Breakout Session 3.1: Developing a Viable Volunteer Program

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NC State University Waste Reduction & Recycling
WE Recycle - Football Tailgate Recycling Program
Maintaining & Moving Forward

- Maintaining - Strong foundation and history, currently easy to find max. # of volunteers for most games
- Moving forward - challenged with adding additional volunteers for composting stations inside the stadium
Volunteer Sign Up

- Encourage group sign-up
- Google Form
  - How did they hear about WE Recycle?
  - Do they require any special accommodations?
  - Volunteering with friend/family?
Volunteer Recruitment Sources

- **Word of Mouth**: 40%
- **Groups/Clubs**: 22%
- **Campus e-newsletters**: 12%
- **Social Media**: 10%
- **Welcome Event Tabling**: 6%
- **Website**: 6%
- **Other**: 4%
- **Volunteer Recruitment Sources**
# Future Volunteer Recruitment

**Facebook Move Out Ad 4/28-5/1**

Maximum Daily Budget = $5

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Volunteer Responsibilities

- All responsibilities clearly stated on our website recycling.ncsu.edu/get-involved/we-recycle & in email communications:
  - Distribute recycling bags
  - Educate fans
  - Distribute promo items
Volunteer Incentives

- Ticket to game (students are encouraged to use the lottery)
- Parking pass
- T-shirt
- Drawing to win tickets for the last home game
- Community service hours
- Exercise
Communication

- Part-time student intern responsibilities:
  - E-mail approximately 20 volunteers 2 weeks prior to game day (for games without group sign-up)
  - Provide deadline to respond regarding availability, tickets, parking pass (first-come, first-serve)
  - Game week - details are sent out – responsibilities, map, important info, etc.
Game Day

- No shows happen
- Meet up location
- Intern provides training
- Supplies provided in backpack:
  - clear recycling bags
  - 1 roll of black trash bags
  - promotional items
  - map with contact information
  - info tag with quick facts
- Volunteers are paired up and sent to designated zones
Game Day

- Meet up 30 minutes before kick-off
- Collect back packs
- Group photo
- Tickets!
Post Game

- Group photo is posted to social media thanking volunteers (include link to this pic in thank you email)
- Thank you & survey emailed from intern