

# Volunteer Incentive Program

**(VIP)**



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# *Program Benefits*

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Successful Volunteer Incentive Programs:

- Increase volunteer hours
- Improve patient care
- Improve volunteer knowledge and performance
- Improve patient satisfaction

# *Program Pitfalls*

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- Complex programs that are difficult for participants to understand
- Programs that require significant resources to manage
- Program awards that are not appropriate for program participants
- High program expenses

# VIP Cards

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Volunteers are rewarded for performing specific activities. They earn an achievement card for each instance.



There are 20 rub off spaces on the front of each card. Beneath 5 of the spaces is the word "WIN". Volunteers rub off any 5 spaces. The number of WINS uncovered determines the number of credits earned.

# VIP Cards

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You award Volunteers for their efforts during a fixed time period (i.e. 1 week, 2 weeks, 1 month). Cards are awarded, and Volunteers rub off any five spaces. Credits earned on a VIP Card are:

<u>WINs Uncovered</u>	<u>Credits Earned</u>
0	200
1	400
2	1,000
3	2,000
4	10,000
5	100,000

Your cost for each card is \$5.00, regardless of the amount of credits that are earned. VIP Cards are invoiced at \$5.00 each when they are ordered, so you have a fixed budget.

# *VIP Cards ... Rewards*

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Award credits are redeemed for Top-Quality, Brand Name merchandise featured online at:

**[www.volunteerrec.com](http://www.volunteerrec.com)**

Credits earned on VIP cards can be redeemed immediately, or accumulated for larger awards!



## *VIP Cards (Examples)*

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You reward a Volunteer (John) for recruiting a new volunteer, and give him a VIP card. John scratches off five spaces on the card, and uncovers 2 wins. He has earned 1,000 points. John continues to earn VIP cards, and accumulates them. At the end of the program, he has earned 6,000 credits, which he redeems for a Cargo Duffle bag.

You reward another Volunteer (Mary) for attending a training class, and with a VIP card. Mary scratches off five spaces on the card, and uncovers 4 wins. She has earned 10,000 points. Mary sees that a Portable AM/FM/CD Stereo is available for 9,252 points. Her grandson's birthday is next month, and this would be a perfect gift for him. She immediately redeems her single VIP card for the stereo.

# *VIP Cards*

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- The primary motivational power of VIP Cards:
  - Jackpots on Every Card!  
*(Every Card has 5 WINS and the Jackpot!)*
  - Every Card is a Winner!  
*(No Losers!)*
- VIP Cards are not seeded - each card has the opportunity for the grand prize award!

# *Potential Reward Activities*

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Volunteers can be rewarded for:

- Recruiting a new volunteer
- An increase in number of volunteer hours
- Participating in fundraising efforts
- Chairing a committee
- Completing a special project
- Attending a board meeting
- Attending a training session or class
- Submitting an improvement suggestion and/or being creative
- Receiving recognition from staff members or other volunteers

## *Potential Reward Activities (cont'd)*

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- Receiving patient recognition
- Arriving on time
- Volunteering for last-minute shifts
- Mentoring a new volunteer
- Acting as an advocate for the organization
- Completing a task at home
- Acting as a consultant
- Promoting healthy behaviors with patients
- Promoting healthy behaviors outside the organization (within the local community)

# *Budget*

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- Fixed Costs
- VIP Card purchase
  - \$5.00 per card
  - \$1.00 per Catalog
  - 25 card minimum order quantity for cards with standard printing
  - Custom printed cards available at additional cost with 1,000 card minimum
- No award redemption costs

# *How to Get Started*

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- Identify your volunteer base
- Establish your objectives - choose areas for volunteer reward
- Order VIP Cards
- Announce program to volunteers and other staff members

# *Operating Your Program*

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- Track volunteer performance
- Distribute VIP Cards as appropriate
- Monitor program results
- Celebrate your success!

# *VIP Cards Summary*

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- High perceived value
- Highly motivational
- Unlimited uses
- Grand Prize awards at a fixed cost
- Fits any budget
- Little administration cost
- Fun, exciting and different!