

As a farmers market it always seems there is interest from college students looking for an internship or to volunteer. Many markets also have volunteer programs, whether official or unofficial, filling many types of roles. But do you have a job description you use to recruit volunteers? Do you have a formal volunteer program to manage the interest and ensure that their time is being used to help further the market and not just for manual labor?

Use this worksheet to go through the ISOTURE process as outlined in the webinar to create a more formal volunteer program. If you already have a volunteer program, formal or informal, use it as you work through this process to see if it needs any changes or enhancements to better meet the needs of your volunteers and the market. The Identification & Selection sections should use your market manager job description template to draft and then include below.

Use this worksheet to help you work through the process, then create a more formal document to define your market’s volunteer program. Hand in both the worksheet and your finished document.

Identification *(Identify the job, or program, that you are looking to recruit a volunteer to manage? What are the tasks, skills desired, temperament, time commitment necessary in order for this to be successful? Use these prompts to create a mini job description.)*

Selection *(Communicate market’s goals, how the job fits within the goals, specifics of the tasks, time commitment, expectations – does this fit with the volunteer’s skills, experiences and/or motivations?)*

Orientation *(This is often the first point of contact for the volunteer with the formal market organization. How will you orient them to the market’s mission, vision, staff, and try to gauge whether they will be a good fit for this volunteer position?)*

Training *(What training will you provide for each volunteer to help ensure that they will be successful in their role. Be as specific as possible.)*

Utilization *(What will be your management & communication style? How/when will you check in on them to see how they are doing and how they are meeting the goals of their role/job? How will you provide on-going support and guidance? Be as specific as possible.)*

Recognition *(How will you recognize them both during and once their time has been completed? Remember that not everyone likes public recognition. Does your market have the ability to purchase small thank you’s, such as gift cards to a local coffee shop, or to shop at the market, maybe some market swag, etc… Remember you want them to feel like a valued member of your team and that their work is important. Be as specific as possible.*)

Evaluation *(How will you assess if they met the goals of their position? Is it based on a number of hours, number of programs, impact at the market, etc… Remember that this should be an open circuit so how will you allow them to also give you feedback on their experience? Be as specific as possible.)*

