

**Volunteers:
Steering the ship and
owning the work**

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**21st Century
Volunteers
are:**

- REALLY busy in their home and work lives
- Need flexibility
- Less likely to take on long term commitments
- Want short term commitments
-but will volunteer again if the experience was worthwhile

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7 turn offs for 21st c volunteers

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7. No flexibility in volunteer opportunities or scheduling
6. Wasted time in useless or unproductive meetings
5. Lack of communication
4. Lack of professionalism
3. Volunteer feels they are not making a difference
2. No useful feedback from leadership about volunteer
1. Volunteer leader who doesn't know how to lead

Main Street can mitigate against many of these!

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**Building
effective
working
relationships**

- Have clear roles and responsibilities for both staff and volunteers
- Stress mutual understanding of procedures and rules
- Let the volunteer do their job, train them, and be accountable
- Let them go!

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Volunteers want....

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- Meaningful work
- Job satisfaction
- Specific tasks to achieve
- Ownership, input and control by volunteer
- Part time work they can schedule to fit their needs
- To have fun



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Volunteers today

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- They want short term assignments
 - Create different types of volunteer opportunities
- Capturing young people
- Use the web to recruit volunteers
- Understanding your competition
- Make it the coolest thing to do in town
- Seek diversity
- Make it FUN

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Who are the volunteers now?

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- People with more education and money
- Slightly more women than men
- Volunteering peaks between ages 30 and 40
- People who volunteer for other organizations
- Joiners are more generous with their time and money



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\$21.36
per
hour
Nationally
\$25.20
in NJ



What is a volunteer hour worth today?

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Delegating work to volunteers

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- Doing vs. enabling
- Leaders vs. followers
- Delegating to committee and event chairs
- Upward and downward flow of information is critical



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Owning the work

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- Volunteers WILL own the work if they own the project
- They must understand how their little part adds up to the bigger picture
 - On the Team
 - In the organization
 - To the other volunteers on the project



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Volunteer job description

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- What the job is, factual and complete
- Time commitment needed, be realistic
- Who is the supervisor
- Meetings to attend, where?
- Skills needed to do the work



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Volunteer job description

- Training available, what kind, when, who provides?
- Who the volunteer works with, names
- How they get money to do the work
- How they get reimbursed for money they put out
- Benefits to the volunteer
- See samples in CD

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Bite sized pieces

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- Short episodic tasks
- Understand what can be done LATER vs. NOW
- Which tasks require strict timelines
- Use many recruitment vehicles to seek helpers



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Using your work plan

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- To include volunteers
- Be clear on how volunteers will be used and how many you need
- Developing leaders
- See samples in CD



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Gather volunteer information

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- Application or “volunteer interest” form or other paper to gather contact information.
- Make sure you have emergency contact information
- Parental signature needed those under age—see DE Volunteer manual on CD



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The volunteer interview

- How can this person help us?
- Motivation of the volunteer
- What they want to get out of it/learn
- Match skills and attributes to situation and job—match for motivations

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Who does recruitment?

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- Determining how many volunteers you need for a project
- Who recruits your volunteers today?
 - 1.
 - 2.
 - 3.
- Role of volunteer coordinator

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Types of recruitment

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- Typical techniques, use all of them
 - Warm body--for general jobs
 - Targeted recruitment--for specific jobs
 - Concentric circles--for all jobs



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Wholesale vs. retail recruitment

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- Wholesale, retail
 - Individuals vs. groups
 - How to find groups
- Recruit friends together
- Quid pro quo—share with others



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Typical recruitment

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Volunteers walk in the door

Wholesale recruitment

Retail recruitment



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Things to try--Recruitment

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- Microvolunteering
- Crowdsourcing
- “The first date”
- Episodic opportunities
- Mature organizations need hundreds of volunteers
- YouTube testimonials from volunteers posted on your web site/FB page
- Think—unpaid employees-use all their skills
- Use your work plan

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Volunteer orientation

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- The importance of volunteer orientation
 - To the organization
 - To their job
- Make a commitment to do it year-round, not just when you are actively recruiting



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Matching & Interviewing

- Matching people to volunteer job
- Giving the volunteer real work to do
- Understanding what is asked, how much time it will take and the outcomes
- Orientation packets
- Put people to work right away
- Make it FUN

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Volunteer time sheets

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- Make sure the volunteer knows you track their hours
- How do you track volunteer time?
 - 1.
 - 2.
 - 3.
- Service pins or other ways to be recognized

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Helps prevent turn over
Creates good will
Make sure someone does it gracefully
Not every board chair is good at this

- Ask a volunteer to develop a written article for display to promote a program.
- Send a volunteer to a conference.
- Ask the volunteer to present a report, lesson, workshop, or seminar to work with the conference and they attend.
- Cultivate volunteer's special interests. Offer special projects, encourage pursuit of volunteer role.
- Offer volunteer to attend special events.
- Be flexible.
- Share the success or impact of one volunteer with others at a meeting or perform.
- Provide written rewards/certificates, plaques, pins, etc.)
- Provide "perk" (free admission to paid events, free parking, etc.)
- Take an interest in their personal lives.
- Have a "volunteer of the month" award.
- Host a banquet, luncheon, dinner, tea, or reception in the volunteer's honor.
- Make a volunteer out to lunch.
- Reimburse travel expenses.
- Establish a Volunteer Honor Roll.
- Provide volunteer with clerical or office support.
- Provide additional resources for the volunteer to attend classes, seminars, for computer, etc.)
- Motivate and challenge them.
- Ask effective volunteers to ask second or other volunteer why is "just like them"
- Debrief with volunteers following a conference, program, or activity which they participated in or assisted with.

Volunteer recognition is essential

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Thanking people
See hand outs for ideas
Just do it!



Where to get ideas

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Questions?

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