

Volunteer Engagement



Learning Objectives

- Identify essential tools in building a volunteer engagement strategy
- Develop action steps to create or enhance your organization's strategy



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Our current volunteer program is best described as

Excellent

Above average

Average

Below average

Nonexistent



Volunteers

“Life’s most persistent and urgent question is, What are you doing for others?” Martin Luther King, Jr.

“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.” Dr. Seuss

“We make a living by what we get, but we make a life by what we give.” Winston Churchill

Engagement Spectrum

Minimal effort = Minimal outcomes

- Require little financial or strategic investment
- Expectations, accountability and communication are unclear
- Focuses on needs of one party only

Strategic plan = Optimal outcomes

- Requires an investment
- Aligns opportunities to volunteer's focus and available time
- Two-way relationship



Intrinsically Motivated

- Autonomy
- Mastery
- Purpose



Volunteer Assessment

- Reason for involvement
- Time commitment
- Life stage



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Choose all items currently incorporated into your volunteer program

Paid staff member for administration/advocacy

Budget

Role descriptions

Onboarding process

Training

Volunteer feedback

Planning

- Assess needs and readiness of NFP
- Create goals and targets for evaluating and measuring
- Assign responsible person(s) and allocate sufficient time
- Develop a budget

Recruiting and Onboarding

- Surveys for interest
- Application / interview
- Job description – skills needed, time, talents
- Clear communication of how volunteer efforts support the NFP mission
- Welcome packet / resources
- Training – initial and ongoing

Not-for-Profit Board and Employees

- Communicate what is being accomplished and how everyone in the NFP is part of the process
- Think of opportunities outside the norm – board facilitation/training, team building, artwork, story telling
- Regularly ask staff what needs to be done or what kind of expertise is needed to identify new opportunities or redefine current roles
- Training for working with volunteers



Tools

- Communication
- Training
- Volunteer space and equipment
- Software
- Statistical reports
- Volunteer retention
- Data for story telling

Volunteer and staff feedback

- Surveys
 - Onboarding
 - Trainings
 - Clarity of expectations
 - Communication
 - Value perception
 - Satisfaction
- Exit interviews



Appreciate

- Regularly and consistently
- Customized to volunteer
- Meaningful and sincere
- Request feedback and ideas
- Impact reports
- Variety of formal and informal methods



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Today's session provide me with

Several key takeaways

At least one new idea

Confirmation that we have incorporated many
of the best practices

Key Elements

- Recruiting
 - Right person in the right role
- Empowering
 - Clear expectations, training and onboarding
- Communicating
 - Consistent ongoing two-way
- Recognizing
 - Value to mission

Collaborative Tool Box

Thank you for participating and providing tool box suggestions!

Recruiting tools

- VolunteerYourTime.org (Dane County hub of volunteer needs)
- Social media
- Share position descriptions with community partners, social media, website, community listservs like LaSup
- Regional NFP that spreads the word – example Giving DuPage
- Posting sites – United Way Volunteers United, VolunteerMatch, All for Good

Collaborative Tool Box

Thank you for participating and providing tool box suggestions!

Volunteer database

- Volgistics
- NewOrg.
- Volunteers for Salesforce

Training

- Webinars

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Survey tools

- Survey Monkey
- Google Forms
- Caspio

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Technology tools

- Google Drive and Google Sheets
- Volunteer portal including ability for volunteers to self schedule
- Sengii tied to our Association Management System (Novi) to create Communities (forums) on our website for volunteers to connect

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Other recommendations

- Thorough job descriptions for each activity along with a calendar to check off duties
- Documenting volunteer hours
- Communication with check in phone calls, results reports, impact of their job, appreciation
- United Way of Dane County is working to release a tool for corporations/community groups. You can email CommunityEngagement@uwdc.org to stay in the know as it comes together.

Thank You!

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