

Volunteer Management: Hands-on to Skills-based

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Presenters



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About OneOC

Mission: Accelerate Nonprofit Success

OneOC provides nonprofit professional development training, consulting, back-office support services, and volunteer support to over 1,000 nonprofits, 20,000 volunteers and 125 companies annually.

Central hub for nonprofits to ensure that they possess an abundance volunteers, skills, and resources to effectively deliver on their missions



Accelerating Nonprofit Success



Icebreaker

What is one way a volunteer helps you meet your mission?



Volunteer Management:

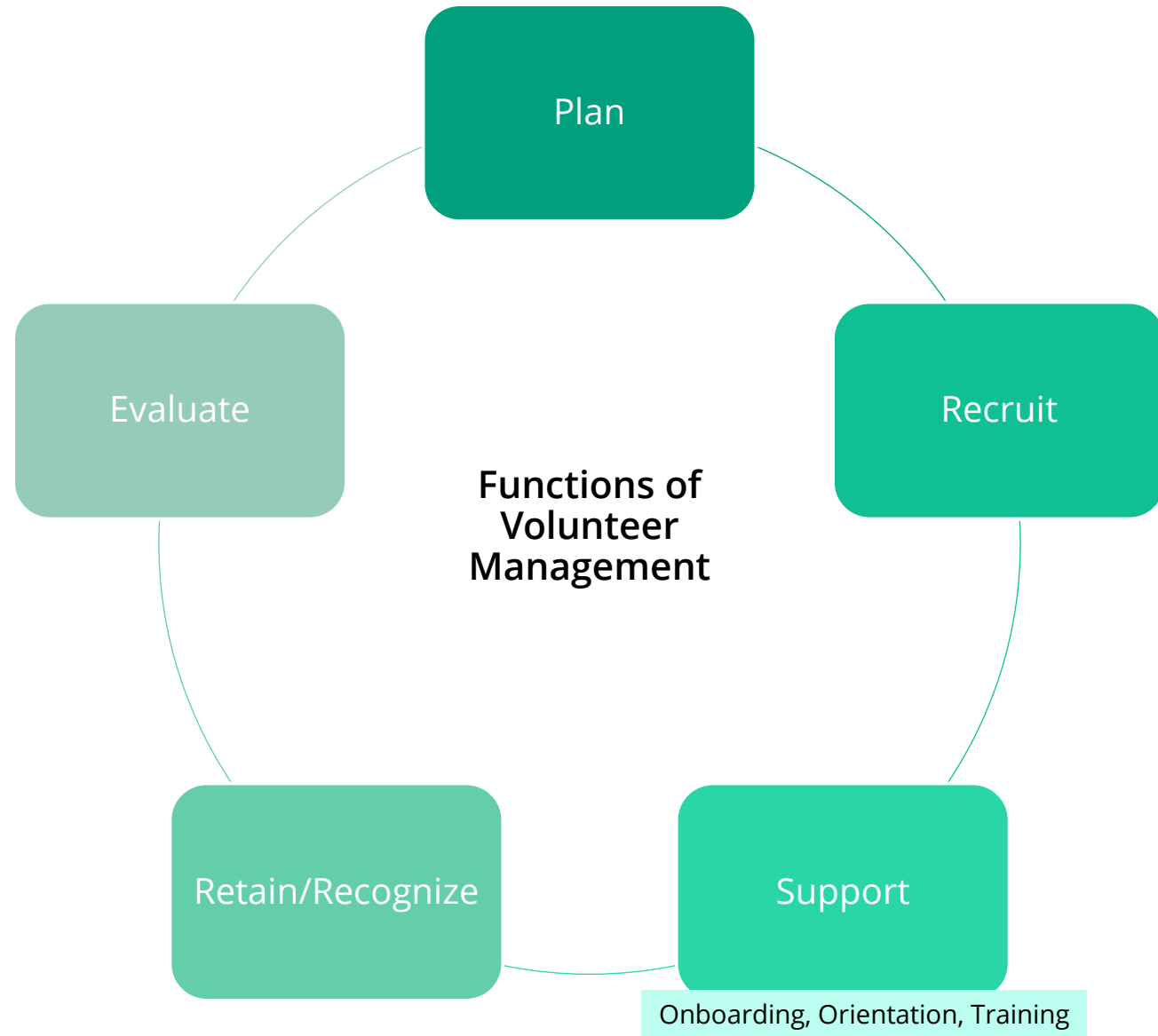
The systematic and logical process of working with and through volunteers to achieve an organization's objectives

also known as volunteer engagement, volunteer coordination, volunteer administration

(Mc Curley, Lynch and Jackson, The Complete Volunteer Management Handbook 3rd Edition)

Volunteer Paradigm

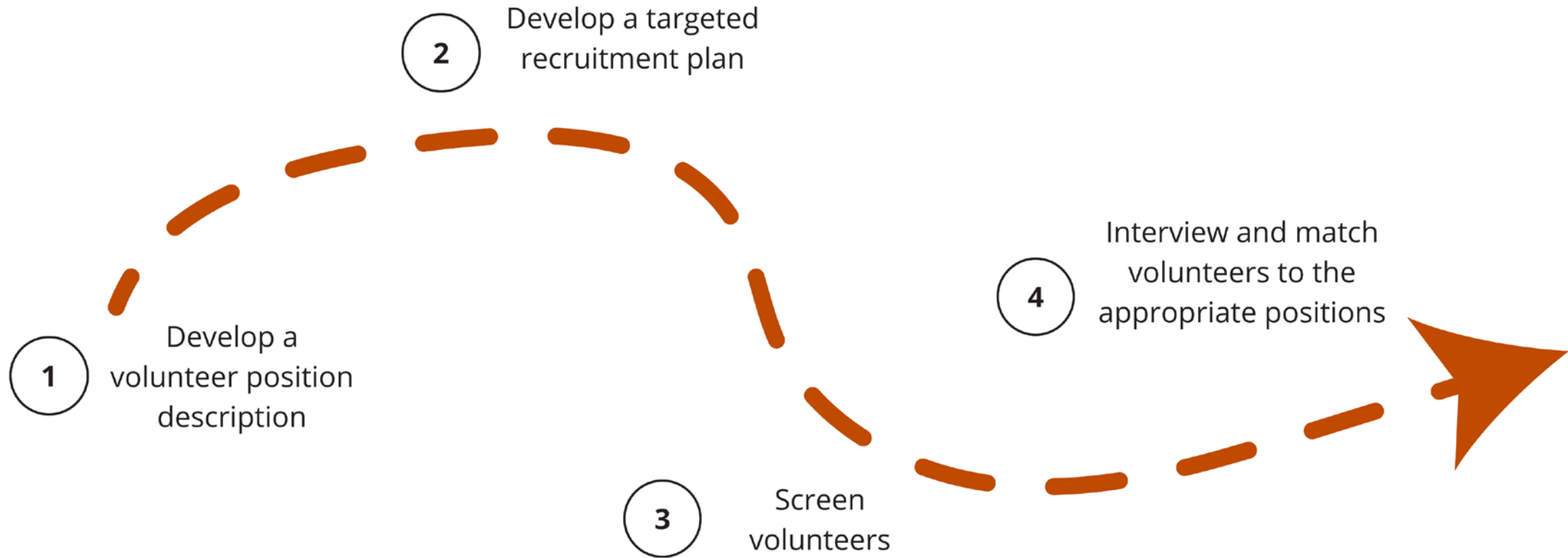
It is common for nonprofit organizations to position volunteers as an output of the organization when they (usually) should be an input or means to accomplishing some organizational end.



PLAN

- Conduct a volunteer needs assessment
 - Organizational goals
 - Unmet needs
 - Stakeholder buy-in
- Identify resources for your volunteer program
 - Inventory what you have (staff, budget, VMS, collateral, processes)
 - What is available for: recruiting, supporting, recognizing, & other functions?
 - What information do you already have – feedback from past volunteers
 - Gaps and solutions

RECRUIT



SUPPORT

- Onboarding– gives new volunteers an overview of their role, volunteer handbook, waivers
- Orientation – connects volunteers to the mission, vision, organizational culture
- Training – helps ensure volunteers have the skills to and are comfortable performing their role

RETAIN

- Establish volunteer goals and responsibilities
- Have regular check-ins scheduled
- Listen to volunteer feedback (this means providing opportunities for volunteers to give feedback!)
- Give opportunities for growth & ongoing training
- Include volunteers; foster a sense of community among and throughout.
- **Share their impact and connect what they're doing to the mission of your organization often**

RECOGNIZE

- Verbal or written Thank You's
- Recognition at events
- Spotlight posts on social media
- Sharing the results of the volunteer's work
- Celebrating birthdays and anniversaries
- Celebrate national volunteer week
- Small tokens of appreciation (ex. Coffee or small gift card)
- Organization's swag
- Awards/certificates

EVALUATE

Evaluation should include:

- Have both qualitative and quantitative measures
- Ask questions that align with organizational goals
- Be concise and easy to understand
- Assess the effectiveness of the program and the volunteer experience
- Serve more than one purpose

Action

+

Relationship

=

Volunteer Engagement

Source: VQ Volunteer Strategies, written by Beth Steinhorn

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Volunteer Engagement Strategies to Try TODAY!

- Offer a variety of volunteer opportunities
- Optimize your website to be a useful volunteer tool
- Invite your volunteers to donate to your cause
- Set up a volunteer recognition program

Source: Better Impact "4 CREATIVE VOLUNTEER ENGAGEMENT STRATEGIES TO TRY NOW"



Hands-On Volunteering

- Direct service delivery
- “Day-of” volunteers
- Food bank shift
- Helping check-in at registration



Skills-Based Volunteering

- Donating one's professional expertise
- Web developer refreshes your website
- CPA helps you prepare for an audit
- Consultant helps you with a strategic plan



Trends to consider

- Expectation of workplaces to provide opportunities to volunteer (Millennials & Gen Z)
- Rise of CSR & ESG
- Virtual Volunteering



Benefits for NPOs using SBVs

- More adaptable, sustainable, and capable of going to scale
- Extends your budget and your impact (double bottom line)
 - Equally as effective as their peers but at almost half the median budget
- Staff can move from tactical to strategic roles
- Professional development for staff and volunteers
- Organic relationships with companies may lead to funding opportunities

How do I get started?

Steps to Prepare:

- Create a project description
- Identify metrics to define a successful project
- Have a clearly defined skillset list
- Identify organizational resources to support project

Resources to help:

- Taproot
- Catchafire
- OneOC
- Your Board and current volunteers!

OneOC Service Solutions

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OneOC Service Solutions – Volunteer Management

- Volunteer to Nonprofit matching services
 - RSVP
 - Skills-based volunteer placement
- Assessments & Training for all levels
- Volunteer Support Services
 - Resource packages
 - Coaching and development of your volunteer program
 - Integrated support from volunteer experts to execute core functions of volunteer management