



Welcome to

Building Sustainability into a Volunteer Program



Today's Speaker



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Community Service



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Guest Speaker



Charlotte Castro

Georgia 4-H

Athens, Georgia

Session Goals

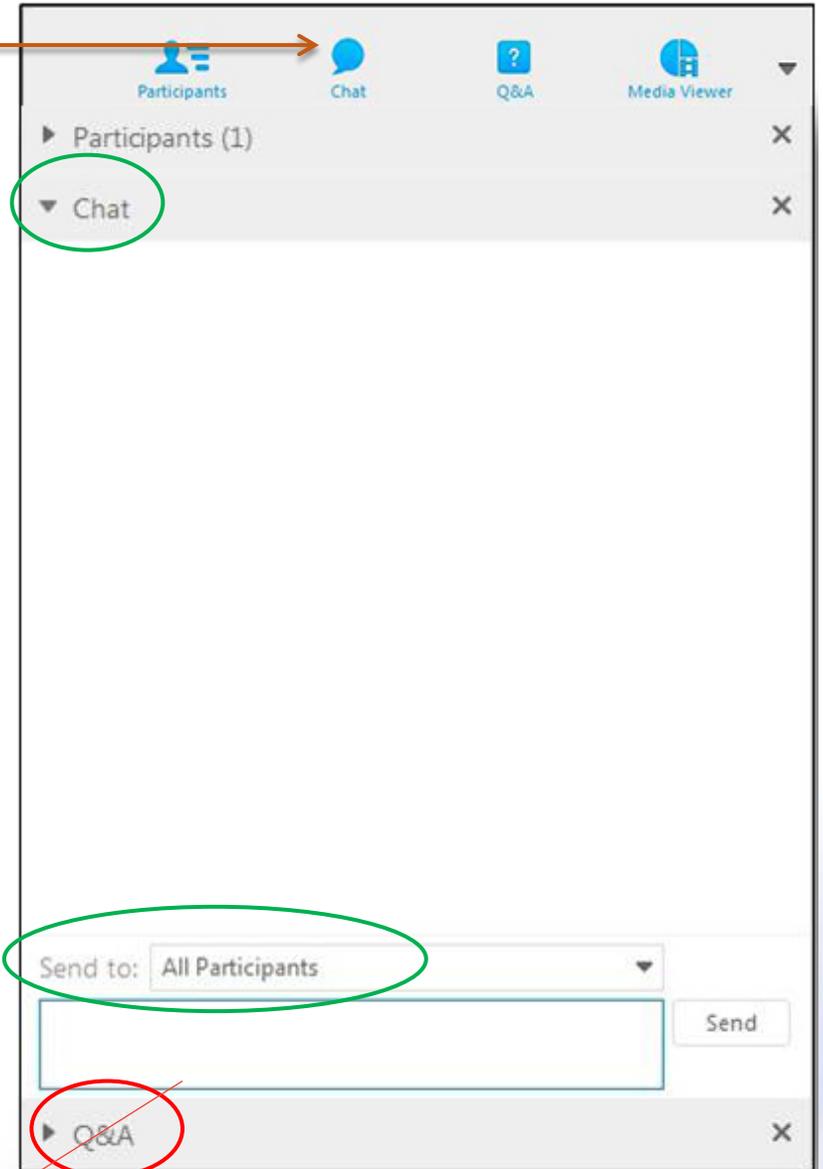
By the end of the webinar, you will be able to:

- Describe three things today's volunteers are looking for in a volunteer experience.
- Consider what your program looks like to potential volunteers.
- Identify areas where engaging volunteers could make your volunteer program stronger and more sustainable.

Chat Question

What are some challenges you face in making your volunteer program sustainable?

Click this button if you don't see the chat panel.



What do we know about volunteers?

When asked about what they look for in a volunteer experience:

- make an impact (80% Hart 2010)
- fits my schedule (89% Hart 2010)
- find a cause they care about (91% Hart 2010)

Share the *why* and ensure that volunteers have the flexibility information they want!



What does your program look like?

Cul-de-sac

- Nowhere to go when you get there

Country Road

- If you hang in there it goes somewhere, eventually

Highway

- It's a direct route to impact and engagement



Giving Volunteers What They Want



Volunteers want to make an impact with their involvement

Training & Experience
Leadership Positions



Volunteers need flexibility

More types, levels of involvement and positions



Volunteers want to understand

Information
Recognition and impact

Create a highway to engagement

- Volunteers want to make an impact with their **involvement**
 - Volunteer task lists replaced by meaningful, targeted work, skills based
 - Meaningful to the volunteer, important to the organization
- Volunteers need **flexibility**
 - Does not imply that they can't be dependable, reliable, accountable
- Volunteers want to **understand**
 - Answer the question “Why?”

Training and Experience pathways



- Do volunteers know what they need to do to be able to fill each role in your program?
 - Is it clear how that happens, or is it mysterious or based on longevity?
 - Do you offer those classes or have on the job experience checklists?

Leadership Positions



- Do you have opportunities for volunteers to move into leadership roles? In your program? In the organization?
 - Shift leaders, committee leaders, subject matter experts, pro bono consultants

Different types and levels of involvement



- One size doesn't fit all
- Doesn't allow for growth or retraction as a volunteer's life changes
- Do you offer project based opportunities, virtual opportunities?

Bring more Positions to your program



- Let volunteers help you!
- Volunteers know the work that volunteers do - empower them to document or create the foundation and flexibility you need.

Keep volunteers informed



- New ideas or theories in your impact area
- New policies, practices or projects in your program
- Milestones in your organization

Incorporate impact into recognition



- Don't just say thank you - share the work the volunteer has done
- Include clients in the thank you message
- Spread the thank you outside of your volunteer program
 - Social media, internal and external communications

Georgia 4-H Military Partnership

- 4-H Club Meetings
- Youth & Family Camps
- Curriculum & Professional Development



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Evaluate & Engage to Grow

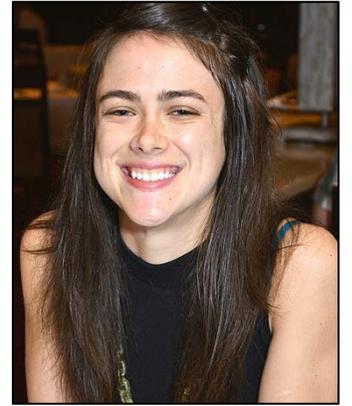
- **Assess** your volunteer program
 - Identify your target audience
- **Evaluate** any gap or weakness
 - Find where volunteers' need & organization's need align
- **Implement** Change
 - Recruitment Plan
 - Weave into existing, internal systems



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Building Sustainability In

- How are you getting information to your volunteers?
 - Easily accessible?
 - User friendly?
 - Reinforce your on-ramp to engagement
- Ask your current volunteers for help!
 - Involve them in all steps of the process



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How can volunteers help sustain your program?

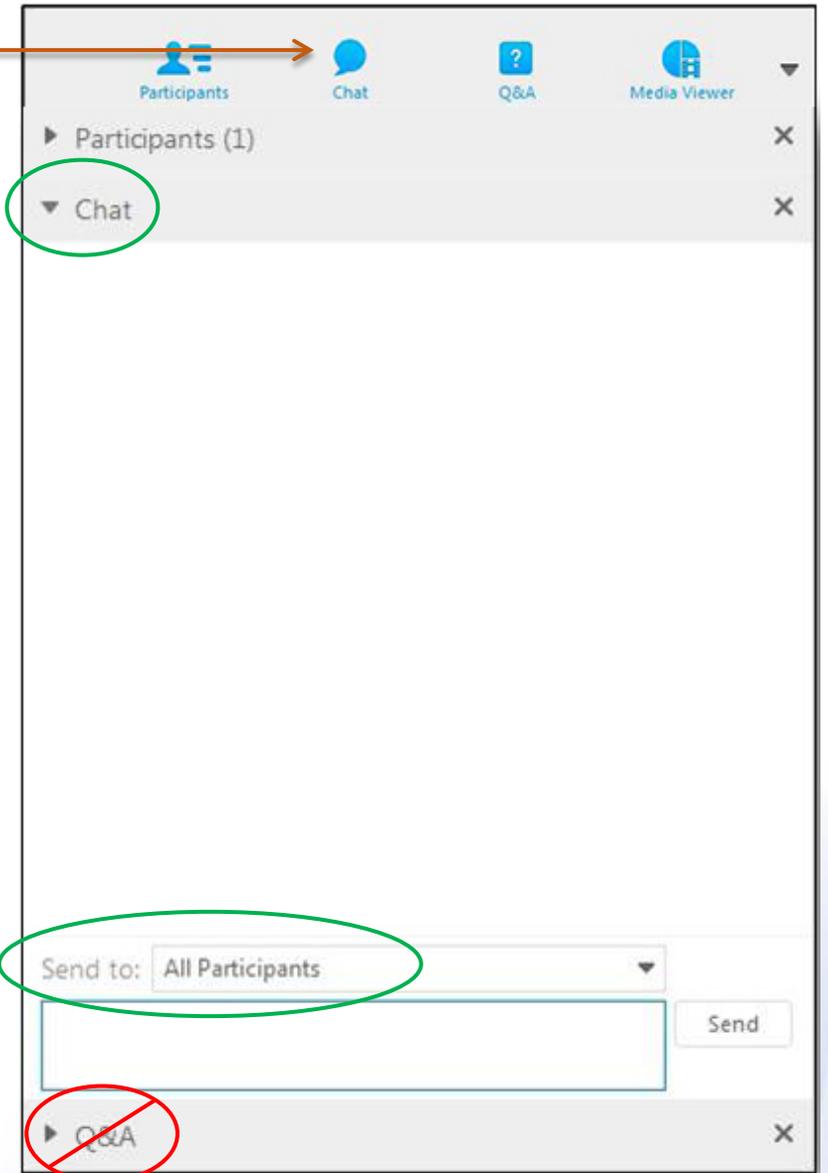
- Create meaningful roles
- Establish clear responsibilities
- Provide support
- Empower volunteers to solve problems



Chat Question

What could you have volunteers do that would make the volunteer program more sustainable?

Click this button if you don't see the chat panel.



Create Meaningful Roles

- Sets of tasks or components as well as leadership
- Think about the impact
- Consider skills and strengths
- Priorities – program and organization



Be Clear!

- Establish clear responsibilities
- Create an authority continuum
- Develop responsibilities and boundaries with volunteers
- Consider how new roles and responsibilities interact with others

Provide Support

- Create training for these roles
- Build in evaluation or check-in points
- Share strategies and resources
- Leadership opportunities

Empower Volunteers

- Ask!
- Don't walk away
- Clear obstacles
- Encourage creative solutions



Strategies for a Sustainable Program

- Create a strategic plan for volunteer engagement
- Envision the program you want to have
- Enlist a team to help
- Start with the easy (easier) stuff

Next steps

- Analyze what your volunteer program looks like to a volunteer applicant
 - Investigate where volunteers drop out
 - Surveys, focus groups, informal conversations
 - Evaluate volunteer's involvement, flexibility, understanding and connection
- Identify existing volunteers or new roles that can help with volunteer engagement
 - Recruitment, screening, training/mentoring, recognition, relationship building

Resources for Volunteer Program sustainability

- VolunteerMatch Learning Center
<http://learn.volunteermatch.org/>
- Energize Inc. <https://energizeinc.com/>
- Blogs
 - Engaging Volunteers
<http://blogs.volunteermatch.org/engagingvolunteers/>
 - Twenty Hats <http://twentyhats.com/>
 - Volunteer Plain Talk <http://volunteerplaintalk.com/>

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”

The screenshot shows a user interface with a sidebar on the left containing three items: 'Participants (2)', 'Chat', and 'Q&A'. The 'Q&A' item is highlighted with a red circle. Below the sidebar, there is a dropdown menu labeled 'All (0)'. At the bottom of the screen, there is a text input field with a dropdown menu set to 'All Panelists', which is also highlighted with a red circle. To the right of the input field is a 'Send' button.

Thank You for Your Participation!

If you have further questions or for more information, contact us: VISTAwebinars@cns.gov

Our next webinar:

Managing Student Loans

April 14, 2016

2:00pm Eastern

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