

# Volunteer Management Best Practices for Mid- to Large-Scale Festival Events

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**62<sup>nd</sup> Annual IFEA  
Convention, Expo & Retreat**

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# Three Areas of Focus

1. Recruitment
2. Hospitality
3. Follow-Up



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# Recruitment

- Start with previous' years volunteers (early/special release)
- Work with charity partners or local organizations – offer to donate the tips from beverage tents and/or specialized t-shirt desgns
- Corporate groups: “VTO” trending up
- Thank You



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## Recruitment (cont'd)

Average age of arts festival volunteer: 33.5

Average age of an endurance event volunteer: 31.2



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# Hospitality

- The Basics:
  - Food and water
  - Lounge area at check-in
  - SWAG
  - Call-outs in signage and on t-shirts
- Clear Communication Plan:
  - Reminder of job/shift duties
  - Check-in location and process
  - Recommended attire
- On-Site “Shuffle”



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# Hospitality (cont'd)

	Low Relevancy	High Relevancy
Low Frequency	<p>↓ Open Rate</p> <p>↑ No-Shows</p>	<p>↑ Open Rate</p> <p>↑ No Shows</p>
High Frequency	<p>↓ Open Rate</p> <p>↑ No Shows</p>	<p>↑ Open Rate</p> <p>↓ No Shows</p>



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# Follow-Up

- Send at least one “Thank you!”
  - Occurrences of the words “thank you!” directly correlated with higher retention rates, year-over-year
- Acknowledge Groups + Hours
  - Social Media Channels
  - Press Releases
- Collect Feedback
  - Check-out questionnaire
  - Digital survey: SurveyMonkey (free)
- Power of Images on Social Media



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# Thank you!

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