

# **Volunteer Driver TurnKey Kit**

**Planning Implementation Evaluation**



## GENERAL START UP ADVICE

### General Planning

- Get advice from people who have done it before (don't reinvent the wheel).
- Establish volunteer driver policies and guidelines.
- Establish written policies and procedures to govern priorities and sequence tasks.
- Complete a risk analysis.
- Purchase appropriate levels of insurance.
- Establish targets for the numbers of drivers and riders that will be required to make the program viable and develop a "break even" analysis.

### Driver Recruitment

- Develop a strategy for volunteer driver recruitment.
- Develop criteria for screening.
- Collaborate with community organizations for assistance in recruiting drivers.
- Present programs to community groups.
- Identify the types of messages that will appeal to volunteer drivers.
- Explore possibilities for PSAs (public service announcements) in media.
- Post announcements in strategic locations such as senior centers.
- Select volunteers who like to drive and want to help others.
- Offer time commitments that will appeal to potential drivers.
- Ask current volunteers to refer potential new volunteers.

### Driver Training

- Establish plans for driver training.
- Ensure that training involves information about driving, about assisting riders, and about the volunteer driver program.
- Create internal training capacity or link with external training programs.
- Require each driver to complete required training so that drivers will feel capable of driving and providing volunteer services.
- Ensure that each driver receives a volunteer driver handbook.
- Provide drivers with job descriptions.



## Driver Retention

- Organize orientation that will allow drivers to see the “big picture” and understand the importance of their effort.
- Provide adequate training.
- Provide drivers with incentives for using their automobiles.
- Explore the possibility for reimbursing drivers for mileage.
- Respect volunteer driver needs in scheduling.
- Let volunteers know that saying no to a request is OK.
- Keep the workplace cheerful and laugh as much as possible.
- Organize an annual volunteer driver recognition program.

## Communication

- Establish a system of regular and on-going communication with volunteers.
- Attempt to involve as many drivers as possible who can use internet.
- Request feedback from riders about experience with volunteer drivers.
- Use multiple channels of communication with volunteers including land lines, cell phones, and e-mail.
- Maintain an “open door” policy for volunteers to talk with staff.
- Provide a location for volunteer drivers to meet with each other and staff.
- Hold regular volunteer driver meetings.
- Expect that phone contacts with clients will require more time than anticipated.

## Motivation and Momentum

- Be prepared to meet requests for rides.
- Create and use a service slogan that promotes purpose, energy, and commitment of drivers.
- Use “things to do today” lists and suspense files to stay organized.
- Keep focused on the accomplishments of the program.
- Use positive feedback from riders for reasons to celebrate.
- Maintain on-going driver recruitment activities.
- Continue to communicate information sharing about the program and its contribution to the community.