

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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