

Learning Center This is not your mother's volunteering Shifts in generations create a new model Volunteers hope to make an impact • Volunteer task lists replaced by meaningful, targeted work, skills based · Meaningful to the volunteer, important to the organization Volunteers need flexibility • Does not imply that they can't be dependable, reliable, accountable Volunteers want to understand · Answer the question "Why?" Learning Center How do volunteers find you? 80% of Volunteer Coordinators tell us the "Word of Mouth" is their #1 recruitment method What are your volunteers saying about your organization? What can you do about it? Learning Center Pros and Cons of "WoM" · You can create a positive experience • Meaningful and important • The right volunteer in the right job · Saying no politely and professionally · Make it easier for volunteers to share • Arm them with information · Engage through social media • Don't keep them in a silo

Learning Center Pros and Cons of "WoM" Passive • You can't make your volunteers tell their friends, but you can encourage them • Depends on earned marketing/media • Easier now than ever – but it's just as easy to share a negative experience · Doesn't bring in volunteers who don't have a connection or know who you are

Learning Center How can you find volunteers? VolunteerMatch by the numbers:

95,507 Active opportunities nationwide

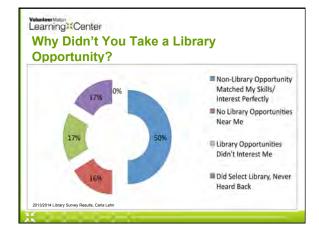
9,496,042 Connections since 1998

3,500 Average referrals a day Around 300 during peak hours

2-3 Referrals for each visitor

Lots of volunteers don't have a strong idea about where or how they want to volunteer.

They are looking for a opportunity to make an impact and find a cause they care about. (79% and 82% Hart 2010)



Learning Center Did Your Library Volunteer Opportunity Lead to Other Forms of Support? • 10% gave money to 60% told friends support the library about what the library has to offer · 5% asked friends to 30% introduced give money to support friends to volunteer the library opportunities at the library • 5% attended a rally or other meeting in 2013/2014 Library Survey Results, Carla Lehn support of the library Learning Center Where are you looking now? · Consider each recruitment channel · Who would you expect to recruit there? · What opportunity or message would be right for this channel? · How successful has this channel been in the past? · Which opportunities or roles are harder to fill? · Who would be/is successful at this role? · What makes them the "right" volunteer · Think about where you might find others with Think about community partnerships · Are there channels or communities that you're overlooking now? Learning Center Create a Recruitment Plan · Introduce your program and your work! • Set the stage - tell your story • Have a "virtual" conversation · Answer the question "what do volunteers do at your organization?" · Prioritize the information you share · What does a volunteer need to know to decide if they're the right volunteer for your program?

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Find the right volunteers!

When inviting volunteers to participate in your organization finding the right fit becomes even more important

- · Know who you want
 - Comprehensive position descriptions: skills, experience, traits or characteristics
- Create a strong foundation and manage expectations
 - · No bait and switch
 - Policies and procedures manual, NDA, Letter of agreement

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Find the right volunteers!

- Screen volunteers
 - · For skills, but also for characteristics and fit
- Understand why no is not necessarily a negative outcome
 - · Meaningful work
 - Right fit for the position and the organization
 - Focus your time on supporting the right volunteers.

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Keys to Creating Volunteer Engagement

- Develop work that is meaningful to the volunteer and important to the organization.
- Create a connection between volunteers, clients and your mission
- Establish the foundation necessary to support a diverse program of volunteer engagement
- Know and share the impact of the work volunteers do

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Learning Center Create the right opportunities · Ask why? · Why does this work matter, why would someone want to volunteer for this opportunity? · Incorporate responsibility and accountability • Set and manage expectations for all stakeholders • Be clear about decisions that can be made, made with consultation, and must be brought to supervisors · Think creatively • What could you accomplish if you weren't limited to the time and talent of paid staff? Learning Center Think about different opportunities Just because someone can't make it to your office doesn't mean they can't contribute. · Portable opportunities • Project based, skills based, possibly virtual Virtual opportunities • Done from anywhere, maybe skilled based, but not necessarily · Peripheral opportunities with follow up · Involvement on any level can lead to more impactful engagement Learning Center Start with a plan What will your volunteer corps look like in 5 years? • What do you envision your program looking like?

What will it look like if you just maintain it?
Who are your stakeholders, and how are they involved now? Who/how would you like them to be?
Start with evaluation and build evaluation points

into your plan.

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Learning Center Evaluate! · What's working now, and what's not? • Surveys - volunteers, paid staff, clients • Informal conversations, interviews, town halls · Solicit feedback on the program, process. • Brainstorm opportunities for meaningful engagement · Don't abandon volunteers or paid staff • Create an ongoing plan to support, evaluate, problem solve as roles/programs change Follow up on surveys and interviews – year over year or as programs evolve Learning Center Evaluate! · What's working now, and what's not? • Surveys - volunteers, paid staff, clients · Informal conversations, interviews, town halls · Solicit feedback on the program, process. • Brainstorm opportunities for meaningful engagement · Don't abandon volunteers or paid staff • Create an ongoing plan to support, evaluate, problem solve as roles/programs change Follow up on surveys and interviews – year over year or as programs evolve Learning: Center Things to Think About · You don't have to change everything right now

- - Identify the priorities or critical positions
 - Start with small changes or clarify the foundations
- Invite volunteers to take on leadership roles
 - Volunteers want to tell you what they like (and don't like) about your program
 - Invite your superstar volunteers to take the lead
- Share your milestones and successes with the organization
 - Manager, leadership, co-workers and, of course, the volunteers!

