

2008 Leadership Conference

**Volunteer Involvement:
*Getting It and Keeping It***

June 21, 2008

Katie Campbell, CVA

Richmond, Virginia

804-794-8689

KTquiraing@comcast.net

Volunteering Today

- Declining numbers
- Competing messages
- Generational preferences
- Shift to person-centered
- Self-directed teams
- Re-invented civic clubs
- SMASHED, HYPE, Hands On

A Volunteer's Perspective

My decision to get involved is influenced by:

- Awareness of opportunity
- Cost (financial, convenience, stress, time)
- Geography
- Scheduling (hours, days, duration)
- Role clarity
- Perceived benefits for me (status, learning, etc.)
- Potential for impact or results
- Who asks me

Maximizing the Invitation

❖ Answer these key questions for potential volunteers:

Why should I care about this?

What is the “problem” you want me to help you solve?

How is what you are offering me unique?

How might this opportunity provide something I want or need?

Maximizing the Invitation

❖ Be clear about “Involvement” vs. “Membership”

Beware the implications of “membership”, i.e. dues, benefits, rights

Emphasize short-term commitment to a project rather than long-term membership in a club

“Join our team” vs. “join our club”

Maximizing the Invitation

❖ Offer an ongoing menu of options

More choices = greater chance for a “yes”

Be very specific about timeframes, locations, activities, roles

Make the ask in a personal way

Avoid last-minute pleas of desperation

Maximizing the Invitation

❖ **Be ready to respond**

Be prompt and personal – start cultivating the relationship immediately

Make it easy to get involved – minimize the barriers

Keep the communication flowing – frequent, focused and 2-way

Look for potential leaders – and encourage them to assume greater responsibility

Sustaining Involvement

❖ **Make every meeting count**

Start on time & state the ending time

Be deliberate about structuring the agenda

Consider an “action plan” format for minutes

*Consider a standardized format for committee
and project reports*

*Share leadership and management of meeting
discussion*

Sustaining Involvement

❖ Capture information

Get to know your volunteers – interests, skills, passions, preferences, connections

Track their activity – what, when, how

Pass along the information to future leaders

Keep asking questions

Sustaining Involvement

❖ Provide meaningful appreciation

Be personal and specific – take notice of individual contributions

Use varied mediums and “voices”

Surprise them!

Give them a positive experience – be organized

Resources

- ❖ Hands On Network www.HandsOnNetwork.org
 - ❖ Tips on project management,
 - ❖ Find a local affiliate
 - ❖ Learn about episodic volunteering

- ❖ Energize, Inc. www.EnergizeInc.com
 - ❖ Major portal for all things related to volunteer management
 - ❖ Major publisher, including materials for all-volunteer groups

- ❖ myGoodDeed.org
 - ❖ On-line social networking community
 - ❖ Set up organizational profile, upload images & videos, blogging

Volunteer Involvement

What's on your mind?