FARMERS MARKET SUPPORT PROGRAM

MARCH 19, 23, 30TH
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CFA ANNUAL WORKSHOP: VOLUNTEERS

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ISOTURE MODEL FOR VOLUNTEER SELECTION

- **I- Identification** (finding potential candidates)
- **S- Selection** (picking the best candidate for your market)
- **O- Orientation** (introducing the new volunteer to your market)
- **T- Training** (training the volunteer)
- **U- Utilization** (where do you need the most help?)
- **R- Recognition** (make volunteers feel appreciated)
- **E- Evaluation** (regularly check in and give constructive feedback)
To identify the right person for the job, find out first what your market needs.
“Give the position a title, focusing on what the accomplishment will be rather than on the pay scale. In other words, the position would be the EBT Coordinator, if operating the EBT terminal in the market, not the EBT Volunteer. A title injects respect to the position. Also be clear about how this position impacts the overall program or operation of the market. This also gives the volunteer a sense of being an important part of the whole.” - Farmers Market Federation of New York. Friends of the Market
IDENTIFICATION

The next step is figure out what is involved with that job

- Title of the volunteer position
- Purpose of the position
- Benefits to the volunteer serving in this role
- Responsibilities of the volunteer
- Qualifications and skills needed (including potential volunteer training needs)
- Amount of time required
- Resources and support available

(Memphis Farmers Market: http://memphisfarmersmarket.org/)
SELECTION

Where could you recruit volunteers for this need?

- College/University
- High School
- Community Service
- Day Care Center (for kids activities)
- Senior Center
- Service Clubs (Rotary, Civitan)
- Boy/Girl Scouts
- Local Chefs
- Master Gardeners (Ext. Office)
SELECTION/SCREENING

Once you have candidates, how will you select from the pool?
Sketch out a general volunteer orientation guide. It may include:

- market operations (hours, general rules, etc.)
- the leadership of the market & who their supervisor will be
- the mission or goal of the market and how their job will further the mission.
- a job description & how it affects market operations

**Volunteer Shifts**

- **8:00am-11:00am**
  - Set up tables, tent, booth
  - VB: free drink
- **10:30am-1:30pm**
  - Take down tables, tent, booth
  - VB: free drink
- **All Day – 8-1:30pm**
  - VB: free meal

- All shifts:
  - Answer ???
  - Track tokens on reporting sheets
  - Process cards
  - Hand over receipts

VB=Volunteer Benefit
TRAINING

How will you train your volunteer? (one-on-one or small group discussions, provide written materials, or having a new volunteer “shadow” an experienced person?)
UTILIZATION

What is needed for the day to day management of this position.
RECOGNITION

Recognition should:

- Be timely (immediate, periodic and accumulative)
- Be meaningful
- Be both public and private
- Be consistent and sincere
- Recognize the work and praise the person
- Have a clear purpose and criteria that are reachable by all participants

RECOGNITION

How will you let your volunteers know they are appreciated?

Recognition should take into consideration the three motivation styles:

Achievement – Goal attainment and measurable results motivate achievers.

Affiliation – Individuals motivated by affiliation measure success based on relationships. They like thank-you notes, team projects, special event T-shirts, etc.

Power – These individuals are motivated by the opportunity to make a difference in others’ lives.

EVALUATION

How will you give the volunteer the feedback they need to grow and feel appreciated in their work?
EVALUATION

5 Steps of Effective Evaluation of Job Performance:

1. Know what you are trying to evaluate.
   a. Process evaluation: evaluate the volunteer’s experience
   b. Outcome evaluation: measuring the changes that have taken place as a result of the volunteer’s work
   c. Economic impact: measuring the monetary value of the volunteer’s work. This can be especially important if you are using a volunteer’s time as a match for grant funds.

2. Plan the evaluation method.
3. Meet with the volunteers to discuss their progress.
4. Prepare an evaluation report that documents their progress and results.
5. Share the evaluation report.