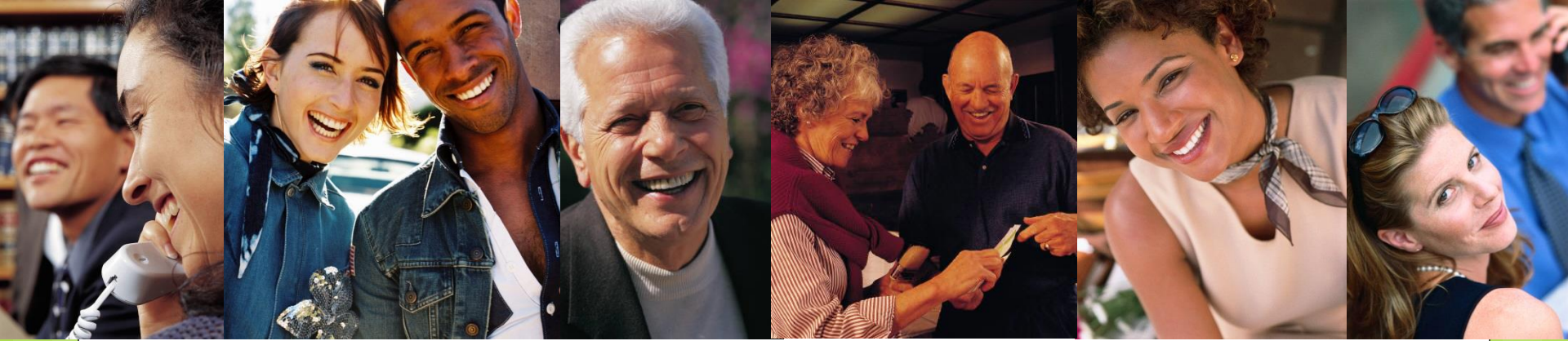


Building Your Volunteer Dream Team

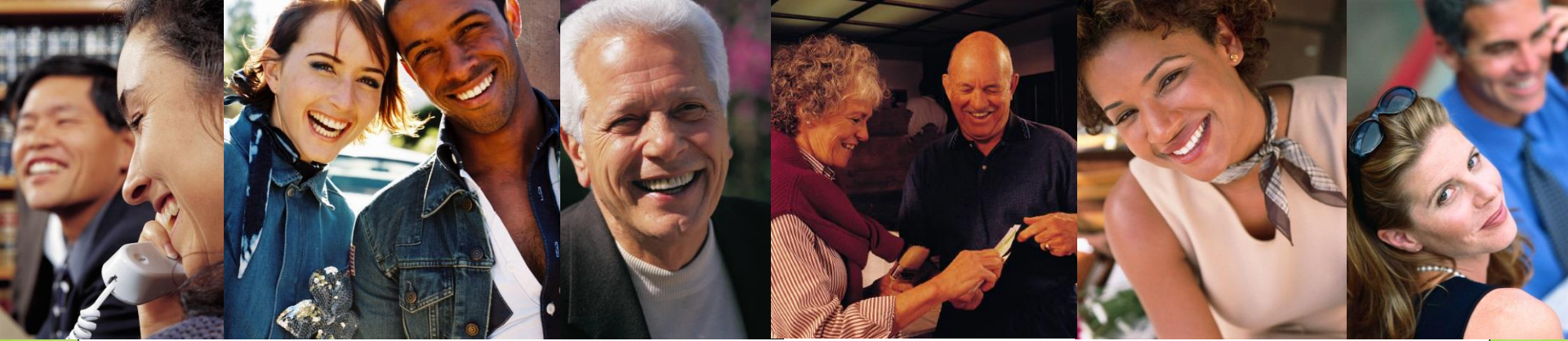
Presented by:

Angie Carmignani, Executive Director of the Taylor Family Foundation, Christine Dillman, Director of Sexual Assault & Counseling Services at Tri-Valley Haven, & Jo Loss, Executive Director of the Volunteer Center of the East Bay



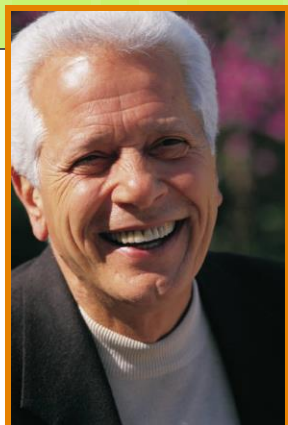
What are the benefits?

1. Loyal volunteers can help provide additional programs or services.
2. Engaged volunteers bring diverse points-of-view to your organization.
3. Greater cost-effectiveness allow more dollars to be mission-related.



What are the benefits?

4. Valued volunteers improve the reputation of your organization.
5. You can demonstrate to funders that your organization receives public support in the form of volunteer hours.
6. Dedicated volunteers become passionate ambassadors of the organization.



Trends Affecting Volunteerism

Recognizing the current
volunteer climate allows
you to better identify
strategies for motivating
and engaging volunteers



Trend # 1

Build a Volunteer Culture

- ◆ Find ways to measure, communicate and acknowledge the dollar value that volunteers provide to your organization. This data is also critical to the decision-making process of investing more time and money into developing volunteer talent.
- ◆ Create a new volunteer packet and/or networking event to encourage a welcoming and inclusive volunteer culture.

Trend # 1

- ◆ Adopt a volunteer philosophy statement on the value volunteers bring to the organization and the role they play. Ensure that staff members throughout the organization are familiar with it.
- ◆ Develop an organizational climate that places decision-making and awareness of changing volunteer conditions at the center of executive decisions.

Trend # 1



- ◆ Review volunteer policies and procedures. Create or determine your organizational safeguards without overwhelming volunteers.
- ◆ Use customer service and conflict resolution practices in your volunteer management principles such as timely call-backs, correct answers and active listening.
- ◆ Encourage board members to designate their annual gift “in tribute” to a dedicated volunteer (s).

Trend #2

Commit to Your Volunteers

- ◆ Give your volunteers the time they need to successfully complete the task you are asking them to do.
- ◆ Record and store your volunteer's information.
- ◆ Have your volunteers sign in & out. Log all volunteer hours.
- ◆ Conduct background checks.
- ◆ Insure your volunteers.
- ◆ Supervise your volunteers adequately.

Trend #3

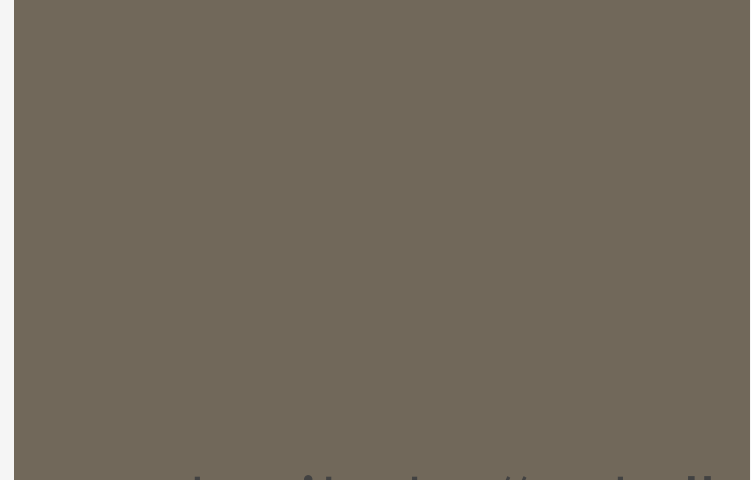
Be Responsive to Volunteer Needs

- ◆ It's easier to retain existing volunteers, rather than recruit new ones. A study commissioned by the UPS Foundation found that two-fifths of volunteers stopped volunteering for an organization at some time because of one or more poor volunteer management practices (poor follow-through with volunteers, forgetting to thank them, poor communication, lack of support or training, unclear roles, and out-of-pocket costs).

Trend #3

- ◆ Ask volunteers on the application what they are looking for in a volunteer opportunity, how you can make them feel rewarded, valued or appreciated, and how they'd like you to communicate with them.
- ◆ If you are addressing issues or changes that impact volunteers, give them a voice or a seat at the table.
- ◆ Include volunteer communication elements into your emergency or crisis plans.
- ◆ Offer transportation or arrange carpools for volunteers.

Trend #3



- ◆ Give volunteers the opportunity to “rate” or evaluate every assignment. Follow-up immediately with any concerns or problems.
- ◆ Have a suggestion box for volunteers (email or on site). Gather volunteer input on additional training or development needs.
- ◆ Offer volunteer opportunities that draw on the experience or interests of retirees and workers in career transition.

Trend #3

- ◆ Consider volunteers when creating an “internal” communications plan. They shouldn’t be the last-to-know, but neither should they feel like they’re being spammed.
- ◆ Have someone dedicated to acting as a volunteer host or greeter at each event or assignment to provide information in a friendly, welcoming way and thank them for showing up.

Trend #4

Demonstrate Flexibility and Creativity

- ◆ There are great ways to involve people who would be willing to do some work but don't want to be bogged down by endless meetings. Single days of service, such as Make a Difference Day; Martin Luther King, Jr., Day of Service; Join Hands Day; and United Way Day of Caring, are proliferating. Agencies are reporting that many volunteers use such single days of service to “audition” organizations with which they might establish a more ongoing relationship.

Trend #4

- ◆ Families are seeking affordable opportunities where they can volunteer together. Look for ways to tie a day of volunteer service to a project where the abilities of various aged family members can contribute—working together, but also having opportunities to interact with others.
- ◆ Corporations with volunteer work programs or those looking for a team-building experience are ideal for episodic volunteer placement. Corporate volunteers also offer agencies with potential board members and financial support.

Trend #4



- ◆ Systems of volunteer management (application, training, recognition, etc.) are needed for short-term and episodic volunteers. The risk is in assuming that these ad hoc volunteers require less attention. Rather, suggest that staff or board members find ways to identify, support, nurture and acknowledge all volunteer contributions—large and small.

Trend #5

Avoid Overload

- ◆ Build in succession planning and term limits into your volunteer positions. Enforced rotation of board members, committee chairs and other functions gives newer volunteers room to grow.
- ◆ Consider a coaching or mentoring program to partner veteran volunteers with new ones.
- ◆ Break down positions loaded with responsibility into bite-sized pieces, and encourage “job sharing”.

Trend #5

- ◆ With volunteer input, create simple “how-to” guides for signature programs and events.
- ◆ On an annual evaluation ask: “Would you recommend volunteering with our organization to a friend?” and develop a referral process or bonus.
- ◆ Treat all volunteers fairly, consistently and equally. Avoid favoritism.
- ◆ Ask frequently, “How can we make your job easier?”

Trend #6

Create the Right Connections

- ◆ Project a culture of citizenship that is necessary to make change. Recruit to a cause, purpose or pressing need (rather than a task), and reward younger volunteers for specific achievements—communicating the impact or outcomes in which they have directly helped the organization achieve.

Trend #6

- ◆ Ask volunteers if they would like you to recognize their efforts by sending letters to their employer or school (have them provide you with the contact info). Recognition can also be sent to local newspapers and company newsletters.
- ◆ Let younger (newer) volunteers come up with project ideas and solutions.
- ◆ Offer real-world career experience OR unique social opportunities.

Trend #6



- ◆ Be a friend on FB, follower on Twitter, or offer a recommendation on LinkedIn.
- ◆ Online relationships will never totally replace face-to-face opportunities with volunteers. Bear in mind, you may have to adjust your traditional thinking for younger volunteers managing studies, jobs, friends and family responsibilities. Your annual volunteer appreciation event may not be well-attended by this group if it means adding something else to their hectic schedule. Catch them during their volunteer assignments to ensure some one-on-one time.

Trend #6

- ◆ Utilize technology. Younger volunteers expect immediate connections and responses (preference to mobile devices).
- ◆ Explore online training and mentoring, campus volunteering in exchange for service-learning credit or certifications for training.
- ◆ Younger volunteers may not have the financial resources needed to volunteer (consider mileage reimbursement, paid screening, free lunches, babysitting services, etc.)

Trend #6

- ◆ Provide volunteers with titles that are appealing and reflective of the work they do, but that also encourage progression and promotion within the organization.
- ◆ Send notes to families of volunteers—thanking them for letting you borrow some of their time to help your cause*.

Trend #7

Stand Out from the Crowd

- ◆ Provide professional development opportunities to staff who utilize volunteers or to those who would benefit from utilizing volunteers. Nationally, one-third of paid nonprofit staff who manage volunteers have never had any formal training in volunteer administration and management. Learning to delegate effectively and being prepared for volunteers is not “second nature”, however it is critical to volunteer satisfaction.

Trend #7



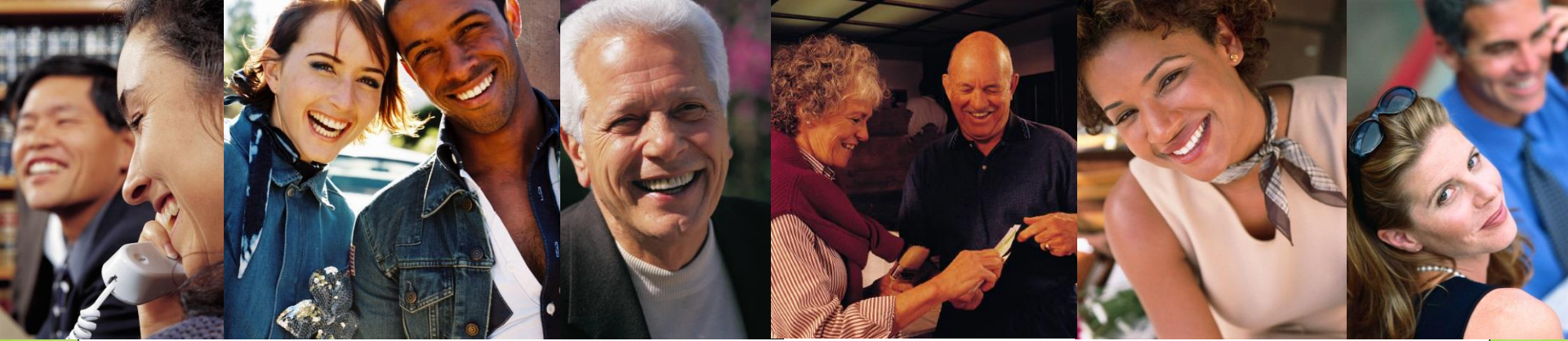
- ◆ Recruitment of volunteers has become more competitive, and must be more targeted and strategic—a critical part of your organization's overall marketing plan. Capture and use actual volunteers' testimonials and stories in your methods.
- ◆ Provide training and development opportunities that will make volunteers successful with your organization and enhance their professional or personal life as well.

Trend #7

- ◆ Volunteers are more likely to donate to their “favorite” charity than non-volunteers, yet it is rare to see fund development and volunteer management work hand-in-hand to create a cultivation plan.
- ◆ Personalize correspondence to your volunteers (just as you do your donors), and remember birthdays, holidays or anniversary dates.
- ◆ Provide volunteers with name badges and/or business cards.

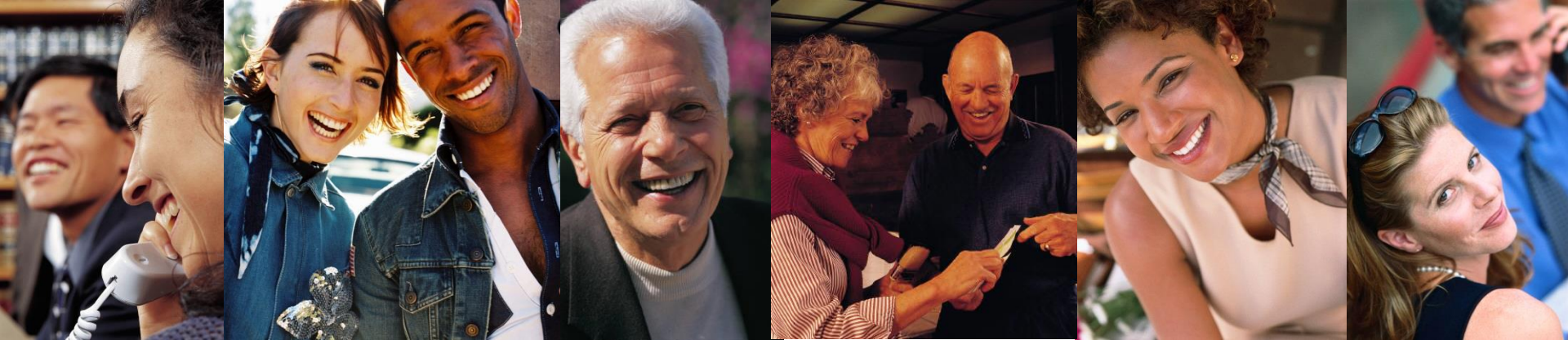
Trend #7

- ◆ Invite a volunteer to go with you to meet with a funder—sharing their story and reasons for contributing their time to your organization.
- ◆ Nominate exceptional volunteers for national or visible awards such as the Spirit of Community Award, Athena Award, Jefferson Awards, etc.
- ◆ Find ways to say “Thank You” at every possible opportunity.



Summary:

- ◆ Build a “Volunteer Culture”
- ◆ Be Responsive to Volunteer Needs
- ◆ Demonstrate Flexibility and Creativity
- ◆ Avoid Overload
- ◆ Create the Right Connections
- ◆ Stand Out from the Crowd



Volunteer Links:

- ◆ Volunteer Center of the East Bay:
www.volunteereastbay.org
- ◆ City Serve of Tri-Valley:
www.cityservetrialley.org
- ◆ National Charity League of Pleasanton:
www.nclpleasanton.com

Building Your Volunteer Dream Team

****Information Provided by Joyce Andrews, Strategic Leadership & Organizational Development**

A large, diverse group of people, including men and women of various ethnicities, are shown in a state of high energy and celebration. They are all smiling broadly and raising their hands in the air, some with clenched fists, suggesting a moment of triumph or achievement. The background is bright and slightly blurred, focusing attention on the group's collective joy.

Thank You!