



## Welcome to Panel of Peers: Volunteer Management

The webinar will begin at 3:30 p.m. ET

Presenters: Cathy Perlingiere, Lisa Cottingham  
and Jeanne Martin

Facilitators: Magda Hageman-Apol and Suzanne Grubb

## Webinar Tips

**To hear the presenters, you will need to phone in (toll free):**

**Dial: 1-866-439-4480      PIN Code: 893 007 32 #**

*Your phone will muted once we start the webinar so we don't hear background noise from your office.*

**There will be several Q&A opportunities during this webinar.**

To unmute your phone and ask a question:  
Press \*1 on your phone keypad.

*After you have asked your question, please mute your phone again by pressing \*1 on your phone keypad.*

## Introduce Yourself in the Chat Room

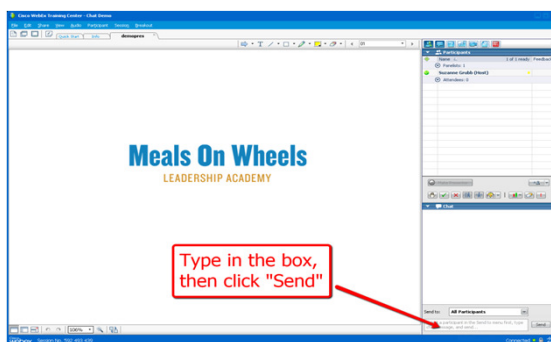
*Tell Us...*

1. Your name, program, city and state
2. How many volunteers does your program have?
3. What is your biggest volunteer challenge?

*Please type your responses in the webinar "Chat" box...*

*Make sure "Send to" says "All Participants"*

*Then click "Send"*



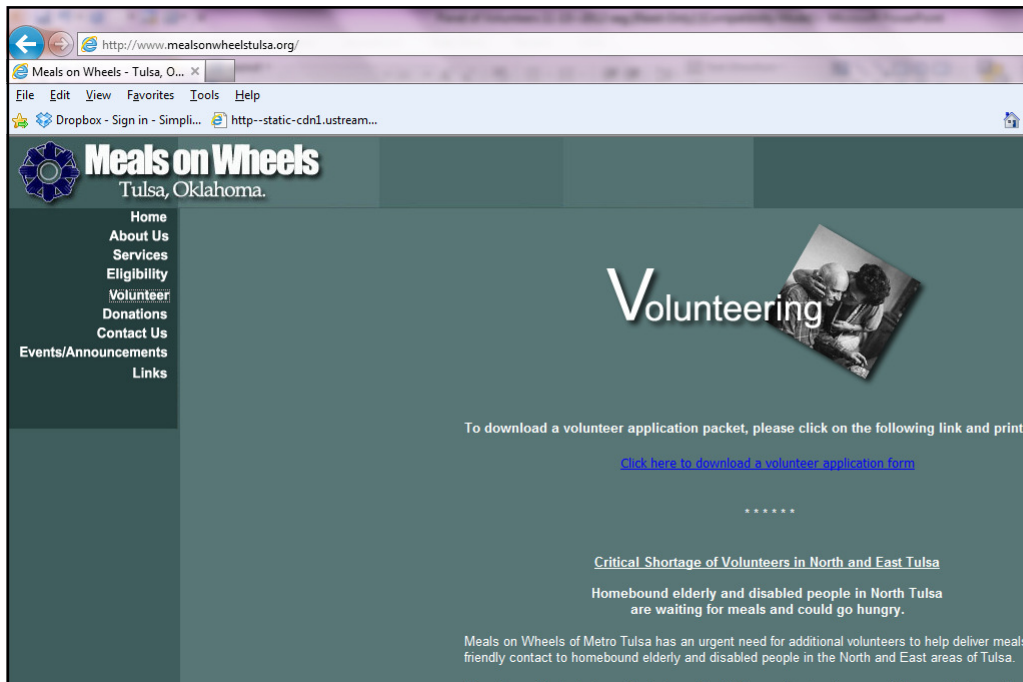
## Cathy Perlingiere: Planning for the Future

*The Program:*

- Has existed for 40 years
- Was established through a coalition of churches
- Has all private funding sources
- Has five paid staff members
- Serves 950 clients per day

[www.mealsonwheelstulsa.org](http://www.mealsonwheelstulsa.org)





## Different Strokes for Different Folks

Questions for Volunteers... ???

- Ask new volunteers:  
“Why did you begin volunteering with Meals on Wheels?”
- Ask long-term volunteers:  
“What keeps you coming back?”

Building relationships is the most important thing in recruiting and retaining volunteers!

## Issues with Volunteers

There is a changing pool to attract volunteers from.

### *Results:*

- Higher turnover
- Low-level commitment
- More difficult to integrate those in a team



It requires more **intentionality** from the leadership of a site.

## Recruiting Tips



### **Differentiate**

The way you recruit volunteers

- Individuals
- Corporations
- Mass media

## Recruiting Tips



### **Emphasize**

The importance of relationships

Bringing the community together

*Example: Share stories/testimonials from volunteers and recipients.*

## Recruiting Tips



### **Address**

Risk management issues

Volunteer/recipient safety

*Gain credibility with new volunteers.*

## Thoughts



*Remember:*

- In volunteering you get more than you “give”
- There are three at a funeral

*“Join with Meals on Wheels in serving our community”*

*“Serve a hot meal with a warm smile”*

## Q & A?

**Ask a question:**

Press \*1 on your phone keypad to unmute your phone.

*After you have asked your question,  
please mute your phone again by pressing \*1.*

**Or:**

Type your questions in the Chat Room.

*Make sure you Send To: “All Participants”*

# Lisa Cottingham: Corporate Volunteerism – How to Make It Work for Your Organization

## *The Program:*

- Has a staff of eight and 300 volunteers
- Serves over 500 clients
- Had a 79% increase in delivered meals over five years
- Does not charge for meals
- Has no waiting list

<http://www.ecmow.org/volunteer>



ecmow.org/volunteer

Tools Help

http://static-cdn1.usstream...

EAST COOPER MEALS ON WHEELS

Home About Events Contact Volunteer Get A Meal Donate

### Volunteer

Volunteering with East Cooper Meals on Wheels is a rewarding experience. Whether you're helping to pack 350+ meals a day or filling your car with coolers to drive a meal delivery route once a week, you can make a difference in the life of a homebound senior in our community. We welcome individuals, as well as community groups and businesses of all sizes, to join us in giving back.

#### Top 3 FAQs about Volunteering

- 1. What can I do at East Cooper Meals on Wheels?**  
You can help us pack meals, deliver meals, prepare for special events, make small home repairs for recipients, answer phones and much more.
- 2. What level of time commitment do I need to make?**  
We ask volunteers to give two hours of their time at least twice a month. The majority of our volunteer opportunities occur Monday through Friday from 8 a.m. to noon.
- 3. Who will I be helping?**  
We serve seniors and homebound residents in Mount Pleasant, Cainhoy, Wando, Daniel Island, Isle of Palms



### Make a Difference

Have a few questions about volunteering? Sign up here and we'll contact you to talk more about volunteer opportunities. **Ready to get started?** Download and complete the Volunteer Application below.

Name \*

## Increasing Corporate Interest in Partnering with Nonprofits

*Companies are:*

- Placing a higher priority on corporate citizenship
- Making employee volunteerism a part of their culture
- Using volunteerism to improve their image
- Recognizing the value of working with nonprofits
- Using volunteerism to give back and build up their communities



## Meals On Wheels Is a Great Fit for Corporate Volunteerism

*MOW volunteers do work that is:*

Substantive and meaningful

Immediate impactful

Easy to explain

Noncontroversial

Part of a strong brand



## What are Companies Looking for in their Volunteer Experience?

Guidance! Sometimes they don't know what they want or can expect.

**So ask them, “Do you want... ?”**

- Hands on or shared expertise?
- Interaction with recipients?  
Or doing something for the organization?
- Volunteering for a large group, small group, or individuals?
- Long-term volunteering or a one-off experience?



## It's Up to You to Determine a Good Fit for Your Candidates!

**So ask them:**

Be flexible and be creative

Involve all departments in the organization

Make sure there is buy-in at many levels

## **Recruiting Corporate Volunteers**

- Improve your organization's profile if needed. Is your PR plan working?
- Networking is everyone's job. Staff, Board
- Create a target plan
- Never miss an opportunity to cultivate volunteers and expand involvement
- Use MOWAA connections – Banfield, Subaru

## **What Can Corporate Volunteers Do for Your Organizations?**

Get the job done

Enlist people with skills you wouldn't be able to afford

Grow relations – Board members, advocates, stalwart volunteers

Identify financial supporters – donors, sponsors

Raise your organization's profile

## **The Key to Success – Be Passionate About Ensuring a Good Volunteer Experience**

- Communicate
- Extend a warm welcome
- Orientation – there is no substitute for good day-of training
- Good follow-up and heartfelt “Thank You!”
- Understand their expectations – especially about internal and external Public Relations

## **Be Aware of Pitfalls**



Your staff needs to be on board, willing to do more handholding, coordinating and thinking out of the box

Be vigilant that policies and procedures are followed

Don't alienate regular volunteers

## Payoff Can be Big



- Get a tough job done
- Create supporters, ambassadors and more converts to Meals on Wheels
- Collect testimonials, ask for blog posts, get the volunteers to help tell the story
- Form priceless relationships that can turn into donors and supporters

## Q & A?

### Ask a question:

Press \*1 on your phone keypad to unmute your phone.

*After you have asked your question,  
please mute your phone again by pressing \*1.*

### Or:

Type your questions in the Chat Room.

*Make sure you Send To: "All Participants"*

## Jeanne Martin

### *The Program:*

- Was founded in 1972
- Serves 24 towns and villages
- Delivers 335 meals a day
- Has a 1.5 paid staff positions and 450 volunteers
- Funding through Title III, clients and Community Block Grants
- Added three new meal kitchens by partnering with area hospitals and nursing homes



## Recruiting Tips



### *Think about recruiting from unusual places:*

- Utilities
- Corporations
- Colleges

(See our web site about SONY:  
[www.pvmealsonwheels.org](http://www.pvmealsonwheels.org))





## Pascack Valley Meals on Wheels

Compassion. Hope. Dignity. Independence.

HOME MEALS NEWS & EVENTS VOLUNTEER COMMUNITY SUPPORT ABOUT US

### CALL US NOW!

(201) 358-0050

### WHERE WE DELIVER

We deliver to towns throughout northern Bergen County in New Jersey. [Click here](#) for a list of towns we service.

### OUR MISSION

We are a nonprofit organization that provides meals to people in northern Bergen County who are unable to shop or cook for themselves due to age or disability.

### BE A VOLUNTEER!

Our [volunteers](#) each drive about once per month to deliver daily meals to our clients. Learn how to [be a volunteer](#)!

### SUPPORT PVMOW!

We accept [donations](#).

### Come drive for us!

We are very proud of the hundreds of caring volunteers that serve as the backbone for Pascack Valley Meals on Wheels. They use their own cars, gasoline and personal time to deliver nutritious meals to our clients throughout northern Bergen County. Our drivers often alert us to additional needs of our clients. Volunteering for a Meals on Wheels program is a fulfilling experience—meeting those you are helping and contributing to your community!



### Delivering meals

Drivers are assigned to a regular route. The length of each route varies but we try to keep the total delivery time to within an hour. Each driver is scheduled to deliver meals about once per month.

### Would you like to volunteer?

We'd love for you to drive for us. [Click here](#) for an application.

### Other volunteer opportunities



Professionals! Lend us your skills! We are currently looking for volunteers that could assist us with graphic design, copywriting, legal work, grant writing and fundraising.

We are also looking for volunteers to make tray favors (cards, cookies, etc.) for our clients. A great opportunity for youth organizations, scouts and service clubs. Please [contact us](#) if you would like to help.

## What Can You Do with a Bunch of Kids?



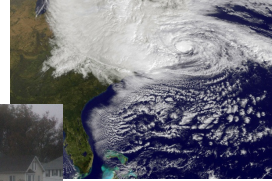
*Young people are our next leaders!*

- “Shake a Can” Fundraisers
- Blizzard Boxes
- Coin Drives
- Bake-off Bake Sales
- Spaghetti Dinners/Pancake Breakfasts
- Rummage Sales
- Parents Dance
- Tray Favors...

## Volunteers in Crisis Situations

*Recent Example: Hurricane Sandy*

- Gasoline Shortage
- Phone outage
- Power outage
- Missing clients
- Missing drivers
- Working with other agencies (volunteer center, etc.)



## Q & A?

### **Ask a question:**

Press \*1 on your phone keypad to unmute your phone.

*After you have asked your question,  
please mute your phone again by pressing \*1.*

### **Or:**

Type your questions in the Chat Room.

*Make sure you Send To: "All Participants"*