



Engaging & Retaining Volunteers: Building Your Own Reward and Recognition Program

Date: June 16th, 2025

Duration: 10:30 AM – 3:00 PM

Location: [Cancer Society's Domain Lodge - Ted & Mollie Carr Memorial Hall at Domain Lodge, 1 Boyle Crescent, Auckland](#)

Event Summary: Grounded in Rosterfy's global best practices and supported by Volunteering New Zealand's expertise as the national peak body for volunteering, this workshop empowers volunteer organisations to create and implement a tailored, community-driven volunteer engagement strategy. Focused on rewarding and recognising volunteers, the goal is to enhance their experience and foster long-term involvement.

Whether you're refining an existing program or starting from scratch, you'll leave with actionable insights on how to boost volunteer retention, meaningfully acknowledge contributions, and align your recognition efforts with both your organisation's mission and the evolving needs of Aotearoa's communities.

10:30 – 10:45 AM

Mihi whakatau / Welcome & Introductions

- Karakia and acknowledgement of mana whenua
- Introductions

10:45 – 11:30 AM | Session 1: Understanding the Current Motivations of Volunteers and Set Your Goals for Recognition

The Power of Recognition: Why reward and recognition matter in volunteer programs

- **Psychological impact:** How recognition boosts motivation, satisfaction, and retention
- **Statistics and trends:** How volunteers respond to different types of recognition

Types of Recognition:

- **Reward:** Offering prizes or perks for hours completed or milestones achieved
- **Advancement:** Items required to perform specific roles
- **Redemption:** Allowing volunteers to redeem rewards with accumulated points

Understanding What Motivates Your Volunteers:

- **Activity:** Building persona profiles
- Use personas to strategically design reward and recognition programs

11:30 – 12:15 PM | Session 2: Gamification and Automating - How it can increase Engagement and Save You Time

Engagement:

- **Gamify your volunteer program**
 - **Point system:** Earn points for hours volunteered, tasks completed, or specific achievements
 - **Levels & leaderboards:** Create levels or tiers of rewards based on volunteer engagement
 - **Badges & achievements:** Offer badges for certain milestones, tasks, or volunteer "missions"
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12:15 – 1:00 PM | Lunch Break & Informal Networking

1:00 – 2:00 PM | Session 3: Build an Implementation and Evaluation Plan For Your Program

Activity:

- Set a goal and objective for your organisation
- Develop a plan for your implementation

Evaluation:

- **Setting up a feedback loop**
- **Stakeholder involvement:** Ensure input from volunteers and staff in refining the program

2:00 – 2:45 PM | Session 4: Tips & Tricks for Writing An Successful Award Nomination

- Examples
- Developing a structure and gathering evidence

2:45 – 3:00 PM | Session 5: Wrap-Up

Final whakataukī / karakia to close

Q&A Session: Open floor for any remaining questions

Poll: "What's the next step you'll take after today's workshop?"

If you have any questions feel free to reach out at:

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