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# CULTIVATING VOLUNTEERS

OCTOBER 10, 2020

AEU Board of Directors  
Annual Retreat

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# INTRODUCTION

◆ Why address this topic?



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- ◆ What materials exist to help us?



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- ◆ Why address this topic?
- ◆ What materials exist to help us?
- ◆ Why do people volunteer?



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# WHY SHOULD WE SPEND TIME ON THIS?

- ◆ **The AEU relies on volunteers**



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- ◆ **We all need to be good leaders  
and managers**



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## WHY SHOULD WE SPEND TIME ON THIS?

- ◆ The AEU relies on volunteers
- ◆ We all need to be good leaders and managers
- ◆ We need to address our needs before we can take action



# WHAT RESOURCES EXIST?

Books, blogs, and research on volunteer motivation and management.

Volunteer management software and services.

Hired training: workshops, webinars, and consulting.



# VOLUNTEER CULTIVATION PATH

## IDENTIFY NEEDS

What goals can volunteers help you achieve?

What types of volunteers does each job require?



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## RECRUIT

Publicize opportunities and make the ask

# VOLUNTEER CULTIVATION PATH

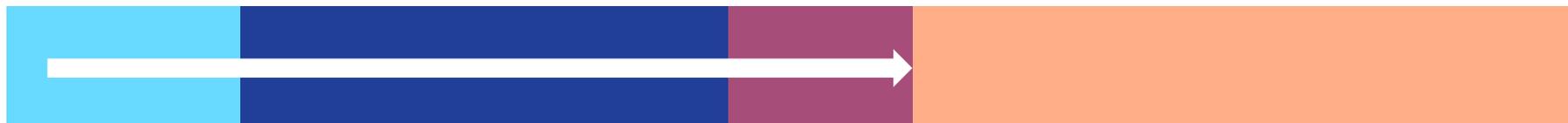
## IDENTIFY NEEDS

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## ONBOARD & TRAIN

Help your volunteers succeed at helping your organization succeed



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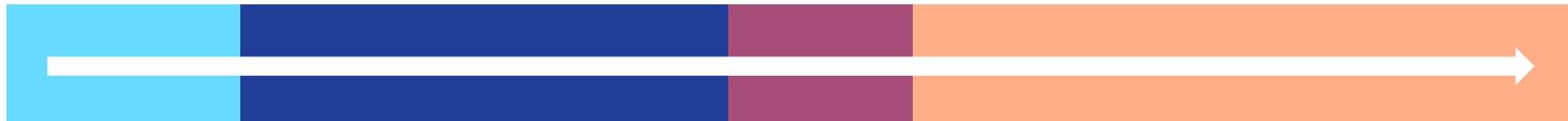
Help your volunteers succeed at helping your organization succeed

## RECRUIT

Publicize opportunities and make the ask

## RETAIN & PROMOTE

Show your appreciation and prepare future leaders



BEGIN BY

# IDENTIFYING YOUR NEEDS



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# IDENTIFYING YOUR NEEDS

- 
- ✦ **What organizational GOALS can volunteers help you achieve?**

Break these down into well-defined, discrete jobs and tasks.

- ✦ **What TYPES of volunteers do you need to complete these tasks?**

Event workers | Long-term | Skills-based  
Committees | Administrative | Advocates

- ✦ **Where can you FIND such volunteers?**
- 



# RECRUITING

GREAT VOLUNTEERS



# RECRUITING

## GREAT VOLUNTEERS

- 
- ◆ **What is your potential POOL?**  
Are they inside or outside your organization?
  - ◆ **Where do they spend their time? What MEDIA do they consume?**  
Websites | Email newsletters | Social Media  
Live Events | Traditional Media | Videos & Podcasts
  - ◆ **Make it EASY to sign up**  
Include a direct link from each announcement and follow up immediately (this can be automated)
- 



# RECRUITING

## GREAT VOLUNTEERS

- 
- ◆ **Be specific about job EXPECTATIONS**  
How much time is required? What does success look like?
  - ◆ **Be explicit about how the job HELPS your organization and mission**  
Volunteers are motivated when they know their work will make a concrete difference
  - ◆ **Make the ASK**  
People are more than twice as likely to volunteer (and give money) in response to a direct ask as they are to “volunteer to volunteer”
- 



# Motivation by Generation

Four Trends

Technology trends that are changing consumer expectations

Advances in brain science that offer insights into human "nature"

Evolutions in how we develop and manage talent

Increased interest in generations in the workplace

Join the conversation  
*volunteering AUSTRALIA*

Beyond Bank  
AUSTRALIA

Volunteering  
AUSTRALIA

2016 National Volunteering Conference | BUILD 2016

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<https://www.youtube.com/watch?v=0UKoYaBiD4w>

## Tobi Johnson:

Adapting Today's strategy to meet the needs of tomorrow's volunteers

Keynote address:

Volunteering Australia,

2016 National Volunteering Conference



ONBOARDING AND  
TRAINING



# ONBOARDING AND TRAINING

- 
- ◆ **Give volunteers jobs that match their INTERESTS and skills**

Make sure they feel you are making the most of their time, energy, and unique abilities

- ◆ **Explain EXPECTATIONS clearly**  
Set your volunteers up to succeed

- ◆ **ORIENTATIONS are essential**  
A simple conversation is often sufficient

- ◆ **Follow up with consistent SUPPORT**  
Don't leave volunteers to sink or swim
- 



# SCARF for Volunteer Onboarding

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# Talent Management for Volunteers

**Four Trends**

**Technology** trends that are changing consumer expectations

Advances in **brain science** that offer insights into human "nature"

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# RETENTION AND PROMOTION



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- ◆ **Highlight SUCCESSES**

Stress how their contributions are helping you make a difference

- ◆ **COMMUNICATE consistently**

Keep volunteers in the loop

- ◆ **Offer increasing levels of RESPONSIBILITY**

Promoting to larger roles shows volunteers you value and trust them, and helps your organization

- ◆ **Follow up with consistent SUPPORT**

Don't leave volunteers to sink or swim

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# Architects of Experience



## Idaho Department of Labor:

Volunteer Management  
Webinar

Part 3: Retention

<https://www.youtube.com/watch?v=jnp41b4PDng>



DEMONSTRATE YOUR  
APPRECIATION



## DEMONSTRATE YOUR APPRECIATION

- 
- ◆ **Show you value them FREQUENTLY and CONSISTENTLY**  
Feeling under-appreciated is a leading cause of volunteers burning out and/or quitting
  - ◆ **Use a VARIETY of methods**  
Make sure they appeal to a range of personalities
  - ◆ **Be CREATIVE**  
Recognition in print | Events | Ask for opinions  
Notes of thanks | Calculate value of their work
- 
- 

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# WHERE DO WE GO FROM HERE?



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Ethical Union

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Communities

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**For what roles do we most need volunteers?**



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**For what roles do we most need volunteers?**

Lay Leadership | “Busywork” | Committees



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**For each area/task, whose responsibility is it to recruit and manage the volunteers?**



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The Board | Staff | Committees | Other



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**What resources would be most useful for further developing and supporting those individuals’/groups’ volunteer cultivation abilities?**



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The Board | Staff | Committees | Other

## **What resources would be most useful for further developing and supporting those individuals’/groups’ volunteer cultivation abilities?**

Live training | Self-Directed Study | Software/Services



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