

Recruiting the Next Generation of Volunteers

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Overview

- Metro Meals on Wheels
- Activity
- Main Topics
 - Meals on Heels event
 - Family-Friendly Volunteering
 - Test Drive Campaigns
 - Workplace Delivery Teams
- SubTopics
 - Flexible Volunteer Schedules
 - Volunteer Barter Programs



Who are "The Next Generation"

- Activity-Part 1!



Meals on Heels



- Challenge: Young Professionals
 - Create Awareness
 - Recruit as Volunteers
 - Engage as New Donors
- Solution: Cocktail Event Unlike Any Other
 - Affordable ticket: \$25!
 - Online Ticketing/Promotions/Donating
 - Guest Involvement via Personal Fashion
 - Substantial Return, plus food and drinks!



MOH: How'd They Do That?

- Community Partnerships
 - Area Chamber of Commerce
 - Restaurants, Printers, Rentals
 - Corporate Sponsorships
- Promotions via Social Media
 - Web Site/E-News/Facebook/Twitter
 - Personal Email/Facebook Invitations
- Technology
 - Text Donation
 - www.mealsonheelsevent.org



MOH: The Result

- What Made MOH Unique:
 - Open Bar with "Suggested Donation"
 - MOH-inspired cake
 - Live entertainment
 - Swank Soles Competition
 - Very, Short, Program.
- What was MMOW's Return:
 - 40+ New Volunteers
 - Net \$10,000 Raised 2009 (Net \$20,000 Raised 2010)
 - Increased Awareness
 - Dot.Org Award/Technology Accolades/Community recognition



Family-Friendly Volunteering



- ❑ Challenge: Dispel The Myth
 - Too Hard to Volunteer With Kids
 - Busy Families
 - Safety Issue
- ❑ Solution: Reposition & Reorganize
 - Create a Partnership
 - Create and Organize Materials
 - Promote to the Right Audiences



Families: How's They Do That?

- ❑ Doing Good Together
 - Doinggoodtogether.com
- ❑ Engaging Programs
 - Awareness of Materials
 - How to work with Families
- ❑ Educate and Engage Families
 - Family-Friendly Web Site
 - School Is Out; Family Time Is In Campaign to Engage Families
 - Children's Museum
 - Family-friendly publications and websites



Families: The Result



- ❑ This project has helped MMOW to:
 - Build capacity within our org to engage family volunteers
 - Recruit family volunteers and enrich their experiences
 - Promote existing family volunteer opps and events
 - Develop new, creative family volunteer opps
 - Create helpful resources and reflection materials for family volunteers.
- ❑ What is MMOW's Return:
 - Before project-2% of volunteer referrals were families; 6 months into the project 16% of volunteer referrals were families.
 - Building the next generation of Meals on Wheels volunteers, donors and supporters in our community.
 - Increased awareness



Xavier May & Tami Lee



Introducing... A Pint-Sized Volunteer: Xavier, Age 4



Take Us for a Test Drive

- Challenge: Never-Ending Need to Recruit Volunteers
 - #1: General Public Volunteers
 - #2: Corporate Volunteers
- Solution: Use Current Volunteers to Recruit New Volunteers
 - Requires little staff time
 - Tap into current volunteers' networks
 - Volunteers enjoy bringing along a friend, co-worker, family member
 - Recognize participants



Test Drive: How'd They Do That?

- Create Marketing Materials
 - Recruited an Experienced Pro-Bono Graphic Designer
- Engage Programs/Corporations/Current Volunteers
- Promote
 - Via Printed Materials
 - Personal Email
 - Website/ E-News/Facebook/Twitter
- Recognize and Reward Participants



Test Drive: The Result

- Why Test Drive Works:
 - Tapping into new networks for potential volunteers
 - Requires very little staff time
 - Volunteers are recognized for participating
- What Was MMOW's Return:
 - 55 new volunteers
 - Volunteer base diversified
 - Encouraged current volunteers to continue thinking about how to involve their networks



Work Place Delivery Teams

- Challenge: Engaging Volunteers During the Work Day
- Solution: Engage Companies and Take A Team Approach
 - A workplace team adopts a regular route
 - Volunteers from that team alternate the responsibility of delivering meals during their lunch hour with a co-worker or individually.
 - Typically, no one employee is out of the office for more than 1 hour a month.
 - As a volunteer experience, this allows for great corporate social responsibility with minimal cost.



Work Place Delivery Teams: How'd They Do That?

- Create Marketing Materials and Web Page
- Build and maintain relationships with corporate community
- Promote volunteer opportunities to corporate community
- Connect with our local Corporate Volunteerism Council (CVC)



Work Place Delivery Teams : The Result

- About 1/3 of 14,000 volunteers in 2009 were work place volunteers
- Companies with employees who volunteer at your organization are more likely to provide grants, sponsorships, and in-kind donations
- Work place volunteers are a low-maintenance & dependable source of volunteers



Flexible Volunteer Schedules

- Challenge: "The Common Excuse"
- Solution:
 - Create Flexible Volunteering Options
 - Promote Options
 - Follow-Through!
- How To Do It
 - Examples: on-call, seasonal, short-term, job-share
 - Google Calendar
 - Email Addresses



Volunteer & Barter

- Challenge: How to partner with small service-oriented business with limited resources
- Solution: Small business supports Meals on Wheels while building client base
- How to Do It: Fair-Trade Volunteering
 - Small Business offers new clients discounted rates in return for them volunteering for Meals on Wheels.



Who are "The Next Generation"

- Activity-Part 2!



Questions?

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