

# Recruiting the Next Generation of Volunteers

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Metro Meals on Wheels  
Twin Cities, Minnesota  
©November 2010



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## Overview

- ▣ Metro Meals on Wheels
- ▣ Main Topics
  - Meals on Heels event
  - Family-Friendly Volunteering
  - Test Drive Campaigns
  - Workplace Delivery Teams
- ▣ SubTopics
  - Flexible Volunteer Schedules



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## Metro Meals on Wheels

- ▣ Founded in 1997 by Twin Cities Meals on Wheels programs to coordinate fundraising, volunteer recruitment, and program collaboration on a regional scale. Comprised of 40 member programs serving over 1.2 million meals annually to over 8,500 elderly and/or disabled individuals.
- ▣ Focus Areas:
  - Capacity Building
  - Fund Development
  - Volunteer Recruitment
  - Advocacy
  - Build Awareness

Insert MMOW Logo

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## POLL: What Volunteer Generation Do You Want to Target?

- ☐ Young Professionals
- ☐ Families
- ☐ Volunteer Peer Recruitment
- ☐ Workplace Deliver Team
- ☐ Other: \_\_\_\_\_



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## Meals on Heels



- ☐ Challenge: Young Professionals
  - Create Awareness
  - Recruit as Volunteers
  - Engage as New Donors
- ☐ Solution: Cocktail Event Unlike Any Other
  - Affordable ticket: \$25!
  - Online Ticketing/Promotions/Donating
  - Guest Involvement via Personal Fashion
  - Substantial Return, plus food and drinks!



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## Heels in Action...



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## MOH: How'd They Do That?

- ❑ Community Partnerships
  - Area Chamber of Commerce
    - ❑ Restaurants, Printers, Rentals
  - Corporate Sponsorships
- ❑ Promotions via Social Media
  - Web Site/E-News/Facebook/Twitter
  - Personal Email/Facebook Invitations
- ❑ Technology
  - Text Donation
  - [www.mealsonheelsevent.org](http://www.mealsonheelsevent.org)



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## MOH: The Result

- ❑ What Made MOH Unique:
  - Open Bar with "Suggested Donation"
  - MOH-inspired cake
  - Live entertainment
  - Swank Soles Competition
  - Very. Short. Program.
- ❑ What was MMOW's Return:
  - 40+ New Volunteers
  - Net \$10,000 Raised 2009 (Net \$20,000 Raised 2010)
  - Increased Awareness
    - ❑ Dot.Org Award/Technology Accolades/Community recognition



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## Family-Friendly Volunteering



- ❑ Challenge: Dispel The Myth
  - Too Hard to Volunteer With Kids
  - Busy Families
  - Safety Issue
- ❑ Solution: Reposition & Reorganize
  - Create a Partnership
  - Create and Organize Materials
  - Promote to the Right Audiences



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## Families: How's They Do That?

- ❑ Doing Good Together
  - Doinggoodtogether.com
- ❑ Engaging Programs
  - Awareness of Materials
  - How to work with Families
- ❑ Educate and Engage Families
  - Family-Friendly Web Site
  - School Is Out; Family Time Is In Campaign to Engage Families
  - Children's Museum
  - Family-friendly publications and websites



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## Families: The Result



- ❑ This project has helped MMOW to:
  - Build capacity within our org to engage family volunteers
  - Recruit family volunteers and enrich their experiences
  - Promote existing family volunteer opps and events
  - Develop new, creative family volunteer opps
  - Create helpful resources and reflection materials for family volunteers.
- ❑ What is MMOW's Return:
  - Before project-2% of volunteer referrals were families; 6 months into the project 16% of volunteer referrals were families.
  - Building the next generation of Meals on Wheels volunteers, donors and supporters in our community.
  - Increased awareness



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## Xavier May & Tami Lee



**Introducing...  
A Pint-Sized  
Volunteer:  
Xavier, Age 4**



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## Take Us For a Test Drive!



- ❑ Challenge: Never-Ending Need to Recruit Volunteers
  - #1: General Public Volunteers
  - #2: Corporate Volunteers
- ❑ Solution: Use Current Volunteers to Recruit New Volunteers
  - Requires little staff time
  - Tap into current volunteers' networks
  - Volunteers enjoy bringing along a friend, co-worker, family member
  - Recognize participants



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## Test Drive: How'd They Do That?

- ❑ Create Marketing Materials
  - Recruited an Experienced Pro-Bono Graphic Designer
- ❑ Engage Programs/Corporations/Current Volunteers
- ❑ Promote
  - Via Printed Materials
  - Personal Email
  - Website/ E-News/Facebook/Twitter
- ❑ Recognize and Reward Participants



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## Test Drive: The Result

- ❑ Why Test Drive Works:
  - Tapping into new networks for potential volunteers
  - Requires very little staff time
  - Volunteers are recognized for participating
- ❑ What Was MMOW's Return:
  - 55 new volunteers
  - Volunteer base diversified
  - Encouraged current volunteers to continue thinking about how to involve their networks



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## POLL: What Percent of Your Total Volunteers are Workplace Teams?

- ☐ 0-25%
- ☐ 25-50%
- ☐ 50-75%
- ☐ 75-100%
- ☐ Don't Know
- ☐ None

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## Work Place Delivery Teams

- ☐ Challenge: Engaging Volunteers During the Work Day
- ☐ Solution: Engage Companies and Take A Team Approach
  - A workplace team adopts a regular route
  - Volunteers from that team alternate the responsibility of delivering meals during their lunch hour with a co-worker or individually.
  - Typically, no one employee is out of the office for more than 1 hour a month.
  - As a volunteer experience, this allows for great corporate social responsibility with minimal cost.



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## Work Place Delivery Teams: How'd They Do That?

- ☐ Create Marketing Materials and Web Page
- ☐ Build and maintain relationships with corporate community
- ☐ Promote volunteer opportunities to corporate community
- ☐ Connect with our local Corporate Volunteerism Council (CVC)



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### Work Place Delivery Teams : The Result

- ▣ About 1/3 of 14,000 volunteers in 2009 were work place volunteers
- ▣ Companies with employees who volunteer at your organization are more likely to provide grants, sponsorships, and in-kind donations
- ▣ Work place volunteers are a low-maintenance & dependable source of volunteers



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### Flexible Volunteer Schedules

- ▣ Challenge: "The Common Excuse"
- ▣ Solution:
  - Create Flexible Volunteering Options
  - Promote Options
  - Follow-Through!
- ▣ How To Do It
  - Examples: on-call, seasonal, short-term, job-share
  - Google Calendar
  - Email Addresses



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### Question & Answer



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## Questions?

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