



Principles of Volunteer Engagement

Innovative Volunteer Strategies

Definition of Volunteer Engagement



Volunteer Engagement is a strategy that builds organizational capacity through employee and volunteer collaboration and the development of high-impact, meaningful volunteer opportunities that create greater influence and outcome for the organization.

Shifting from Volunteer Management to a Culture of Volunteer Engagement



Management

Recruitment

Placement

Supervision

Review

Recognition

Retention



Engagement

Cultivation & Networking

Negotiation & Agreement

Support

Measurement

Acknowledgment

Sustainability



Key Concepts and Principles of Volunteer Engagement



Key Concepts and Principles

Volunteer engagement is a core and intentional business strategy.

Volunteer Engagement is everybody's business.



Key Concepts and Principles

Volunteer engagement builds the capacity of the organization beyond what staff alone can accomplish.

Capacity is about abundance – having more resources to reach more people through more programs and services, and doing it well.



Key Concepts and Principles

Volunteer engagement is focused on matching the needs of the organization to the skills and talents that volunteers want to share.

Volunteer engagement creates a win-win for the organization and the volunteer.



Key Concepts and Principles

Volunteer engagement is a collaboration between staff and volunteers for an intended and measurable result.

Volunteers and staff work together and can see the difference they are making for the organization and the community.



Key Concepts and Principles

Volunteer engagement includes organization-wide accountability for the results of volunteer effort.

Volunteer engagement is an expectation, not an option.



Key Concepts and Principles

Flexibility and choice are integrated into all aspects of volunteer engagement.

Today's volunteers want to be able to choose from a variety of opportunities and to have flexibility in what they do.



Key Concepts and Principles

Human and financial resources are dedicated to volunteer engagement.

When volunteer engagement is seen as a priority, time, money, and human resources are devoted to the effort.



Engagement Roles for Staff and Volunteer Leaders



Volunteer Engagement Roles for Staff and Volunteer Leaders

As we move from a culture of management to a culture of volunteer engagement, the roles of staff and volunteer leaders change. They become richer and fuller. The traditional, hierarchical role of supervisor is replaced with working in partnership and collaboration with volunteers.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Talent Scout

Talent scouts are always recruiting and cultivating relationships.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Facilitator

Facilitators are good at connecting volunteers to the right assignment. They interview and screen volunteers based on the skills and talents the volunteers want to share and match that with the needs and priorities of the organization. In addition, they deliver needed support, training and resources to provide the best experience for the volunteer.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Negotiator

Negotiators clarify expectations for volunteers and the organization. They negotiate (rather than dictate) what volunteers can do to support the mission, goals, and objectives of the project, initiative or program.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Collaborator

Collaborators ensure that staff and volunteers work side-by-side to achieve goals and objectives.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Team Builder

Team builders are good at bringing groups of staff and volunteers together. They view volunteers as teammates and colleagues, valuing their input and contributions.



Volunteer Engagement Roles for Staff and Volunteer Leaders

Supporter

Supporters are always mentoring, encouraging, checking progress, providing feedback, and expressing gratitude.



Benefits of Volunteer Engagement



Benefits of Volunteer Engagement

- ❖ Staff can accomplish more with volunteers than they can do on their own
- ❖ More people choose the organization as the place to volunteer
- ❖ Increased ability to provide valuable services to the organization, community, and clients you serve
- ❖ Increased community awareness and support for programs and events
- ❖ Increased donations from volunteers



**You Know You Have a
Culture of Volunteer
Engagement When. . .**

You know you have a culture of volunteer engagement when...

- ❖ Adequate financial, technological, and human resources are dedicated to supporting volunteerism
- ❖ Volunteer opinions and ideas are encouraged, valued, and acted upon
- ❖ Volunteers understand the difference they make and feel valued, appreciated, and acknowledged for their contributions
- ❖ You consistently look to volunteers rather than predominantly looking to staff to fulfill organizational needs
- ❖ Everyone in the organization is a volunteer talent scout

You know you have a culture of volunteer engagement when...

- ❖ Volunteers have multiple, clear paths to leadership opportunities
- ❖ Staff have volunteer engagement expertise, receive ongoing training, set yearly volunteer engagement goals, and are held accountable for results
- ❖ Volunteers are donors and donors are volunteers
- ❖ The emphasis on volunteer engagement is on results, not numbers



What Does Volunteer Engagement Look Like?



What Does Volunteer Engagement Look Like?

Skills Based & Pro Bono Volunteer Engagement

- ❖ An attorney volunteers to review and update the organization's bylaws
- ❖ A graphic artist designs an event flyer
- ❖ A professional leadership coach provides executive coaching to new supervisors and/or volunteer leaders
- ❖ An insurance expert revamps risk management training
- ❖ A human resources professional interviews and screens potential volunteers
- ❖ A teacher develops a new curriculum for a program serving children and youth



What Does Volunteer Engagement Look Like?

Engaging Leadership Volunteers

- ❖ A volunteer serves as a project manager, facilitating and overseeing a task, event, or program
- ❖ A task force of volunteers and staff creates a plan for a new program or event
- ❖ A team of volunteers and staff evaluates the results of a program or event
- ❖ A lead volunteer coordinates transportation scheduling
- ❖ A team of volunteers serves as ambassadors and liaisons in a small community
- ❖ A team of volunteers maintains and updates the organization's Facebook volunteer page



Applying Volunteer Engagement Principles



Applying Volunteer Engagement Principles

- ❖ A statistician comes to you wanting to help you with data analysis. This idea has never occurred to you. What would you do?
- ❖ A new service is being developed. At what point of program development would you engage volunteers? And what would they do in program development?
- ❖ What are the generational differences in what volunteers want? What are the best ways to communicate with members of different generations?
- ❖ Which programs or services would you like to provide but lack the time, skills or resources to pursue? Choose one. What volunteer roles would be helpful to make it happen?



Applying Volunteer Engagement Principles

- ❖ How could you, personally, engage a volunteer in your work?
- ❖ How do you (could you) measure the impact of volunteers working in your area?
- ❖ How would you change an existing rigid volunteer assignment to make it more flexible?
- ❖ Other than additional staff, what specific resources do you need to support and enhance volunteer engagement?
- ❖ What is working and what is challenging about working with volunteers? How can you overcome challenges?



What, as an employee or
volunteer leader, do you
need to do differently now?

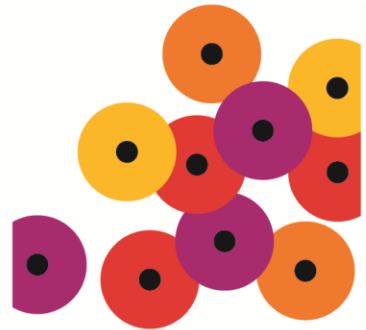


What does the
Organization need to do
differently now?



Volunteering can be an exciting, growing, enjoyable experience. It is truly gratifying to serve a cause, practice one's ideals, work with people, solve problems, see benefits, and know one had a hand in them.

- Harriet Naylor



JFFixler
Group

 RE-invent
RE-engineer
RE-vitalize

Thank You!

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