Mobilizing High Impact Volunteer Talent: Part 2

Meals on Wheels
Association of America
November 5, 2013

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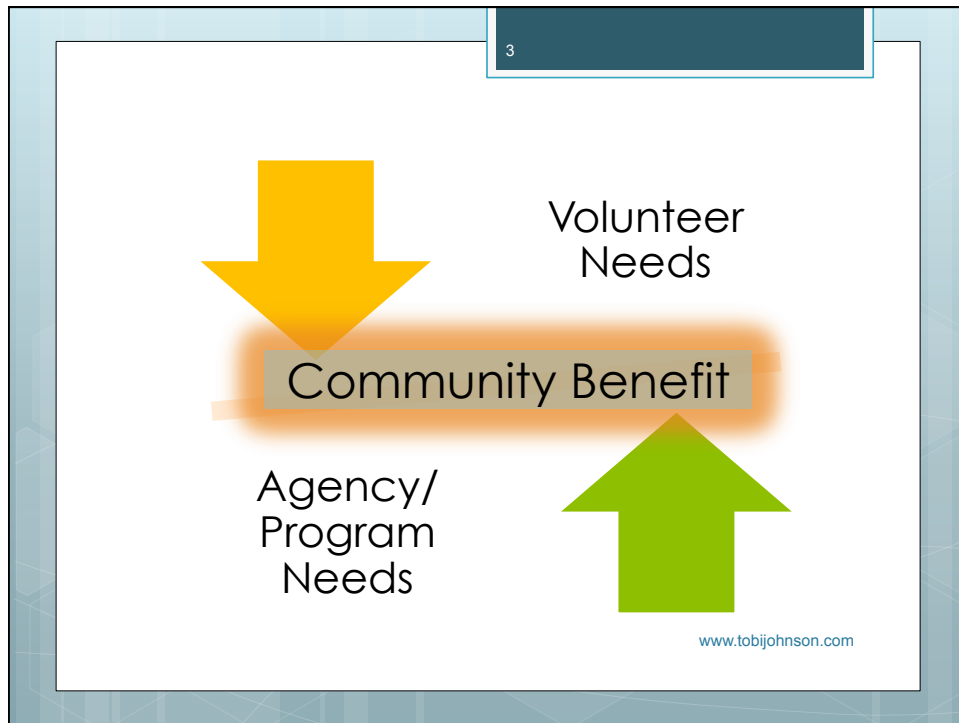
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Agenda: Part II

2

- Identifying Diverse Volunteer Roles
- Conducting a "Helpforce" Needs Analysis
- Brainstorming New Roles
  - Community Relations
  - Program Planning and Improvement
  - Volunteer Human Resources
  - New Technology
- Finding Skilled Volunteers

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3

Volunteer Needs

Community Benefit

Agency/ Program Needs

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4

How can volunteers help further your mission?

- Stand By Volunteers
- Volunteer Teams
- Short-term Projects
- Medium-term Cyclical/ Seasonal Work
- Long-term Program Support
- Self-generated Assignments
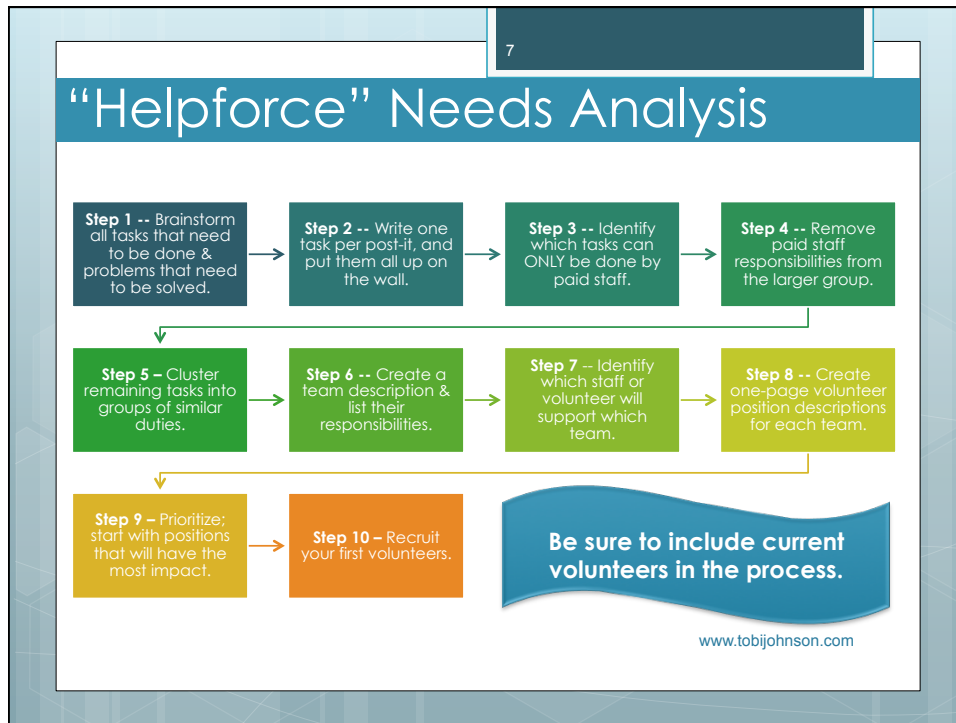
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Creative Volunteer Functions

What are **innovative** ways you are including volunteers in your work?

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7

"Helpforce" Needs Analysis

Step 1 -- Brainstorm all tasks that need to be done & problems that need to be solved.	**Step 2 --** Write one task per post-it, and put them all up on the wall.	**Step 3 --** Identify which tasks can ONLY be done by paid staff.	**Step 4 --** Remove paid staff responsibilities from the larger group.
Step 5 -- Cluster remaining tasks into groups of similar duties.	**Step 6 --** Create a team description & list their responsibilities.	**Step 7 --** Identify which staff or volunteer will support which team.	**Step 8 --** Create one-page volunteer position descriptions for each team.
Step 9 -- Prioritize; start with positions that will have the most impact.	**Step 10 --** Recruit your first volunteers.		

Be sure to include current volunteers in the process.
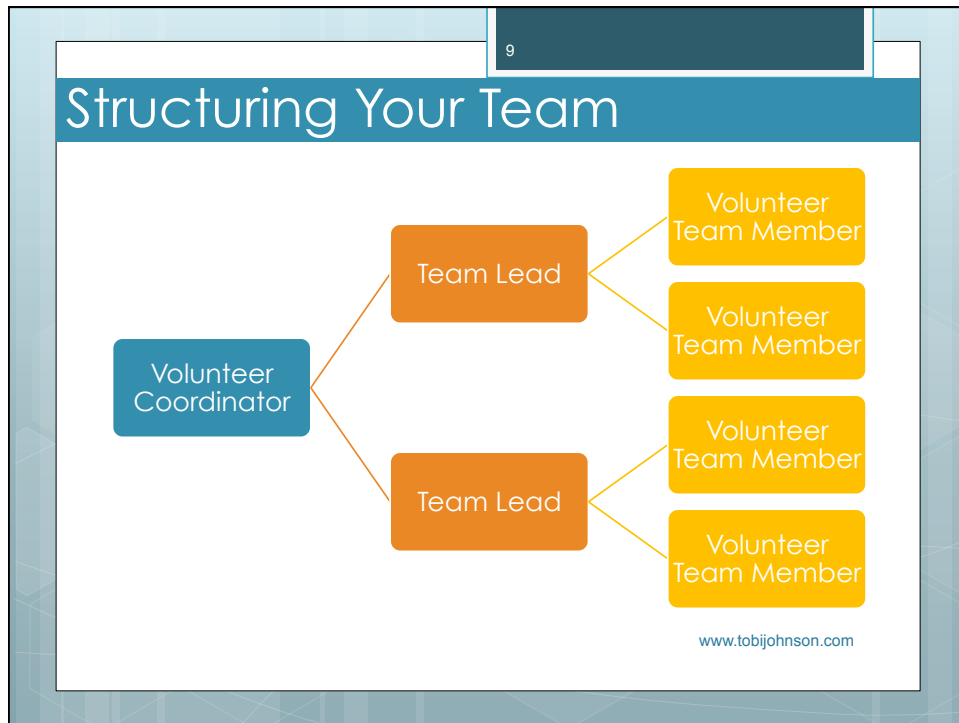
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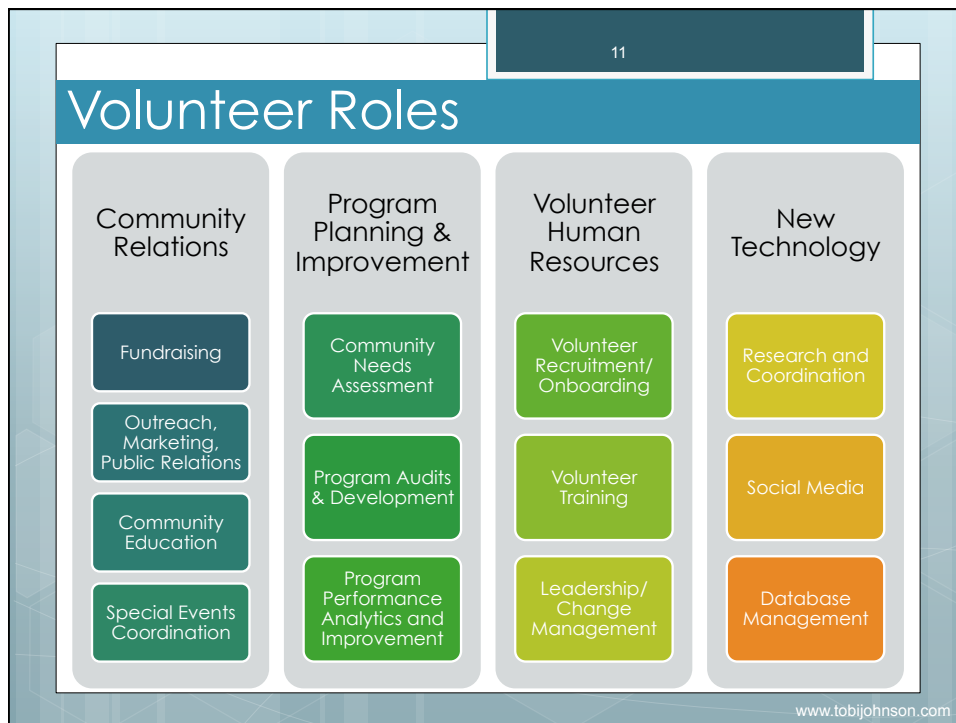

8

Helpforce Needs Analysis

Volunteer Job Re-Design Template

Use this worksheet to assess the frequency, timing, complexity of tasks and training required to discover new ways to combine volunteer tasks and design new roles that make good use of volunteer talents.

Main Work Areas	Tasks	Frequency & Timing	Complexity & Training	Possible New Roles
Office Support (reception, administrative assistance, data entry, etc.)				

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Structuring Your Team

9

```
                            Volunteer
                          Team Member
            Team Lead
                            Volunteer
                          Team Member
Volunteer
Coordinator
                            Volunteer
                          Team Member
            Team Lead
                            Volunteer
                          Team Member
```

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Elements of Job Satisfaction

10

Task Variety	Task Identity	Task Significance
• Uses the different skills & talents of the volunteer	• Allows the volunteer to complete some tasks from beginning to end	• Job has a substantial impact on others & the organization's mission

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Volunteer Roles

11

Community Relations	Program Planning & Improvement	Volunteer Human Resources	New Technology
Fundraising	Community Needs Assessment	Volunteer Recruitment/ Onboarding	Research and Coordination
Outreach, Marketing, Public Relations	Program Audits & Development	Volunteer Training	Social Media
Community Education	Program Performance Analytics and Improvement	Leadership/ Change Management	Database Management
Special Events Coordination			

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Community Relations

12

Individual & Team Tasks	Tools & Support Needed	Where to Find Volunteer Talent	Barriers & How to Address Them

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13

Program Planning/Improvement

Individual & Team Tasks	Tools & Support Needed	Where to Find Volunteer Talent	Barriers & How to Address Them

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14

Volunteer Human Resources

Individual & Team Tasks	Tools & Support Needed	Where to Find Volunteer Talent	Barriers & How to Address Them

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New Technology

Individual & Team Tasks	Tools & Support Needed	Where to Find Volunteer Talent	Barriers & How to Address Them

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15

Volunteer Position Descriptions

Volunteer Position Description Template

Use this template to tailor specific volunteer position descriptions.

[Insert agency logo]
Volunteer Position Description
[Insert Position Title]

[Insert philosophy of volunteer involvement.]

Goals of Position
[Insert specifics about how the position affects the community and people served by the program. What kind of impact can volunteers have on the program?

Key Responsibilities
[Insert a list of the most important tasks volunteers will accomplish in this position.]

•
•
•
•

Location
[Insert the primary location where the work will be performed.]

Skills and Qualifications
[Insert the minimum skills and qualifications for the position, and address any misconceptions about what is required.]

Time Commitment
[Insert the required schedule and whether there is any flexibility.]

Length of Appointment
[Insert the minimum length of appointment or the project length.]

Skills Matrix: Key Responsibilities for Volunteer Position Descriptions

Insert these qualifications, as appropriate, into the relevant volunteer position description(s) for your program.

SHIP Counselor Volunteer

• Committed to helping seniors and people with disabilities maintain quality of life
• Able to use a computer and have access to email
• Organized and efficient
• Enjoys learning new skills and information
• Willing to study and keep up-to-date on Medicare benefits information
• Enjoys working with people
• Ability to research and identify appropriate community resources
• Ability to communicate complex information in layperson's terms
• Possible option for homebound volunteers
• Must be at least 18 years of age and must pass a criminal background check

Ombudsman Volunteer

• Committed to helping seniors and people with disabilities maintain quality of life
• Able to use a computer and have access to email
• Enjoys negotiating with others to arrive at mutual agreement
• Willing and able to set own priorities and schedule
• Safe driving record, proof of active auto insurance coverage and reliable transportation
• Willing to study and keep up-to-date on consumer issues related to long-term care
• Willing to be an advocate for frail and vulnerable people
• Ability to research and identify appropriate community resources
• Must be at least 18 years of age and must pass a criminal background check

Home Delivered Meals Program Volunteer

• Committed to helping seniors and people with disabilities maintain quality of life
• Safe driving record, proof of active auto insurance coverage and reliable transportation (if driving)
• Ability to lift a small meal carrier

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16

Slide 17

Volunteer Team Charters

Team Charter: Volunteer Recruitment, Screening and Placement Team

Use this template to establish a foundation, clarify team direction and establish boundaries for the work of a volunteer-led team responsible for the recruitment, screening and placement of new volunteers.

[Insert agency logo]

Volunteer Team Charter
Volunteer Recruitment, Screening and Placement Team

[insert program's philosophy of volunteer involvement]

Team Purpose
[insert specifics about the problem the program is facing, how successful resolution affects the program's mission delivery and what will be an acceptable outcome for the team in addressing that problem]

Project Goals
[insert specific, measurable outcomes for the project; what is the desired end result?]

* Recruit [XX] interested volunteers by [date]
* Screen [XX] volunteer applicants by [date]
* Place [XX] appointed volunteers by [date]

Scope
[insert a list of tasks that are included and excluded from the project in order to set clear parameters and reduce scope creep]

* **In-Scope**
  o Develop and implement volunteer recruitment plan
  o Design volunteer recruitment marketing materials
  o Process applications, background checks and interview prospective volunteers
  o Maintain high ethical standards and applicant confidentiality
  o Discuss issues with supervisor as they arise
  o Request assistance if additional support is needed
  o Process volunteer appointments
  o Maintain communications with trainers
  o Maintain volunteer files and update database
  o Track results of activities to identify areas for improvement

* **Out-of-Scope**
  o Training new volunteers
  o Managing volunteer recognition activities
  o Addressing behavior issues with existing volunteers

Members
[insert the names and contact information of the project sponsor and the team members]

Duration and Time Commitment
[insert the required meeting schedule and expected duration of project; it should be time limited, with renewable terms]

Supporting Resources
[insert information about the people who will support, but not be part of, the team (e.g. subject matter experts) as well as any budget or in-kind resources that will be committed to the project]

Training and Support
[insert information about activities that will take place to help volunteers learn to build competencies to perform the work]

Reporting Plan
[insert information about who the team will report progress to and what specific action items need approval and by when]

Deliverables
[insert a list of specific documents and desired behaviors that will be in place when the project is complete, with dates, as well as the process that will be used to verify that they are in place]

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Circle of Influence

- Program Volunteers
- Clients & Care-givers
- Agency Staff
- Nonprofit Partners

Find **new** partners **who know** the people you want to reach.

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Slide 19

Where to Find Skilled Volunteers

Danger: Beware of conflict of interest.

- Corporate Social Responsibility Programs
- Emerging Web Intermediaries
- Area Volunteer Administration Networks
- Retiree & Professional Associations
- Local Hospitals, Clinics, & Healthcare Providers
- Community Advocacy Organizations
- Affiliated Issue-based Coalitions
- Area Chambers of Commerce
- Local Charitable & Philanthropic Organizations
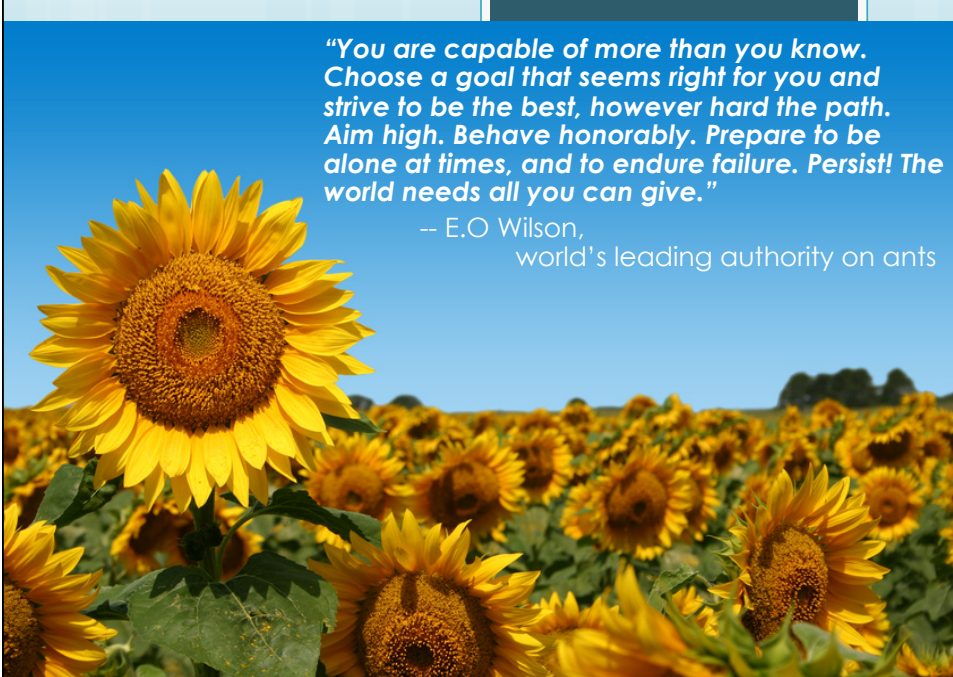- Statewide Nonprofit Associations

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Slide 20

What were your **A-HA! moments** today?

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"You are capable of more than you know. Choose a goal that seems right for you and strive to be the best, however hard the path. Aim high. Behave honorably. Prepare to be alone at times, and to endure failure. Persist! The world needs all you can give."
-- E.O Wilson,
world's leading authority on ants

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22

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- Leadership training for volunteer teams
- Volunteer management workshops
- Volunteer program risk assessment & planning
- Volunteer satisfaction surveys
- Volunteer program assessments
- Volunteer training program development

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23

Free eBook

The New Volunteer Manager:
The First 90 Days

21 big picture tips to rock your volunteer program right from the start

By Tobi Johnson, MA

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