

County Extension Agents, Extension Staff, and Volunteers are encouraged to use the information in this packet to help recognize the contributions volunteers make to the Extension and specifically 4-H programs we offer. Included in this packet you will find:

1. Sample news release: This news release can be included in a news article or newsletter to highlight the contributions of 4-H Volunteers.
2. Sample County Volunteer Proclamation: This proclamation can be modified for use in your particular situation. County officials can accept and sign this proclamation to be published in the local newspaper or to be put on display on the County Extension Office or 4-H website or social media platforms.
3. Volunteer Contribution Economic Value Calculator: Use this to calculate the economic value of a volunteer's contributed hours.
4. Sample Social Media Posts: Facebook, Twitter, and Instagram sample posts with graphics for use as well.
5. Ways to Recognize Volunteers: Tips on how to make volunteers feel appreciated.
7. Additional resources: Additional information regarding recognition of volunteers can be found at a number of Web sites.

If you have further suggestions or comments regarding volunteer recognition, please contact your District Specialist.

TEXAS A&M
AGRILIFE
EXTENSION



News Release: National Volunteer Week Salutes Volunteers in _____ County

Each year, thousands of 4-H volunteers donate their time and energy to make their communities a better place to live. These volunteers will be among the millions across the country who will be spotlighted during the 46th anniversary of National Volunteer Week, April 19-25, 2020.

Currently, about 63 million Americans volunteer about 8 billion hours of their time, talent, and effort to improve and strengthen their communities. With the Value of Volunteer Time (\$25.43 per hour), these Americans are contributing approximately \$203.4 billion to our nation through nonprofit organizations of all types. In 2019, 93,621 Texas A&M AgriLife Extension Service Volunteers contributed 5,477,611 hours of service valued at \$139,295,650.

The Texas 4-H Youth Development Program relies heavily on the work of volunteers. In 2019, more than 27,000 adult and youth volunteers contributed countless hours in various capacities to the 4-H youth in their Texas communities. In [Insert County], [total number] volunteers, both youth and adult, will serve as club leaders, project leaders, committee members, and in advisory capacities for the 4-H Youth Development Program in 2020.

[Add quote from Extension Educator about impact of volunteers to 4-H program.]

Volunteers spend numerous hours working on tasks, such as helping organize an event at the county fair, helping a child with a 4-H project, or leading a project to serve the community.

[Add quote from a 4-H volunteer.]

4-H Program volunteers are just one group of volunteers who are instrumental in carrying out the mission of the Texas A&M AgriLife Extension Service. Volunteers are involved in every aspect of the Extension Service, including determining the needs of the local residents, planning and implementing programs to address these needs, securing resources, and evaluating programs. Thank you, to all 4-H volunteers for the impact you make on the youth around you.

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Adapted by: Callie Henly, Texas 4-H Communications Specialist, Texas A&M AgriLife Extension Service

Adapted from article written by: Mary Jo Williams, State 4-H Youth Development Specialist, University of Missouri

_____ County 4-H Volunteer Proclamation

WHEREAS, volunteering of one's time and resources is a fundamental part of our country's tradition and is essential to its spirit, and;

WHEREAS, it is increasingly more evident that our nation's greatest resource is its people, and;

WHEREAS, volunteers have shown that they truly care and share generously of themselves, and;

WHEREAS, volunteerism is increasingly recognized as a central partner with government, education, and industry in doing the work of our nation, and;

WHEREAS, volunteers in the _____ County 4-H program enable youth of _____ County to more fully develop and utilize their life skills, effectively use their resources, and more fully extend the knowledge of the university to the people, and;

WHEREAS, volunteerism directly reflects the democratic principles upon which this nation was founded in that everyone, regardless of circumstance, position, or other factors can volunteer, and;

WHEREAS, we are seeking even more contributions of human resources in volunteerism and better application of these valuable contributions:

THEREFORE, we wish to honor and to thank the dedicated 4-H Volunteers of _____ County who give so freely of their valuable time, energy and abilities by proclaiming this week of April 19-25, 2020, to be officially designated as National Volunteer Week in _____ County.

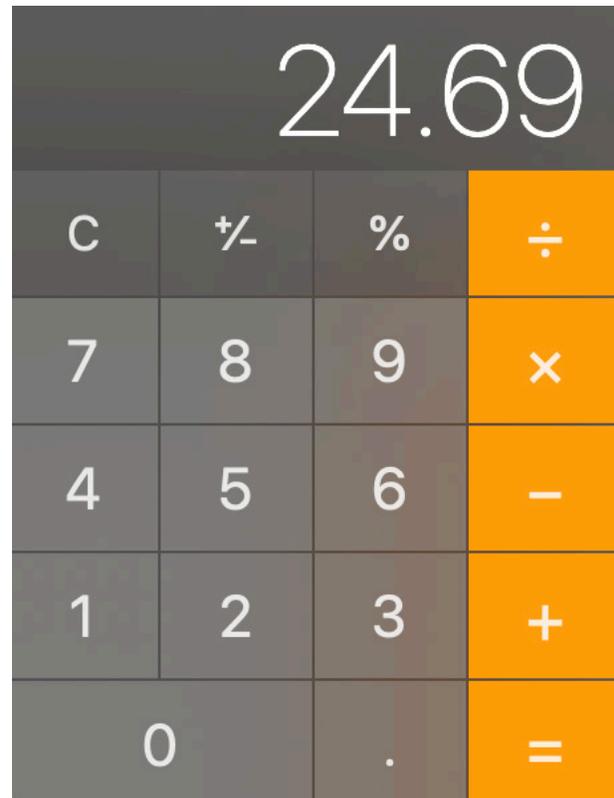
And in doing so, I call all citizens of _____ County to help renew and sustain the spirit and vitality of this great nation by committing a portion of their time to address the needs of their communities through voluntary action.

Signed this _____ day of _____, 2020 by

(Name of County Official)

(Position)

The value of ONE volunteer hour is \$24.69. Use that number and the check template below to determine the economic value of your county 4-H volunteers' contributed hours. The check template is also available for PDF download for print.



		DATE _____
PAY TO THE ORDER OF _____		\$ <input style="width: 100px;" type="text"/>
		DOLLARS
MEMO <u>Volunteer contribution economic impact</u>		<u>Texas A&M AgriLife Extension Service</u>

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Source: <https://independentsector.org/news-post/new-value-volunteer-time-2019/>

Sample Social Media Posts

Images are available for download as PNG image

Facebook:



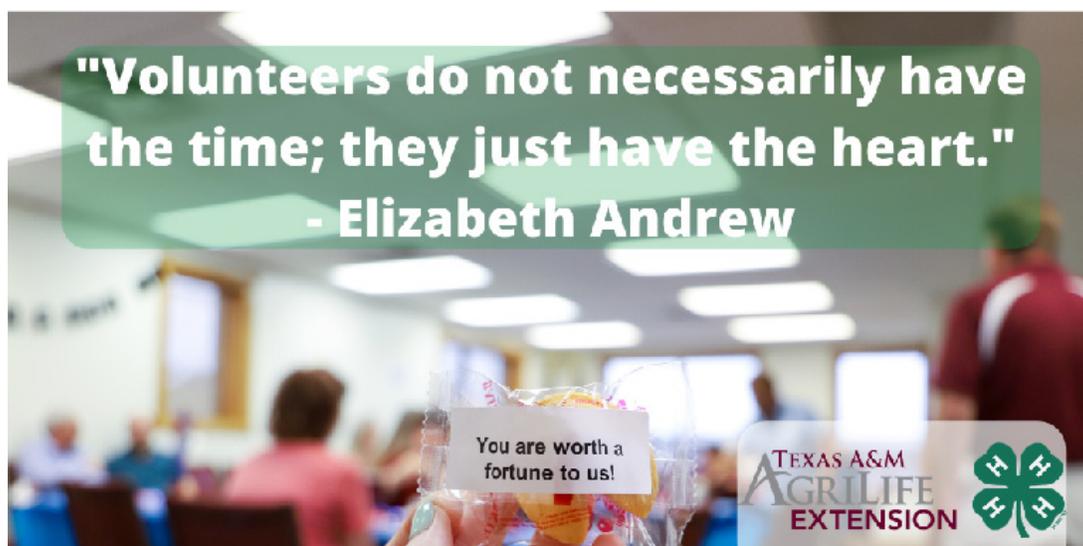
National Volunteer Week is an opportunity to celebrate the impact of volunteer service and the power of volunteers to come together to tackle tough challenges, and build stronger, more resilient communities. Thank your local @Texas 4-H volunteers this week! #tx4hvolunteer #NVW

During National Volunteer Week, @Texas 4-H celebrates the power of volunteers to make a difference and recognize extraordinary individuals who are at the center of 4-H success. Thank a #tx4hvolunteer who made a difference in your life for #NVM.

National Volunteer Week is a great time to get involved! Find opportunities to become a #tx4hvolunteer and make a difference in your community: texas4-h.tamu.edu. #NVW

Twitter:

Celebrate service during National Volunteer Week! Volunteerism brings @texas4h together to tackle society's tough challenges, spark change, and build stronger, more resilient youth! #NVW #tx4hvolunteer



It's National Volunteer Week! #tx4hvolunteers empower youth to find their purpose, to take their passion and turn it into skills. Thank your local volunteers this week. #NVW #ivolunteer

During National Volunteer Week, we celebrate the power of volunteers to make a difference and recognize extraordinary individuals who are at the center of 4-H success.

National Volunteer Week is a great time to get involved in @texas4h! Find opportunities to make a difference in your community: texas4-h.tamu.edu. #ivolunteer #NVW #tx4hvolunteer

Instagram:

National Volunteer Week is an opportunity to celebrate the impact of volunteer service and the power of volunteers to come together to tackle tough challenges, and build stronger, more resilient communities. #NVW Thank your #tx4hvolunteer today!

During National Volunteer Week, we celebrate the power of #tx4hvolunteers who make a difference, and recognize extraordinary individuals who are at the center of 4-H success. Thank your @texas4h volunteers for #NVW.



Use the hashtags #NVW #ivolunteer and #tx4hvolunteer

Tag Texas 4-H in your posts:

On Facebook: Texas 4-H

On Twitter: @texas4h

On Instagram: @texas4h

Tag the National Volunteer Week coordinators, Points of Light:

On Facebook: Points of Light

On Twitter: @PointsofLight

On Instagram: @PointsofLight

Ways to Recognize Volunteers

When dealing with people, two things are certain; first, people need **positive reinforcement** to work at their full potential; second, there are as many kinds of **reinforcement** as there are people. Rarely, if ever, will two individuals require the same reward or rewards of the same magnitude. Some need more than others; some need different kinds. Though some situations seem to be tricky, they can be handled in a sensitive and competent manner.

We tend to get wrapped up in one or two types of recognition. When no complaints are raised, we conclude that these types of recognition are sufficient for all participants. Yet in our society, it's considered improper to ask to be recognized or rewarded for volunteer services, so, when questioned about recognition preferences, volunteers often even deny the need for any recognition at all. Everyone needs some recognition in his/her work. Individuals differ in the kinds of recognition they need.

Here are three keys to volunteer recognition: sincerity, creativity, and specificity.

BE SINCERE!

A plaque given to someone whose face the presenter "can't quite place at the moment" is not going to mean much to that person. A volunteer's sense of involvement with an organization owes much to personal familiarity with the rest of the staff. On the other hand, isolation and discontent breed in a situation where a worker knows only immediate colleagues.

Sincerity is being genuine by adhering to what is true. Sincerity demands that a supervisor tell a volunteer when he/she has done a job well, and should not recognize poor performances. Don't reinforce inadequate work!

BE CREATIVE!

Consider what the individual or group would enjoy, rather than what has been done in the past. Use your imagination. Better yet, solicit ideas from a special recognition advisory group.

BE SPECIFIC!

Generic recognition for vague success doesn't mean much. Personalize the recognition with specific details of what the person has accomplished. To really be specific, ask the individual to describe how he or she accomplished the feat. Attach the recognition to the unique skills, knowledge, abilities, and effort of the individual or group being recognized.

Reprinted from RedTAXI Trainer's Guide, Good Ways to Recognize Volunteers, with permission of National 4-H Council.



Volunteerism for the Next Generation



Additional Resources

For more information about National Volunteer Week, ideas for how to recognize your volunteers, here's a few more resources. Points of Light is the lead organization of National Volunteer Week:

<https://www.pointsoflight.org/blog/tips-planning-national-volunteer-week-event/>

<https://www.pointsoflight.org/nvw/toolkit/>

139 Ways to say "Thank You" to Your Volunteers:

<https://extension.purdue.edu/4h/Documents/Volunteer%20Resources/139WaysToSayThankYou.pdf>