

Course Description

Effectively managing volunteers in a public garden or arboreta is vital because their contributions significantly expand your organization's capacity. However, managing volunteers often involves unique social dynamics that may differ significantly from traditional "supervisor-employee" relationships. This shift requires a management approach rooted in relationship-building and personalized recognition to ensure volunteer tasks align with their personal values and interests. This course will explore the full lifecycle of volunteer engagement—from recruitment and onboarding to retention, recognition, and leadership development—while gaining tools to strengthen both organizational impact and volunteer experience.

Learning Objectives

After taking this course, you will be able to:

- Describe the value of volunteers in expanding organizational capacity and community impact.
- Implement a plan to help recruit, retain, and recognize the contributions of individual volunteers.
- Understand different strategies to communicate effectively and efficiently with volunteers to share information, provide feedback, and resolve conflict.