

# The Ultimate Ideas Workshop!

## 1002 Ideas on Recruiting, Retaining & Recognising Volunteers!

It's never been more vital to attract and retain volunteers as competition 'hots up' to capture a seemingly dwindling pool of volunteers

Volunteers today are demanding more and committing less for the longer term.  
Many programs have gone from thriving to barely surviving!

It's now time to reverse these trends! Join Dr Judy Esmond at The Ultimate Ideas Workshop!

**Best Seller**  
at  
**mtd4u.com**

**New Book!**  
**Available**  
**Aug 05**



In just 1 day over 3 sessions you will discover 100s of new ideas from Dr Esmond and her bestselling book **COUNT ME IN! 501 Ideas on Recruiting Volunteers** and her new book to be launched during these workshops **COUNT ON ME! 501 Ideas on Retaining, Recognising & Rewarding Volunteers**



### In Session 1 on *Recruiting* Volunteers you will discover:

- How to develop a powerful recruitment plan to increase your volunteer base by 20% or more
- Why target marketing is the sure-fire recruitment tool of the future
- How to use publicity to really attract volunteers
- Why most organisations fail to use 'word of mouth' recruiting effectively
- What are the most successful recruitment strategies in Australia

### In Session 2 on *Retaining* Volunteers you will learn:

- How to retain more volunteers and for longer than ever before
- The top 10 reasons why volunteers leave and what to do about them
- How to revolutionise your retention techniques
- Why dealing with and sometimes dismissing difficult volunteers increases retention
- How to turn your volunteers into raving fans forever

### In Session 3 on *Recognising* Volunteers you will explore:

- How to create a truly successful recognition and reward system
- Why many recognition ideas do more harm than good
- How you can personalise recognition for 6, 60 or 600 volunteers
- 50 of the top ways volunteers like to be recognised and rewarded
- How to customise your recognition so it becomes your ultimate recruitment and retention tool

## About Dr Judy Esmond

Dr Judy Esmond is one of Australia's leading experts on gaining, retaining and recognising volunteers. She is one of the most in-demand speakers on volunteering in this country and has presented to 1000s of attendees. Judy has also toured England, the United States and Canada presenting her many innovative ideas. Judy is the author of *Count Me In! 501 Ideas on Recruiting Volunteers*, *101 Ways to Less Stress* and her latest release *Count on Me! 501 Ideas on Retaining, Recognising and Rewarding Volunteers*. She is also an adjunct research fellow at the Centre for International Health at Curtin University and is the author of several major research reports. These include *BOOMNET: Capturing the Baby Boomer Volunteer* (2001), *From Boomnet to Boomnot* (2002), *Booming Recruiting* (2004) and *The Volunteer Motivation Inventory* (2004). **For a FREE copy of any of these research reports, just email [judy@mtd4u.com](mailto:judy@mtd4u.com).**



### Rave Reviews (read more at [www.mtd4u.com](http://www.mtd4u.com))

Judy, you far exceeded all expectations. To take an audience, hold their attention, and then turn them into an eager, participating group, proves your energetic and outstanding worth as a professional speaker

*Debra Pieniacki  
Safety House Australia*

Judy opened my eyes to recruiting volunteers, and to retaining volunteers. I came back to the office, both with hope, and oodles of motivation to look at these volunteers with 'fresh eyes'. Judy's energy is contagious

*Joanna Dale  
Volunteer Coordinator  
Equestrian Federation of Australia*

**If you have never attended a workshop with Judy, then get ready to think outside the box!**

**If you have seen Judy in action before, then get ready for all new, NEVER before presented ideas!**

## 6 Reasons to Book Now for The Ultimate Ideas Workshop!

1. **Workshop Content.** This will be a fast paced, ideas packed workshop, guaranteed to give you more ideas than you thought possible on recruiting, retaining and recognising volunteers
2. **Practical Benefits.** You will leave with practical ideas and solutions you can begin implementing immediately
3. **Outside of the Box Thinking.** You will hear new creative and innovative ideas that will challenge you think differently
4. **Places Fill Fast.** We don't want to disappoint you, but places are limited and workshops by Judy always sell out fast!
5. **Great Price and Early Bird Discount.** This is a fantastic price for a one day workshop and your registration fee includes all **materials, morning tea and lunch**. Book by July 7th and **save \$22** and receive **a free copy of 101 Ways to Less Stress E-Book (Value \$8)**
6. **Special Bonus.** All attendees will receive a **free CD - The 6Rs of Recruiting Volunteers (Value \$15)**



Location	2005 Workshop Dates	Venue
Brisbane	Mon August 29 <sup>th</sup>	Mercy Place, Bardon
Melbourne	Tues August 30 <sup>th</sup> or Fri September 2 <sup>nd</sup>	Ross House, Flinders Lane
Hobart	Wed August 31 <sup>st</sup>	Laetare Gardens, Moonah
Sydney	Mon September 5 <sup>th</sup>	Aust Red Cross, Sydney City
Adelaide	Wed September 7 <sup>th</sup>	Royal Coach Motor Inn, Kent Town
Perth	Wed September 21 <sup>st</sup>	Metro Inn, South Perth

### 4 Easy Ways to Book Today!

**By Fax:** Print off this page, complete the form below and fax to (08) 9361 2836

**By Phone:** Ring Judy directly at (08) 9361 9339 or 0407 191 565

**By Email:** Email Judy with your attendance details – name, organisation, address and attendee numbers to [judy@mtd4u.com](mailto:judy@mtd4u.com) or [mtdjudy@inet.net.au](mailto:mtdjudy@inet.net.au)

**By Mail:** Print off this page, complete the form below and post to MTD- Making The Difference  
PO Box 402, Victoria Park WA 6979

### Yes! We're coming to The Ultimate Ideas Workshop (please tick)

Brisbane  Melbourne Aug 30<sup>th</sup>  Melbourne Sept 2<sup>nd</sup>  Hobart

Sydney  Adelaide  Perth **WORKSHOP TIMES: 9.15am to 4.00pm**

I would like to register \_\_\_\_\_ attendees for the one day workshop \*

*\*If booking in 3 or more attendees, email Judy for information on group discounts*

*\*Please note: any cancellations will incur an administration fee of \$33*

**DON'T SEND ANY MONEY! WE'LL SEND YOU A CONFIRMATION LETTER WITH ALL THE DETAILS AND A TAX INVOICE FOR PAYMENT**

Contact Person \_\_\_\_\_ Position \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_ Suburb \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

**After July 7<sup>th</sup> Your Investment is \$140 plus \$14GST = \$154 p/p**



**Book by July 7<sup>th</sup>  
Early Bird Special  
\$120 + \$12GST  
= \$132 p/p  
plus FREE BONUS  
101 Ways to Less  
Stress E-Book  
(Value \$8)**

**Remember - All Attendees will receive a Free CD**

**of The 6Rs of Recruiting Volunteers (Value \$15)**