

# THE EXTRA MILE

*How a little investment in volunteer management  
can become a BIG asset for your organization*



# WHAT'S ON YOUR MIND?

- What is the most important piece of knowledge you hope to take away from this session?



# GOT VOLUNTEERS?

- What experiences have you had with volunteers in the past?
- Who volunteers with your organization and why do you think they chose your organization to serve?



# IN GEORGIA.....

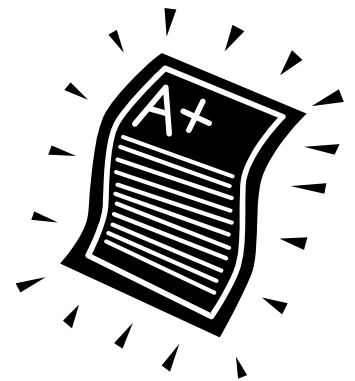
- Overall, in Georgia in 2011:
  - 📄 **26.0%** of residents volunteer, ranking them 34th among the 50 states and Washington, DC.
  - 📄 **39.3** volunteer hours per resident.
  - 📄 **61%** do favors for their neighbors.
  - 📄 **1.95** million volunteers.
  - 📄 **293.9** million hours of service.
  - 📄 **\$6.4** billion of service contributed



# THE PERFECT VOLUNTEER?

- When considering including volunteers in your organization consider these:
  - ✖ What type of volunteer activities are available
  - ✖ Who would be most committed to the mission of your organization
  - ✖ How often are volunteers needed
  - ✖ What issues may need to be addressed: transportation, training, physical ability, etc.

HOW WOULD YOU DESCRIBE THE PERFECT VOLUNTEER?



# MOTIVATION IS AN INSIDE JOB

## People volunteer because:

- Basic Level: Self-serving drive

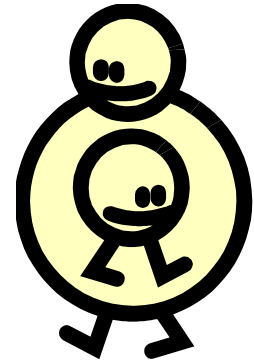
People often join an organization because it meets their needs

- Secondary Level: Relational drive

People also volunteer because of friendship

- Highest Level: Belief drive

The level of belief is the strongest level of commitment. People volunteer because of their passion for a cause.



# TYPES OF VOLUNTEERS

- **Regular or Long Volunteers are individuals who**

- Volunteer continuously (more than one time)
- May be looking to fill a requirement for work, school, club, etc.
- May be retired or have a keen interest/passion in the area of service
- May be unemployed and looking to make connections, gain skills, and stay engaged
- 

- **Episodic Volunteers are individuals who:**

- Make a shorter term commitment.
- Are looking to fill a requirement (for work, school, a club, etc.).
- Too busy for a longer term commitment.
- Are looking to volunteer for a shorter period of time.
- Are still interested in having a strong impact and return on their time



# NATIONAL SERVICE PROGRAMS

National Service Program are modeled after the Peace Corps. Citizens who want to dedicate a year of service can do so in a local community rather than abroad.

AmeriCorps

AmeriCorps VISTA

Senior Corps

Those participating in service programs receive a modest living allowance and qualify for an educational scholarship





# FOOD FOR THOUGHT

## A LOOK AT THE GENERATIONS

- Baby Boomers – Born between 1946 and 1964
- Gen Xers – Born between 1965-1981
- Millennials – born between 1982 -2000



# THE PERFECT VOLUNTEER?

- Probably doesn't exist but there are committed volunteers who would fit well within your organization!

To find them you must have a few things in place:

- A clear description of volunteer activities (sometimes referred to as a volunteer job description).
- Staff support – someone who can provide guidance and support.
- A way to get the word out! Many people don't volunteer because they were never asked!



# GETTING THE WORD OUT

*Are you a:*

Speaker

Average adult attention span  
20 minutes

Tweeter

140 characters

Greeter

Firm handshakes and eye  
contact

Writer

Articles should start with the  
most important and end with  
the least - quickly!

# GETTING THE WORD OUT

Tried and true volunteer recruitment efforts:

- Local volunteer recruitment fairs (usually held on college/university campuses)
- Community newspapers and Community events
- Neighborhood association groups
- Email blast
- Social Media
- Organization Website



# BASIC VOLUNTEER MANAGEMENT TIPS

- Staff support
- Office space, supplies, materials
- Orientation/Training, Written Manual
- Insurance or Liability Waiver
- Background checks
- Frequent check ins and follow-up
- Performance Feedback
- Recognition



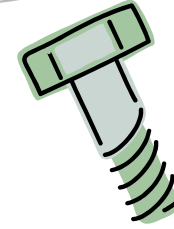
# STAFF AND VOLUNTEERS

- Prepare staff upfront with basic volunteer management techniques.
- Address and identify any areas of volunteer activities that may overlap with staff.
- Make sure that volunteers have a staff point person to resolve issues.





# VOLUNTEER MANAGEMENT TOOL KIT



- Welcome and Training
- Staff Contact
- Volunteer Activities Description
- Service Schedule
- Background Checks
- Liability Waiver Forms
- Volunteer Hours Tracking System
- Recognition
- Maintain consistency and commitment
- Reduce any issues related to liability for the organization
- Keep em coming back and maybe bring a friend!
- Provide an opportunity for volunteers to recognize staff



# THE VOLUNTEER CHALLENGE

- There are some risks to managing volunteers that include:



Unsatisfied Volunteer who promotes a negative image of the organization



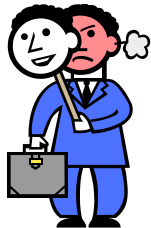
Unsafe Volunteers who have a criminal background



# THE VOLUNTEER CHALLENGE



The “serial volunteer” volunteers for everything and does nothing



The “staff thinks is horrible but you think is great” volunteer

# REALITY CHECK

The reality

- Most volunteers either fit well and do a good job *or*
- Does not fit well and does not meet expectations

THE KEY IS PREPARATION, OBSERVATION, SUPPORT,  
RECOGNIZE OR REMOVE



## WHEN IT IS NOT WORKING

*A recent survey showed that over 60% of the volunteer directors reported delaying dealing with volunteer performance issues when they encountered it\*.*

It is important to document and take action immediately

- Document actions
- Communicate needed improvements
- Provide additional supports
- Evaluate progress
- Determine next steps



- \*National CASA Association: "How to Fire a Volunteer and Live to Tell about It".

## WHAT “R” WE GOING TO DO ABOUT THE VOLUNTEER THAT ISN’T WORKING OUT?

- **Re-Supervise.** You may have a volunteer who doesn't understand that the rules of the agency have to be followed. This is a common problem for agencies who utilize youth volunteers, some of whom automatically 'test' the rules as part of their self-expression. Re-enforcement may end the problem.
- **Re-Assign.** Transfer the volunteer to a new position. You may, on the basis of a short interview, have mis-read their skills or inclinations. They may simply not be getting along with the staff or other volunteers with whom they are working.
- **Re-Train.** Send them back for a second education. Some people take longer than others to learn new techniques. Some may require a different training approach, such as one-on-one mentoring rather than classroom lectures.
- **Re-Vitalize.** If a long-time volunteer has started to malfunction, they may need a rest. This is particularly true with volunteers who have intense jobs, such as one-time work with troubled clients.

## WHAT “R” WE GOING TO DO ABOUT THE VOLUNTEER THAT ISN’T WORKING OUT?

- **Refer.** Maybe they just need a whole new outlook of life, one they can only get by volunteering in an entirely different agency. Refer them to the Volunteer Center or set up an exchange program with a sister agency. Swap your volunteers for a few months and let them learn a few new tricks.
- **Retire.** Recognize that some volunteers may simply reach a diminished capacity in which they can no longer do the work they once did and may even be a danger to themselves and to others. Give them the honor they deserve and ensure that they don't end their volunteer careers in a way they will regret. Assist them in departing with dignity before the situation becomes a tragic crisis.

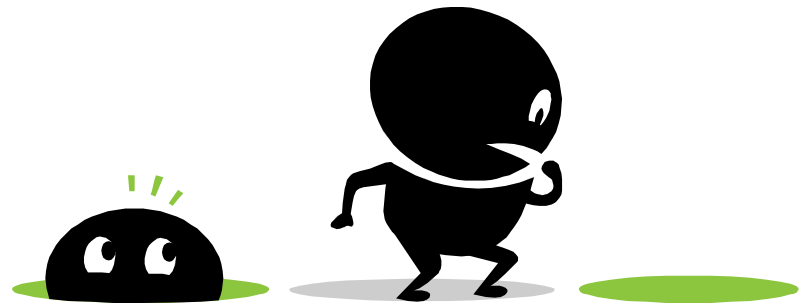
# CONSIDER THE OTHER SIDE

*\* "It was my first time volunteering with this agency — and it will be my last time. When I got to the agency there was no one there to tell me and another two student volunteers what to do. We were ill-equipped to handle client queries: we had not been trained and did not have expert knowledge. I got invited to a ceremony for presenting awards for our efforts. When I replied, I was told I should have received my certificate of appreciation once I had completed my volunteer assignment. I am still waiting to receive my certificate. The whole process has been disorganized and unprofessional."*

*\*Management from Volunteers Blog "Why I Will Never Volunteer"*

# WHO CARES?

“Thanks for your comments. You might like to know this particular blog is the ‘most viewed’ in all my year or so of writing.”



*\*Management from Volunteers Blog “Why I Will Never Volunteer”*

# VOLUNTEER RECOGNITION



- What gets rewarded, gets repeated!

## A

### A Simple Note With a Small Gift Goes a Long Way

**Candle:** "No one can hold a candle to you."

**Light Bulb Craft Card:** "You light the way -- thanks for your glowing enthusiasm!"

**Permanent Marker:** "Thanks for your lasting and permanent contribution!"

**Lucky Charms Cereal:** "We're very LUCKY to have you!"

**Gold Chocolate Coins:** "Volunteers are worth their weight in gold"

**Chocolate Mints/Peppermint Patties:** "Your service is worth a mint to us!"

**Ruler/Tape Measure:** "It's easy to measure the difference you make -- you're amazing!"

**Group's Logo Hat:** "Our hats are off to you! Thanks for all you do!"

**Shirt:** "We know you'd give the shirt off your back... so here's an extra one for the next time you give your all."

**Plant:** "We grow luckier every day you're with us."



Volunteer Recognition A to Z / [VolunteerSpot](#). DOING GOOD just got easier!



# VOLUNTEER RECOGNITION



- What gets rewarded, gets repeated!

Ask local businesses to donate items such as cards or terra cotta pots in exchange for free advertising and promotion!



## I, J, K

**Inspirational Cards:** Rummage through your arts and crafts table for all types of colorful paper, stamps, extra ink and fun scissors. Use the scissors to create a decorative border, stamps for décor and send a special message ("Keep smiling" or "We wouldn't be able to make it without you") Volunteers love the personalized touch.

**Jazzed Up Placemats:** Take random photos of your volunteers doing their various volunteer work. Scan/print some of the photos, attach them to legal paper and laminate to make "placemats". Use the placemats as a surprise during a recognition event.

**Kids Give Thanks:** Ask the children to paint terra-cotta pots. On the rim, with gold paint, write "Thank you for helping us grow!" Place a packet of flower seeds and a certificate inside the pots. Have the children present the pots to those special volunteers.

Volunteer Recognition A to Z / [VolunteerSpot](#), DOING GOOD just got easier!

# WHAT'S IT WORTH

Volunteer time can be equal real dollars! The Independent Sector is the leadership network for nonprofits, foundations, and corporate giving programs committed to advancing the common good in America and around the world. Independent Sector issues a value of volunteer time:

- National Value of Volunteer Time for 2012 is \$**22.14** per hour
- State Value of Volunteer Time for 2011 is \$**20.77**
- If a volunteer provides professional services, an in-kind form can be completed. The in-kind form documents that value and donation of the service.



# VOLUNTEER MANAGEMENT RESOURCES

- <http://independentsector.org/home>
- <http://www.energizeinc.com/>
- <http://www.idealists.org/info/VolunteerMgm>
- Volunteer Management Tool Box  
<http://www.navplg.org/docs/VolunteerToolbox-2012.pdf>
- <http://www.volunteeringinamerica.gov/>
- Free e-book Recognizing Volunteers  
<http://www.volunteerspot.com/ebooks/VolunteerRecognition>

