and Why:

Implementation continued

Press release basics continued...

Write one paragraph about your activity or event. Include interesting facts such as: 1st Annual Pumpkin Palooza or 50th Family Thanksgiving Turkey Trot & Dinner, etc. Explain what makes it unique.

Implementation continued

Types of press releases:

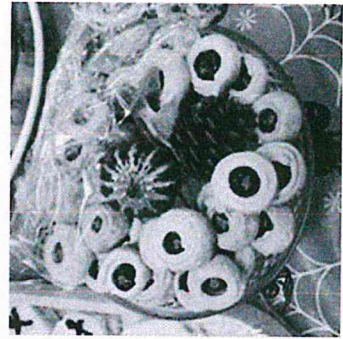
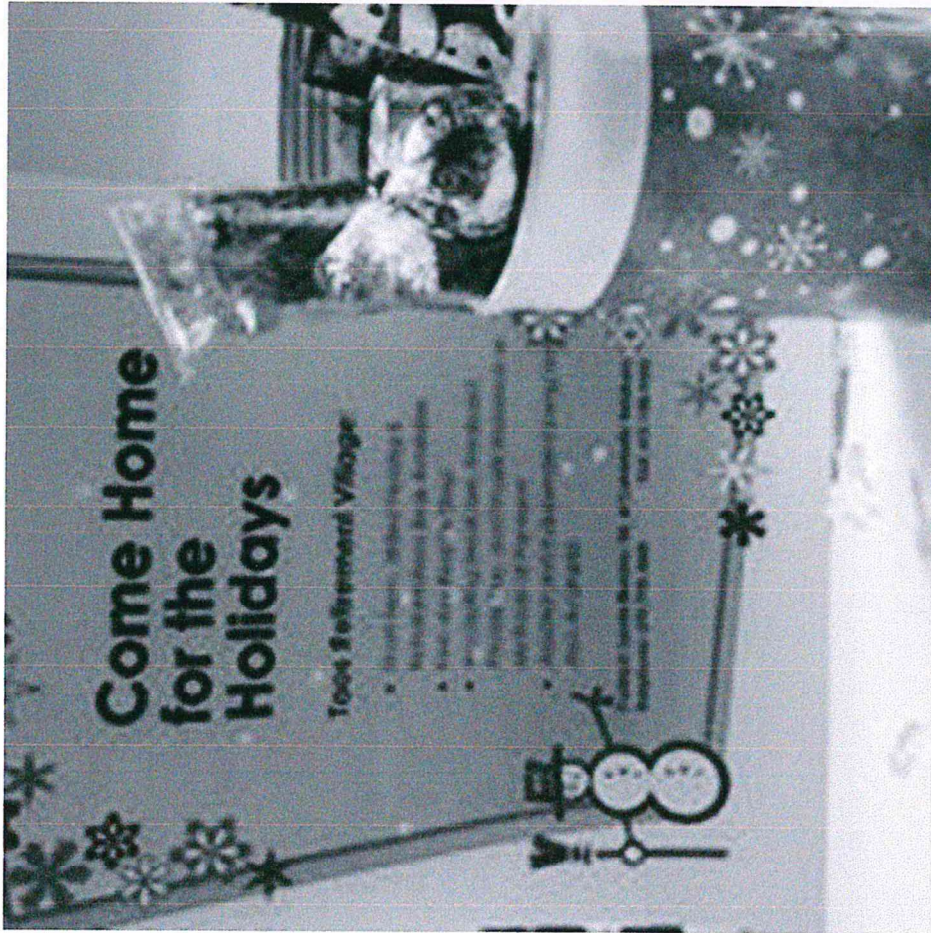
- Fliers and posters
- Announcement
 - ✓ Short, usually one paragraph
- Press release
 - ✓ Longer press release, no more than one page of copy. Three to four paragraphs
- Feature story
 - ✓ Lengthy press release with photos

Implementation continued

Here's what you should include in your press releases:

- **Headline:** Be sure to make it clear why your story is interesting and important.
 - ✓ Celebrating 105th Birthday, Local Man Named Oldest Smithtown Resident
- **Press Contact:** How can the media contact you?
 - ✓ Contact: Susan Thompson, AD, Life Enrichment Director
Whispering Hills Healthcare Center
505-555-1234, Ext. 15
sthompsonad@whisperinghills.com
- **City, State, Location:** Where are you, and where is your news happening?
 - ✓ 5678 Main ST NE, Albuquerque, NM, 87123
- ✓ **Body copy:** Order information by level of importance.
 - Local man celebrates 105th birthday; named city's oldest resident, celebration open to community, 2:00 PM to 4:30 PM, Sat., Nov. 7, 2020, Smithtown Senior Center, Free parking on-site
- **Boiler Plate:** What's your organization all about?
 - ✓ Whispering Hills Healthcare Center provides skilled nursing and rehabilitation services for qualifying patients. The Center is a Medicare & Medicaid licensed facility. Call 505-555-9898 for information or to schedule a tour.

Implementation continued



Implementation continued

EVENT PRESS RELEASE

CONTACT INFORMATION:

[Company Name]
[Contact Name]
[Phone Number]
[Email Address]



FOR IMMEDIATE RELEASE

[Headline: (Company/Individual) Presents (Name and/or Description of Event)]

[City, State] – (Company/Individual) will present (Name of Event), taking place at (Location of Event) on (Date), and featuring (performers, guests, showcases, etc.).

(Company/Individual) is proud to bring (Name of Event) to (Location of Event) for the first time. The tenth year in a row, etc.; (Name of Event) will (further description on what will take place at event).

[More details about event: include ticket prices, if applicable, and where/how to purchase tickets.]

[Quote from performer, guest, previous attendees, critics, etc.]

[Boilerplate about company/individual, event and/or any prominent performer and/or guests.]

###

Implementation continued

Community Calendars

KOAT-7 <https://www.koat.com/article/about-the-koat-community-events-calendar/5038135>

KOB-4 <https://www.spingo.com/submit/?partnerId=3005>

KANW-2 <https://www.kanw.com/community-calendar>

KRQE-13 <https://www.krqe.com/news/event-calendar-submission/>

Measurement

The true scope of a programmed activity's success is measured through completed documentation.

Measurement tools include:

1. Number of activities planned, conducted and beginning on time per the monthly calendar
2. Attendance rosters
3. The percentage of resident attendance & participation
4. Number of activities planned that were not conducted or that were replaced by a different activity

Resources

- Activity Connection
<https://www.activityconnection.com>
- Creative Forecasting
<https://creativeforecasting.com/>
- leversound
<https://eversoundhq.com>
- Not Just Bingo
<https://www.notjustbingo.com/>
- The Purple Primer
<https://www.thepurpleprimer.com>