

Meals On Wheels

LEADERSHIP ACADEMY

Getting Your Volunteers Out of the Box

Presenter

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Facilitator

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The webinar will begin at 3:30 p.m. Eastern Standard Time

2.19.15

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Today's Premise



- Volunteer programs are “boxed in”
- Nonprofits increasingly need to rely on volunteers
- Nonprofits need to be more strategic in their volunteer recruitment
- Nonprofits need to broaden their volunteer opportunities
- Nonprofits need to prepare for the future of volunteers
- Volunteer recognition is more than a mug

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Agenda

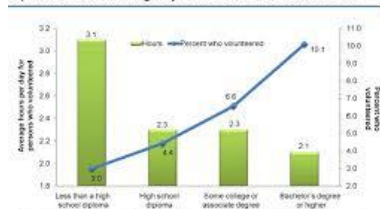
- 2013 Volunteer Stats
- Get Your Volunteer **Opportunities** Out of the Box
- Get Your Volunteer **Recruitment** Out of the Box
- What is the **Future** of Your Box?
- Get Your Volunteer **Recognition** Out of the Box

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2013 Volunteer Statistics

Percent of population who volunteered and hours spent volunteering, by educational attainment



NOTE: Data include all persons age 25 and over and are averages for 2009-13. Volunteer activities are those done for no pay for or through an organization.
SOURCE: Bureau of Labor Statistics, American Time Use Survey

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2013 Volunteer Stats

- Volunteer rate **declined** by 1.1% to 25.4%
- 62.6 million volunteered at least once between September 2012-2013.
- Volunteer rate **lowest** since first administered in 2002.
- Individuals with higher levels of **education** engaged in volunteerism activities at higher rates than those with less education.

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2013 Volunteer Stats

- **Employed 27.7%**
- Men 22.2% Women 28.4%
 - Women volunteered at a higher across all major demographic characteristics.
- **35 to 44 year-olds** most likely to volunteer 30.6%

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2013 Volunteer Stats

- Whites volunteer at a higher rate **27.1%**
 - Blacks 18.5%
 - Asians 19.0%
 - Hispanics 15.5%
- Married persons volunteered at a higher rate **30.7%**

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2013 Volunteer Stats

- Parents with children under age 18 remained higher 32.9%
- Volunteers spent a median of 50 hours on volunteer activities
- Time spent on volunteer activities was similar for women and men.

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2013 Volunteer Stats

- 71.3% volunteered with one organization
- Main volunteer organization was religious 33.0%
- Educational or youth service related 25.6%
- Social or community service 14.7%

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2013 Volunteer Stats

- Collecting, preparing, distributing, or serving food 10.9%
- Fundraising 10.0%
- Tutoring or teaching 9.8%

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2013 Volunteer Stats

- 40.8% volunteer after being asked, most often by someone in the organization.
- 43.0% volunteer on their own initiative

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Is the News All Bad?

- Explosion of pro bono and skills-based volunteer service.
- The rise in online service. Check out [GoFundMe](#) and [HopeMob](#) "slacktivism"
 - Really? What if they can quickly mobilize thousands of Facebook friends or Twitter followers to raise awareness or dollars?

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Is the News All Bad?

- Increase in youth and young adult volunteering.
 - The 25-34 demographic [creates more online petitions](#) on Change.org
 - The 18-34 demographic driven the success of [Indiegogo](#), a popular crowdfunding site, that spreads the word about social causes.

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Is the News All Bad?

- People using their purchasing power to support causes.
 - Retailers sending profits to nonprofits, including [Toms Shoes](#), [FEED Projects](#), [Newman's Own](#), and [Alex and Ani](#).
 - Research shows that more than half -- [54%](#) -- of consumers bought a product with a social or environmental benefit in the past year.

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Get Out of the Box!

How could you use nontraditional volunteers?

- *Pro bono and skills-based volunteer service.*
- *Online volunteer service.*
- *Youth and young adult volunteering with petitions, crowdfunding other engagement.*
- *Purchase power to support causes.*

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Get Your Volunteer Recruitment Out of the Box!



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Get Your Recruitment Out of the Box!

Thoughts to consider in today's environment

- Life stages
- Skill sets
- Resources
- Millennials



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Internships (i.e. Cloning)

- No recruitment
- No training
- No supervision

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Virtual Volunteering

- Do all volunteer opportunities have to be in your area?
- How could someone volunteer by phone?
- How could someone volunteer off site, in another state?



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Recruitment Campaigning!

- Develop a plan of action
- Job / Task description ready
- Supervision/ Create ownership
- Share responsibility
- Cope with time management issues
- Identify internal training
- Volunteer orientation
- Assess skills & schedules
- Identify targets & approach/market
- Public Speaking/Promote

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Get Out of Your Box!

- *What do you need to do in order to better recruit Millennials?*
- *How are you utilizing interns at your organization?*
- *What could a virtual volunteer do at your organization?*
- *Identify one new thing you can do as part of your recruitment campaigning*

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Get Your Volunteer Opportunities Out of the Box



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Volunteer Opportunity Assessments

- Ensure your staff are VO friendly
- Tour your agency
- Develop a VO career ladder
- VO outside your office



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Volunteer Opportunity Based On Individual Skills

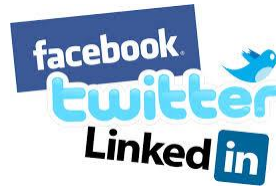
- Ensure your application is VO friendly
- Continue to “recruit” your current volunteers
- Promote all VO to staff, current volunteers, potential volunteers, stakeholders

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Volunteer Opportunity Based On Needs

- Have staff create a “wish list”
- Start a VO Board
- Use technology as new VO



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Get Out of the Box!

*How can you use volunteers in other departments
at your agency?*

- *Marketing*
- *CEO/President's Office*
- *Volunteer Coordinator*
- *Finance/Human Resources*

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The Future of Your Box



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Group Volunteers

- 5 – 5000
- Team Leaders
- Convert from one-time to full time volunteers
- RSVP, Corporations, High Schools, Hands On Network

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Save The World on a Saturday Morning

- Feed them and they will come!
- Job descriptions/procedures
- Done in a day – preferably by Noon
- Plan B, C, D, E, F.....



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Social Volunteering

- 
<http://www.meetup.com/>
- Matchmaking 101



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Get Out of the Box!

How could you better accommodate one of these volunteer groups?

- Youth
- Groups
- Families
- Seniors
- Singles
- Sectors
- Individuals
- Service Learning
- Internships
- Corporate
- Virtual
- Unemployed

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Get Your Volunteer Recognition Out of the Box



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Remember!

Recognition is Your Volunteer's
Paycheck



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The Event vs. Every Day Recognition

- **Event**
 - Public Recognition
 - Networking
 - Marketing/Development
- **Every Day**
 - Immediate/Timely
 - Recognition Commensurate with Action
 - Personal

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Volunteer Recognition Event

- Purpose of the event
 - For Agency/Staff
 - For Volunteers
- Location
- Feed them and they will come!
- *(what about spouses, partners, family pets, etc!?)*
 - Agenda, Presenters, Video, Awards

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Event Recognition Gifts

- Remind volunteer of your **mission**
- Support their volunteer **efforts**
 - Photos with clients
 - Personal leash
 - Gas cards/Tune-Ups/Oil Change gift card



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Volunteer Recognition Event Awards

- Most hours volunteered
- Longevity with organization
- Dependability
- Recognize a specific action or function
- Recognize everyone equally

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Just As Important – Staff Recognition

- Recognize staff that work with volunteers
- Use “every day” volunteer recognition techniques on staff
- Recognize staff utilizing volunteers for the first time
- Handle the “dirty work” for staff



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Get Out of the Box!

- *How can you tie a volunteer recognition gift to your mission?*
- *How can you do “every day” volunteer recognition, on a budget?*
- *What can you do to recognize staff that work with volunteers?*

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Volunteer Management Resources

- Points of Light - <http://www.pointsoflight.org/>
- Hands on Network - <http://www.handsonnetwork.org/>
- Corporation for National and Community Service - <http://www.nationalservice.gov/>
- President’s Volunteer Service Award
<http://www.nationalservice.gov/about/initiatives/pvsa.asp>
- Energize Inc. <http://www.energizeinc.com/>

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National Volunteer Day Seasons of Service

- National Mentoring Month – January
<http://www.nationalservice.gov/about/initiatives/nmm.asp>
- MLK Day of Service - <http://www.mlkday.gov/>
- Corporate Philanthropy Day - February
<http://www.corporatephilanthropy.org/events/international-corporate-philanthropy-day.html>
- Random Acts of Kindness Week – February
<http://www.actsofkindness.org/people/days.asp>
- Cesar Chavez Day of Service and Learning - March
<http://chavezfoundation.org/>
- National Volunteer Week – April <http://www.handsonnetwork.org/events>
- Global Youth Service Day – April <http://www.yso.org/nysd/>

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National Volunteer Day Seasons of Service

- Join Hands Day – May 1 <http://joinhandsday.org/>
- National Day of Service & Remembrance –
September 11 <http://www.911dayofservice.org/>
- My Good Deed – September 11 <http://911dayofservice.org/>
- Be The Change Day – October 1 www.saalt.org/bethechange.php
- Make a Difference Day – October 23
<http://www.usaweekend.com/section/mdday>
- Family Volunteer Day - <http://disney.go.com/disneyhand/familyvolunteers/>
- National Philanthropy Day -
http://www.afpnet.org/national_philanthropy_day_and_afp_awards

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National Volunteer Awards

- Corporate Engagement Award of Excellence
<http://www.pointsoflight.org/recognition>
- Build-A-Bear Workshop Huggable Heroes Award Program
www.buildabear.com/huggableheroes
- The Congressional Award
<http://www.congressionalaward.org>
- Daily Points of Light Award
<http://www.pointsoflight.org/recognition/dpol>
- Do Something Award
<http://www.dosomething.org/programs/awards>

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National Volunteer Awards

- Giraffe Heroes
<http://www.giraffe.org/nominate-giraffes/nominate-giraffes/>
- Gloria Barron Prize for Young Heroes
<http://www.barronprize.org>
- Nestlé Very Best In Youth
<http://verybestinyouth.nestleusa.com/public/default.aspx>
- President's Volunteer Service Award
<http://www.presidentialserviceawards.gov/tg/aio/index3.cfm>
- Prudential Spirit of Community Awards
<http://www.prudential.com/community/spirit> or by calling 1-877-525-8491
- Women of Worth
<http://www.womenofworth.com>
- Youth Service America Awards and Grants Programs
<http://www.ysa.org/awards>

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Nonprofit Resources



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Websites You Should Know

- GrantStation – www.GrantStation.com
- Chronicle of Philanthropy - www.philanthropy.com
- Nonprofit Quarterly - www.nonprofitquarterly.org
- Blue Avocado – www.blueavocado.org
- BoardSource - www.boardsource.org
- Idealware – www.idealware.org
- TechSoup – www.techsoup.org
- Independent Sector – www.independentsector.org

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LEADERSHIP ACADEMY

Free Advice and Counsel

Mary Beth Harrington, CVA

501c³ - Taking Nonprofits to the Third Power

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www.mbharrington501c3.com

972-839-9960

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Upcoming Webinars

How to Do Social Media for Your Nonprofit in 15 Minutes a Day!

Presenter: Mazarine Treyz

When: March 10, 2015

Time: 3:30 PM to 4:30 PM EST

Fee: \$25

Competency: Relationship Building

Concentration: Communications

Credits: 1

Managing Risks and Maximizing Quality in Your Volunteer Program

Presenter: Mary Beth Harrington

When: March 19, 2015

Time: 3:30 PM to 4:30 PM EST

Fee: \$25

Competency: Organizational Planning

Concentration: Management

Credits: 1