Mobilizing High Impact Volunteer Talent: Part 2

Meals on Wheels Association of America
November 5, 2013

Agenda: Part II

- 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
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
What are innovative ways you are including volunteers in your work?
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: staff with positions that will have the most impact.

Step 10 -- Recruit your first volunteers.

"Helpforce" Needs Analysis

Be sure to include current volunteers in the process.

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.

<table>
<thead>
<tr>
<th>Main Work Areas</th>
<th>Tasks</th>
<th>Frequency &amp; Timing</th>
<th>Complexity &amp; Training</th>
<th>Possible New Roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Support (reception, administrative assistance, data entry, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.tobijohnson.com
Structuring Your Team

Volunteer Coordinator
- Team Lead
- Volunteer Team Member
- Volunteer Team Member
- Volunteer Team Member
- Volunteer Team Member

Volunteer Team Member
- Team Lead

Elements of Job Satisfaction

Task Variety
- Uses the different skills & talents of the volunteer

Task Identity
- Allows the volunteer to complete some tasks from beginning to end

Task Significance
- Job has a substantial impact on others & the organization’s mission

www.tobijohnson.com
Mobilizing High-impact Volunteer Talent: MOWAA Webinar Series

Volunteer Roles

Community Relations
- Fundraising
- Outreach, Marketing, Public Relations
- Community Education
- Special Events Coordination

Program Planning & Improvement
- Community Needs Assessment
- Program Audits & Development
- Program Performance Analytics and Improvement

Volunteer Human Resources
- Volunteer Recruitment/Onboarding
- Volunteer Training
- Leadership/Change Management

New Technology
- Research and Coordination
- Social Media
- Database Management

Community Relations

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

www.tobijohnson.com
### Program Planning/Improvement

<table>
<thead>
<tr>
<th>Individual &amp; Team Tasks</th>
<th>Tools &amp; Support Needed</th>
<th>Where to Find Volunteer Talent</th>
<th>Barriers &amp; How to Address Them</th>
</tr>
</thead>
</table>

### Volunteer Human Resources

<table>
<thead>
<tr>
<th>Individual &amp; Team Tasks</th>
<th>Tools &amp; Support Needed</th>
<th>Where to Find Volunteer Talent</th>
<th>Barriers &amp; How to Address Them</th>
</tr>
</thead>
</table>
### New Technology

<table>
<thead>
<tr>
<th>Individual &amp; Team Tasks</th>
<th>Tools &amp; Support Needed</th>
<th>Where to Find Volunteer Talent</th>
<th>Barriers &amp; How to Address Them</th>
</tr>
</thead>
</table>

### Volunteer Position Descriptions

**Volunteer Position Template**

- **Title:** [Volunteer Title]
- **Description:** [Volunteer Description]
- **Responsibilities:** [List of responsibilities]
- **Requirements:** [List of requirements]
- **Qualifications:** [List of qualifications]
- **Salary:** [Salary information]

**Skill Sets:**

- **Key Skill Set:** [Key skill set]
- **Other Skill Sets:** [Other skill sets]

**Preference:**

- **Location:** [Location preference]

**How to Apply:**

- **Application Process:** [Application process]

**Contact:**

- **Name:** [Name]
- **Email:** [Email]
- **Phone:** [Phone]

---

*www.tobijohnson.com*
Volunteer Team Charters

Clients 
Caregivers 
Nonprofit Partners 
Agency Staff

Program Volunteers

Circle of Influence

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

www.tobijohnson.com
Where to Find Skilled Volunteers

- 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

Danger: Beware of conflict of interest.

What were your A-HA! moments today?
“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