Where do I go from Here?
Engage Volunteers in New Ways

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Post-Presentation Questions?

Email Jennifer: education@volunteermatch.org
Agenda

- Where can volunteers go in your program?
- Keys to evolving your program
- Creating involvement, flexibility and connecting with volunteers
- Tools for evolving your program
- Things to think about
- Questions
Where do your volunteers go?

What does your volunteer program look like to a volunteer?

- Cul-de-sac
  - Nowhere to go when you get there
- Country Road
  - If you hang in there it goes somewhere, eventually
- Highway
  - It’s a direct route to impact and engagement
Keys to Evolving your Program

- 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.
Create More Involvement

Training and experience pathways

- Do volunteers know what they need to do to be able to fill each role in your program?
- Is it clear how that happens, or
- Is it mysterious or based on longevity?
- Do you offer those classes or have on the job experience checklists?
Create More Involvement

Leadership positions

- Do you have opportunities for volunteers to move into leadership roles?
- In your program? In the organization?
  - Shift leaders, committee leaders, subject matter experts, pro bono consultants
Create more Flexibility

Different types of opportunities levels of involvement

- One size doesn’t fit all
- Doesn’t allow for growth or retraction as a volunteer’s life changes
- Do you offer project-based opportunities, virtual opportunities

Bring more positions into your engagement program

- Let volunteers help you!
- Volunteers know the work that volunteers do - empower them to document or create the foundation and flexibility you need.
Create more Understanding

Keep volunteers informed
- New ideas or theories in your impact area
- New policies, practices or projects in your program
- Milestones in your organization

Incorporate impact into recognition
- Don’t just say thank you - share the work the volunteer has done
- Include clients in the thank-you message
- Spread the thank you outside of your volunteer program
Create the Connection

Turn your volunteers into Advocates!

- Do volunteers know your mission?
  - Major accomplishments, funders
- Do they know about other programs?
  - Areas and impacts besides their own
- Empower them to spread the word
  - Keep them up to date - Use social media
- Do you know which of your volunteers are also donors?
Tools for Evolving your Program

Think strategically!

- Do you have a 3 or 5 year plan for your program?
  - Get off the hamster wheel
- What type of program do you have now?
  - What type of program do you want to have?
- Where and why do volunteers drop out?
  - Ask them!
- Survey past and current volunteers about what they like, are proud of, don’t understand about your program
  - Don’t do this alone!
Tools for Evolving your Program

• Start with the easy (easier?) stuff
  ○ Create or document the structure that exists now
  ○ Identify volunteer position descriptions, how they fit together, what volunteers need to know to do them.

• Create more flexibility
  ○ What did your volunteers tell you they wanted to do, but couldn’t - so they left?

• Where does the rigidity come from? You, organization leadership, the past, or perceived ideas about volunteers?

• Create a communication plan to turn volunteers in to advocates
Things to Think About

- You don’t have to change everything right now
  - Putting pathways in is an easier first step
  - Identify the priorities or critical positions
- 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!
Resources

The Learning Center
Find upcoming webinar dates, how-to videos and more
http://learn.volunteermatch.org

VolunteerMatch Blog
Visit Engaging Volunteers, our nonprofit blog for articles and tips
blogs.volunteermatch.org/engagingvolunteers/

Related Webinar Topics:
• Walking the Walk: Engage Volunteers in your Volunteer Engagement Program
• Engaging Pro Bono and Skilled Volunteers
• Managing Difficult Volunteer Transitions
Thank you!

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