

MAXIMIZING IMPACT THROUGH COLLABORATIVE COMMUNITY PARTNERSHIP



SESSION 3: INCREASE YOUR CAPACITY FOR IMPACT THROUGH
VOLUNTEER ENGAGEMENT

ASL AND CLOSED CAPTIONING

ASL Services

- We've assigned two ASL interpreters for today's event: Natalie Clairin and Beth Staehle
- Interpreters will be spotlighting themselves to ensure a seamless transition and high-quality services

Captioning

- Attendees can click the "CC" button at the bottom of their screen to see real-time subtitles

AMITA NAGARAJA



Global
Grant Making

CSR

Coach

Financial
Services Sector

Parent

Corporate
Philanthropy

Independent
Consultant

Trainer

Experience
Across
Nonprofit,
Public and
Private Sectors

Cross-Sector
Partnerships

Advisor

Strategic
Planning

Pro-Bono

Volunteer &
Community
Engagement

Volunteer

Queens resident

SESSION PURPOSE

TOOLKIT Objective:

- Provide community organizations with the tools and resources needed to increase their positive impact by developing new sources of volunteers and/or forging strategic partnerships that bring new resources, contacts, experience, and capabilities to the table.

SESSION Objective:

- Build organizational capacity by engaging volunteers thoughtfully and intentionally.
- Learn how to effectively manage volunteers and set them up for success to ensure a win-win for both the volunteers and your organization.
- Walk away with guidance on planning, volunteer onboarding and ongoing management and coordination.

Session 3

Engage Volunteers

Key Takeaways:

- Design volunteer projects with purpose
- Leverage skills and talents of volunteers
- Set volunteers up for success
- Share your best stories

Tools:

- Journey mapping
- Checklists to onboard and manage volunteers

ENGAGING VOLUNTEERS



If volunteers are cultivated, supported and managed thoughtfully, they can:

- Increase your org's capacity and impact
- Help your organization meet its goals
- Serve as ambassadors to increase your org's visibility and network
- Lead and innovate, with the right tools and motivation

DESIGN VOLUNTEER PROJECTS WITH PURPOSE

1. *Assess your organization's needs*
2. *Determine which needs to address with volunteer support*

- Assessing org needs:
 - Identify critical organizational goals and needs
 - Refer back to your community and organizational assessments
- Determining which needs to address with volunteer support:
 - Weigh which needs are most urgent and which could benefit from volunteer support
 - Consider which opportunities will build organizational capacity and add the most value
 - Which are feasible for the organization in terms of planning, coordination, and management of the volunteer activity

Individual reflection: *What gap or need at your org could be addressed with the support of volunteers?*

DESIGN VOLUNTEER PROJECTS WITH PURPOSE

3. Think through logistics

- One-time or ongoing engagement?
- Start and end times, ongoing schedule?
- Target audience - skills, experience, and interests
- Training for volunteers?
- Managing volunteers - skills and experience needed?
- Materials, supplies, and tools needed?
- Space requirements and availability
- Total project budget, and feasibility for your org

(If looking for budget approval, remember to include the value volunteers will be adding to your organization)

DESIGN VOLUNTEER PROJECTS WITH PURPOSE

- 4. Develop clear volunteer role descriptions*
- 5. Establish success metrics*

- Creating role descriptions:
 - Include key information: volunteer role and responsibilities, project timeline, required skills and experience, and key expectations
 - Make the description compelling: include expected impact and how the role connects to the org's mission
 - Include added benefits to volunteer: skills/ leadership development opportunities or coverage of transportation/refreshments
- Establish success metrics:
 - Consider what success looks like and determine how outcomes will be tracked and the initiative will be evaluated
 - Set a cadence early on for regular program evaluation

LEVERAGE VOLUNTEER SKILLS AND TALENTS



- Skills-based volunteer (SBV) activities leverage volunteers' professional skills and talents to address critical needs and build org capacity
- SBV often generates significant value and satisfaction
- SBV requires careful planning and ongoing management

TOP PRACTICES FOR MANAGING SBV



- Be specific about the need and clearly define the project parameters including time commitment
- Identify a primary point of contact for the volunteer
- Set clear expectations for both the volunteer and the organization
- Promote opportunities to org's existing volunteer base first
- Start small (especially for orgs new to SBV)
- Invite feedback from volunteer(s)
- Share the impact of the work with volunteers and colleagues

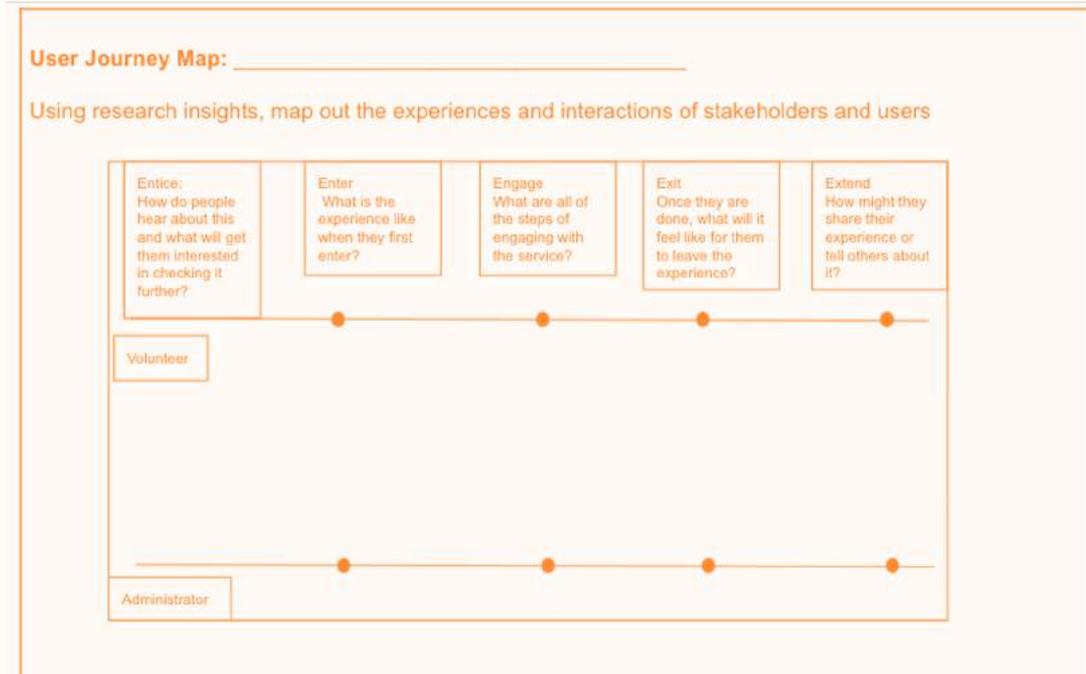
TOOL: JOURNEY MAPPING

Objective: Visualize the journey a volunteer at your organization takes from start to finish, to see what's going well and what can be improved, and to anticipate potential hurdles and plan in advance so the process is streamlined and volunteers have the best experience possible.



Step 2: In the organization section, list the organization's role at each stage of a volunteer's journey and potential opportunities and challenges your staff might encounter.

Step 3: This exercise may have surfaced some gaps or weak spots in your processes.



REFLECT: THE VOLUNTEER EXPERIENCE

Take 5 minutes to think about a specific part of the volunteer experience at your organization. Select a specific volunteer program and think about the first day of the volunteer experience for that program. Break down the specific things that a volunteer would experience on that first day/first experience with your organization. Be specific. Put yourself in a volunteer's shoes and reflect on the first day experience.

User Journey Map: _____

Using research insights, map out the experiences and interactions of stakeholders and users

	Enter	Engage	Exit	Extend
Enter: How do people hear about this and what will get them interested in checking it further?	Enter What is the experience like when they first enter?	Engage What are all of the steps of engaging with the service?	Exit Once they are done, what will it feel like for them to leave the experience?	Extend How might they share their experience or tell others about it?
Volunteer				
Administrator				

BREAKOUTS: *VOLUNTEER JOURNEY*

In breakout groups, share your name and organization, and discuss the portion of the volunteer journey that you reflected on:

- a. Share one thing you're proud of and one thing you feel is weak
- b. What is one thing your organization could do differently on DAY ONE for the volunteer?



RECRUITING VOLUNTEERS



- Look deeply within your community to find untapped resources and opportunities
- Tailor your outreach to raise awareness and interest in volunteerism with your org
- Consider potential volunteers' professional backgrounds and motivations for volunteering as well as obstacles to volunteering
- Communicate clearly about the role and any expectations

RECRUITING VOLUNTEERS



Ensure your information is easily accessible



Engage community stakeholders to help get the word out



Spread the word through your organization's existing online networks



Identify relevant networks and coordinate with them to promote and publicize your volunteer opportunities



Keep volunteer intake brief and simple and be sure to respond to interested volunteers promptly

ONLINE RECRUITMENT RESOURCES

NYC Service

nycservice.org/register

Idealist

idealist.org/login

Humbler

humbler.co/

New York Cares

<https://www.newyorkcares.org/community-partners/register>

VolunteerMatch

volunteermatch.org/recruit-volunteers

SET YOUR VOLUNTEERS UP FOR SUCCESS



- Leverage staff management best practices
- Dedicate time and resources to volunteer management

IN ORDER TO:

- Engage and retain volunteers
- Increase organizational capacity and get maximum value from volunteer programs
- Build a loyal base of volunteer ambassadors who derive satisfaction from their volunteer activities

ONBOARDING VOLUNTEERS



Every volunteer wants to feel welcomed and prepared when they first arrive.

- Your organization only has one opportunity to make a first impression on its volunteers.
- When new volunteers start with your organization, their experience sets the tone for the relationship

TOOL: CHECKLIST FOR ONBOARDING VOLUNTEERS

- Block time on calendars to welcome new volunteers on their first day
- Get to know new volunteers
- Make them a part of the team
- Give them a tour
- Orient volunteers to their workspace
- Educate on organizational culture
- Review role description
- Inform them of any training opportunities or other resources they will need
- Set up regular check-ins



MANAGING VOLUNTEERS



Engaging volunteers and inspiring them to make longer-term commitments to your organization will require creating and sustaining an environment that fosters open communication and connection.

- Continue that level of care you brought in onboarding throughout a volunteer's journey with your organization.

TOOL: CHECKLIST FOR MANAGING VOLUNTEERS



- Provide clear direction
- Communicate regularly
- Provide ongoing feedback
- Make your volunteers a part of the team
- Build trust with volunteers
- Listen to your volunteers
- Recognize your volunteers

BUILD COMMUNITY AND CONNECTION

- Build moments of connection into each volunteer activity
- Host weekly or monthly happy hours or trivia nights
- Hold virtual “office hours” for volunteers
- Create channels for volunteers to connect with one another
- Build awareness and educate volunteers on relevant issues with guest speakers
- Celebrate and acknowledge volunteers
- Ask volunteers to share stories about their experiences

VIRTUAL VOLUNTEER ENGAGEMENT

- Virtual volunteer activities typically require the same level of planning and preparation as an in-person activity.
- Consider the level of effort required to implement these virtual initiatives, and whether or not you and/or your partner organization have sufficient capacity to manage them.
- Once you have decided on a virtual volunteer plan or event, keep these best practices in mind:
 - ❑ Educate volunteers and communicate impact
 - ❑ Limit length
 - ❑ Establish clear communication channels
 - ❑ Create community
 - ❑ Be comfortable with technology
 - ❑ Have the right staffer leading the activity
 - ❑ Evaluate both substance and technology/format
 - ❑ Celebrate and recognize volunteers and any partner orgs

EVALUATION BEST PRACTICES

**Create space for
evaluation from
the start**

**Determine how will
you measure the
success of your
volunteer activities**

**Be selective about
what you measure**

**Measure volunteer
engagement along
with impact**

**Survey volunteers on
the full experience
from start to end**

**Review data and
feedback regularly
and consider how to
respond with
adjustments**

REFLECTION QUESTIONS TO EVALUATE VOLUNTEER PROGRAM

Volunteer Engagement and Experience:

- Volunteers understood and felt the impact of their work
- The activity was well organized and ran smoothly
- Volunteers had the necessary tools, information and training
- Volunteers plan to return and recommend this organization



STRIVE FOR DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY (DEIA)



You may serve neighborhoods and communities with different cultures, perspectives and experiences than your own.

- Integrating DEIA into your work will not only ensure that you are more welcoming and accommodating of your volunteers, but doing so will also help you to better fulfill your service to your community.

STRIVE FOR DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY (DEIA)



When you engage with organizations to cultivate partnerships and recruit volunteers to serve a particular community, it is important to be aware of local and cultural context.

- Establish organizationally agreed-upon language for DEIA
- Familiarize yourself with some foundational frameworks of DEIA
- Think strategically about how to integrate DEIA across all levels of your volunteer program.

SHARE YOUR BEST STORIES



Storytelling amplifies the impact of your organization's work in many ways

- External: Increase your organization's visibility, build more support, and potentially attract more funders
- Internal: Recognize your team's contributions, reinforce a positive organizational culture of recognition and pride, and fuel employee morale and retention

TIPS FOR EFFECTIVE STORYTELLING



- Use great images
- Invest in training a team member
- Keep stories to less than 500 words
- Front load stories with key details
- Use quotes to personalize stories
- Leverage social media
- Use stories to strengthen partnerships and volunteer programs
- Post images in places where they will be visible to stakeholders
- Challenge yourself to tell at least one story a month
- Don't wait to change the world to tell your story

THANK YOU



QUESTIONS?

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