

**VolunteerMatch**  
Learning  Center

walking  
the walk:  
engage  
volunteers in  
your  
program

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## Today's Topics:

- How can you engage volunteers in your program?
- Keys program components and ideas for delegating
- Creating a communication plan
- Finding and building the right team
- Strategies for successful engagement
- Questions



## What could volunteers do?

- What does your volunteer program look like now?
  - Hamster wheel - same tasks again and again
  - Not enough time to think strategically - seasonal or annual events “sneak” up on you
  - Volunteers work in a handful of positions

What could it look like if you delegated and engaged volunteers to make your strategic plan a reality?



## How can Volunteers Help?

What activities do you do now that could be delegated?

- Recruitment plan and communications
  - Annual recruitment plan
  - Interviews with current volunteers - messaging
  - Create flyers
  - Attend volunteer fairs or speak at recruitment events



## How Could Volunteers Help?

- Program foundations or core components
  - Write their own position descriptions
  - Work with a group or committee to determine policies and procedures
  - Share new structure with other volunteers - Town Hall
  - Help other volunteers understand the new structure and help enforce policies



## How Could Volunteers Help?

- Interviews and Screening - create Placement Counselors or Talent Scouts
  - Review applications
  - Conduct initial interviews
  - Shift or team leaders screen/place new members
  - Investigate and outline new opportunities for volunteer engagement - skills or project based, virtual



## How Could Volunteers Help?

- Retention and Recognition activities
  - Shift/Team leaders build relationships
  - Conduct ongoing interviews - 3 months, etc.
  - Survey or interview current volunteers about their roles or what they would like to do
  - Create social media communication plans - thank you, impact messages, videos
  - Coordinate ongoing education, social or recognition events



## Start Spreading the News

- Create a communications plan
  - Become an advocate for your new engagement program
- Who in your community would want to support/participate?
  - Existing volunteers, Paid/Leadership staff, Community members, donors, clients
- How can you reach them? What do they want to know?
  - Internal, external, social media, newsletters



## Create the Right Team

Find the volunteers with the passion and the skills

- Be selective
  - Not everyone will be the right fit. Start with the great volunteers you know you can work with.
- Look for the skills/experience you need
  - HR consultants, hiring professionals, organizational structure specialists.
  - Screen them as if you were going to hire them!
- Be clear about your vision
  - If you don't know where you're going - no else will



## Create the Right Team

- Let go, but don't check out
  - Build in evaluation and check in points to ensure you're supporting your team
- Be honest about what's working and what's not
  - Feel comfortable having those conversations. Learn to say and hear no.



## Things to Think About

- You don't have to change everything right now
  - Start small
  - Start with the steps that feel easier
- Invite volunteers to take on leadership roles
  - Look to the volunteers that are already in those roles, or have naturally taken on more responsibility
  - Invite your superstar volunteers to take the lead
- Share your impact and successes with your library!
  - Manager, leadership, co-workers and, of course, the volunteers!



## Resources

### Learning Center

Find upcoming webinar dates, how-to videos and more

<http://learn.volunteermatch.org>

### Library Get Involved Resources

Sample position descriptions, handbooks, recorded trainings, recruitment resources

<http://www.getinvolvedca.org/>

### Related Webinar Topics:

- Where do I go from here? Evolving your Volunteer Program for More Involvement
- Engaging Pro Bono and Skilled Volunteers
- Managing Difficult Volunteer Transitions



# Thanks for attending!

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