

National Guard Family Program Professional Development

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Facilitator:

Betty Stallings

www.bettystallings.com



Agenda

- Introductory Comments-Warm up exercise...
- 8 Actions to Enhance Success with Volunteer Engagement
- Introduction to the 55-Minute Staff Training Series (Training Busy Staff to Succeed with Volunteers)



Greatest frustration working with
volunteers?

Greatest satisfaction working with
volunteers?



8 Actions to Enhance Success Working with Volunteers

1. **Clearly understanding your role in relationship to support of volunteer involvement...**
 1. What is your role?
 2. What do others (staff, volunteers, superiors) understand about your role?



Actions to Enhance Success with Volunteer Engagement

2. Acting from a clear organizational philosophy of volunteer engagement:

1. What do we believe about the significance/value of volunteers in our program?
2. Do they “help” staff or are they “partners” in the mission?
3. How do we demonstrate our commitment to engaging volunteers in our mission?



Philosophy example

Science Museum Philosophy of engaging volunteers:

Volunteers are essential partners with the staff in meeting the mission of our museum. Aspiring to have a model volunteer program, we will provide:

- A pleasant, helpful and educational environment which will nurture volunteers' full range of talents, skills and experiences
- Opportunities for personal growth and development for the volunteers through continuing education programs which meet the standard of excellence of our museum.
- An ongoing, reciprocal exchange of information and ideas between the staff and the volunteers to best accomplish our goals.
- Training, support and rewards to staff for their creative and effective involvement of volunteers.



Actions to Enhance Success with Volunteer Engagement

3. Extending Effective Invitations to potential volunteers:

How we usually ask...

WE NEED:

X

Y

Z



How we need to Ask:

Include:

- Statement of Need (in terms of client, not organization)
- How will volunteer Help
- Benefits to Volunteering



Example of Recruitment Message

Statement of need:

In terms of organization: Special Olympics needs football coaches for their Spring League

In terms of the Client: They have gloves, bats and softballs, but no coach. 75 mentally-challenged boys and girls are waiting for a coach.

How to Help:

Don't let them strike out. Join our Special Olympics Team Call
– 1-800-Gold today

Benefits:

You'll never feel more appreciated (and you'll get some exercise, too!)



Recruitment Methods to Avoid

- Bait and Switch
- There's nothing to it...
- We're desperate, anyone will do...
- Cast your nets and see who swims in..
- You're a CPA. We could use one of you.
- We have lots of needs.....HELP!
- I am tired of doing it....Anyone else want the job?



Actions to Enhance Success with Volunteer Engagement

4. Matching volunteer
interest/skills/motivation with volunteer
needs you have to offer.....

Interview – get the right match!!!

- Discover interests, motivation, skills, experience, long or short term interest, etc.



Actions to Enhance Success with Volunteer Engagement

Interviewing

- What makes a good/bad interview???
- Train volunteers to do the interviews.



Interviewing

- Ask open ended questions
- What do you need to know to determine if you have the right person?
- Can the potential volunteer have a trial time or must they commit and if so, for how long?
- What will you offer them in exchange for their volunteer services?
- Design some situational questions



Actions to Enhance Success with Volunteer Engagement

5. Supporting Volunteers to be Successful

- Orientation
- Training
- On-going:
 - Resources
 - Supervision/support
 - Communication



Actions to Enhance Success with Volunteer Engagement

6. Identifying and Building Leadership Among Volunteers:

TIPS on Building Leadership:

- Honor rotation/term or limits
- Think through benefits of serving as a leader in your program
- When interviewing, look for aptitude/interest in developing leadership role
- Make sure leadership, not just “doership” is honored



Leadership

- Know why people are afraid to take on leadership positions:
 - Last person held it until they died!
 - Little or no support/training/appreciation
 - Not enough return on investment
 - Position not well defined
 - Not fun
- Offer leadership training in delegation, working with difficult people, etc.



Leadership

- Be clear on who person is that leader gets direction/support from
- Ask former leaders how to improve the positions
- Be aware of generational differences in leadership styles
- Don't fill leadership slots with ANYONE who agrees to do it.
- Ask former leaders to serve as coaches to new leaders



Actions to Enhance Success with Volunteer Engagement

7. Hold **“Re-commitment Conversations”** to avoid burnout, performance problems, retention issues.....

- **Mutual check-in**

- Is placement successful?
- Does volunteer need a change or a break?
- Is organization supporting volunteer?
- How can partnership be strengthened?
- Is volunteer performing up to agreed upon expectations?



Actions to Enhance Success with Volunteer Engagement

8. Letting volunteers know they are truly appreciated...

5 P's

Placement is key

Personal

Plentiful and timely

Partnership

Powerful