

# Volunteer Engagement

Meals On Wheels Association of America  
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**do good Consulting**



## Introductions

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- Name and MOWAA chapter
- Role(s) and time with Meals On Wheels
- Volunteer engagement issue - or -
- One particular volunteer you want to engage

## Session objectives

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- Gain strategies for identifying volunteer skills and interests
- Gain strategies for engaging diverse volunteers
- Learn about available volunteer database and software systems

## Session overview

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- What is volunteer engagement?
- What do our programs look like?
- Who are volunteers and why do they volunteer?
- How to identify volunteer skills and interests
- How to support and engage diverse volunteers
- How technology can help us
- Online resources

## Volunteer engagement

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- What is volunteer engagement?

## What volunteer engagement is not....

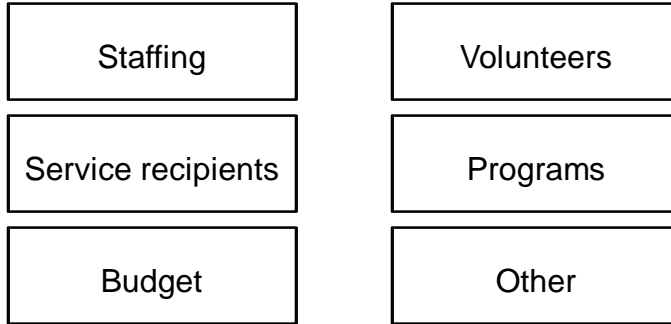
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[http://www.oregonvolunteers.org/media/uploads/ok\\_exec\\_dir\\_guide\\_SM.pdf](http://www.oregonvolunteers.org/media/uploads/ok_exec_dir_guide_SM.pdf)

## What do our programs look like?

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What do our volunteers do? volunteers do?

## Who are volunteers?

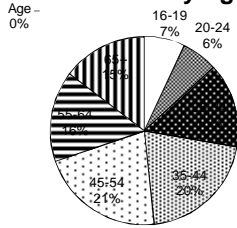
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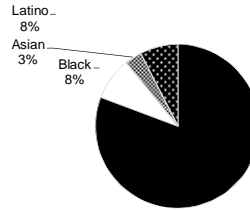
## Who are volunteers?

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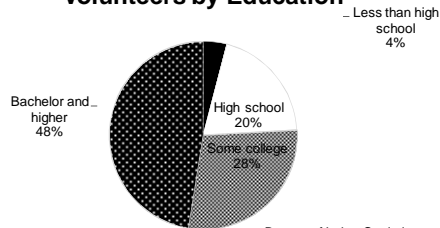
**Volunteers by Age**



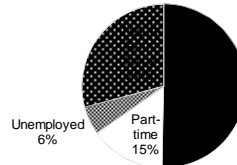
**Volunteers by Race**



**Volunteers by Education**



**Volunteers by Employment Status**



Bureau of Labor Statistics  
<http://www.bls.gov/news.release/pdf/volun.pdf>

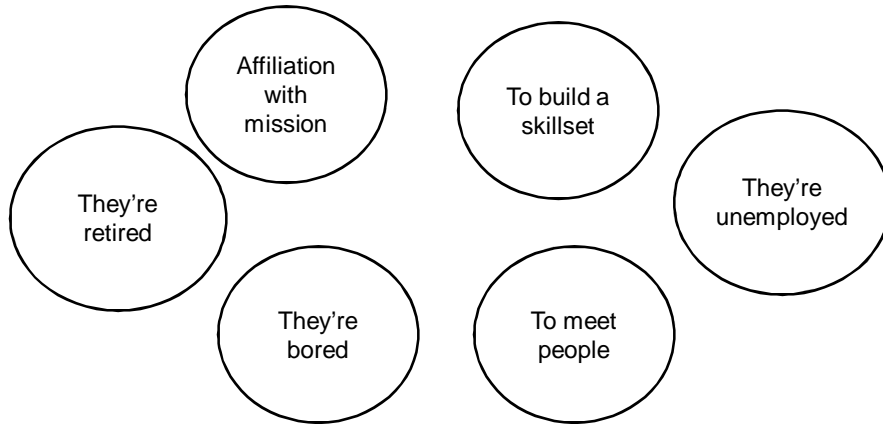
## Activity

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- Give a summary of who volunteers are in your organization – their education, occupations, ages, and anything else that describes their diversity

## Why do people volunteer?

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## What do volunteers do?

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- Coach, referee, or supervise sports teams
- Tutor or teach
- Mentor youth
- Be an usher, greeter, or minister
- Collect, prepare, distribute, or serve food
- Collect, make, or distribute clothing, crafts, or goods other than food
- Fundraise or sell items to raise money
- Provide counseling, medical care, fire/EMS, or protective services
- Provide general office services
- Provide professional or management assistance, including serving on a board or committee
- Engage in music, performance, or other artistic activities
- Engage in general labor
- Supply transportation to people

Bureau of Labor Statistics  
<http://www.bls.gov/news.release/pdf/volun.pdf>

## Activity

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- Describe in detail key work done by volunteers in one department or unit of your organization

## Your current engagement strategy

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[http://www.oregonvolunteers.org/media/uploads/ok\\_exec\\_dir\\_guide\\_SM.pdf](http://www.oregonvolunteers.org/media/uploads/ok_exec_dir_guide_SM.pdf)

## Be volunteer-worthy

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### **Be an organization people want to volunteer for**

- Market your organization's achievements
- Advertise your volunteer positions
- Have a quick and easy application process
- Offer flexible time commitments and a variety of projects
- Start the volunteer right away
- Lead compelling training and orientation sessions

## Be volunteer-worthy

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### **Identify volunteer interests, skills and time commitment**

- Ask them: Why do you want to volunteer?
- Ask them: What do you want to do?
- Ask them: How much time do you have? When?
- Volunteer applications and interviews
- Job descriptions and activity lists



## Help your volunteers identify their interests

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<http://www.getinvolved.ca/vquiz/english/index.html>

## Be volunteer-worthy

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### Build community

- Social outings
- Group activities
- Social media
- Volunteer-specific websites and listservs
- Pair volunteers with volunteer and staff mentors

## Activity

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- Name one staff member who is successful in partnering with volunteers. What does s/he do?

## Be volunteer-worthy

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### **Build affiliation**

- Ask volunteers to serve on committees and boards
- Involve them in strategic planning exercises
- Have them talk to fundraisers
- Help them identify with mission and grow their affiliation

## Activity

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- Identify 3 activities or services that were initiated by volunteers at your organization

## Be volunteer-worthy

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### **Help them build and use their skills**

- Provide trainings
- Pair them with skilled staff
- Evaluate their progress and goals
- Share program statistics with them

## Use your skilled volunteers

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A 2006 Deloitte / Points of Light Volunteer IMPACT study found that 77 percent of nonprofit leaders believe that skilled volunteers could significantly improve their organization's business practices, yet only 12 percent of nonprofits actually put volunteers to work on such assignments.

Furthermore, this study found that 40 percent of volunteers actively look for opportunities to apply their professional skills.

[http://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/us\\_pointsoflight\\_executivesummary.pdf](http://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/us_pointsoflight_executivesummary.pdf)

## Be volunteer-worthy

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### Share their stories

- Collect and publish them
- Share them with other volunteers
- Share with clients, staff, funders and media
- Use metrics to show their commitment and their projects' progress

## Activity

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- List 10 ways volunteers have contributed to your organization over the last year

## Recognize your volunteers

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- Just do it
- Do it often
- Do it consistently
- Do it at the right time
- Do it in different ways
- Be honest
- Recognize the person and the work
- Recognize each person

Modified from HandsOn Network  
<http://handsonblog.org/wp-content/uploads/2010/04/NineRulesofRecognition.pdf>

## Be volunteer-worthy

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### Fund your volunteer engagement work

- Dedicate a staff person or committee to volunteer engagement
- Work to establish or grow a volunteer engagement budget

## Your future engagement strategy

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[http://www.oregonvolunteers.org/media/uploads/ok\\_exec\\_dir\\_guide\\_SM.pdf](http://www.oregonvolunteers.org/media/uploads/ok_exec_dir_guide_SM.pdf)

## Action planning

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- What are five ways you will address the volunteer engagement issue you faced at the beginning of the session?
- How will you engage that specific volunteer?

## How technology can help

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- Collecting and tracking information lets you know your strengths and challenges
- Track and report on:
  - Applications
  - Volunteer information
  - Volunteer hours
  - Skills, interests and availability
  - Performance reviews

## Your experiences with technology

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- What systems do you have?
- Who manages them?
- What do you like?
- What are the challenges?

## A good source for comparing systems

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<http://www.coyotecomunications.com/tech/volmanage.html>



## Online resources

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- Association of Leaders in Volunteer Engagement
  - <http://www.associationofleadersinvolunteerengagement.org/>
- ServiceLeader.org
  - <http://www.serviceleader.org/>
- Volunteer Match
  - <blogs.volunteermatch.org/engagingvolunteers>
- Npower
  - <http://www.npower.org/>
- Tech Soup
  - <http://home.techsoup.org/pages/default.aspx>



### For more information:

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