



Volunteer & Community Engagement

Ideas and Strategies to Energize
Your Program

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The Triple Aim of Health Care Reform

- ▶ **Better Care**
- ▶ **Better Health**
- ▶ **Reduced Costs**

How Much is an Hour of Volunteer Time Worth in New York State?

\$26.86 per hour!

Source: www.independentsector.org/volunteer_time

Principles of Volunteering-”Five Take-Aways”

- ▶ Volunteering is a “two way street”
- ▶ A successful volunteer program takes planning and effort
- ▶ Cast a wide net in recruitment
- ▶ Community partnerships are essential
- ▶ Recognition is a key to retention

Community Engagement



Agency Engagement comes before Volunteer Engagement



Creating Partnerships with other Agencies is Key

- ▶ Community partnerships are a source of future volunteers, board members, possible financial support and advocacy support
- ▶ Creates a multiplier effect for your agency

Benefits of Community Engagement

- ▶ **Input from more diverse voices**
- ▶ **Creates stakeholder ownership – your issues become community issues**
- ▶ **Individuals may become empowered and proactive with regard to issues that affect them**

Volunteer Engagement



Five Myths about Volunteer Engagement

- ▶ **Volunteers are free**
- ▶ **You can't "invest" in voluntary efforts**
- ▶ **Volunteers want only what you want**

Five Myths Concluded

- ▶ Meeting volunteers halfway is a recipe for trouble
- ▶ Volunteer “work” is best defined as that which the staff wants no part of

What Volunteers Need from YOU

- ▶ Structure
- ▶ Support
- ▶ Direction
- ▶ Goals
- ▶ Recognition
- ▶ Affirmation

Volunteers Want It All...& Deserve it!

- ▶ Flexibility
- ▶ Impact
- ▶ Learning opportunities
- ▶ Belonging and
- ▶ A chance to save the world



**...And it's your job to
help them do that!**

Make it easy to say, “Yes!”

- ▶ Or, hard to say, “No.”
- ▶ Be strategic about your “ask.”
- ▶ Offer choices. “Would you rather...?”

Plan for Success

- ▶ **Be organized**
- ▶ **Give clear directions**
- ▶ **Create doable assignments**
- ▶ **Always have work for your volunteers**

Stay relevant

- ▶ Focus on their motivations.
- ▶ Stay connected to your volunteers
- ▶ Maintain or create a presence in your community

Start Small!

“Better to be small and grow, than overshoot and shrink with loss of disappointed volunteers.”

But Also, Think Big!

- ▶ **Some volunteers want to do much more than stuff envelopes.**
- ▶ **Skilled volunteers can create a HUGE impact.**

Volunteer Recruitment



Keep Your Eye on the Ball

- ▶ **What is it you need a volunteer to do?
Write it down.**
- ▶ **And then, who can do that job...what kind
of skills does it require?**
- ▶ **Next-advertise the position and interview
the applicants.**
- ▶ **Key Point: Retention of volunteers begins
with recruitment.**

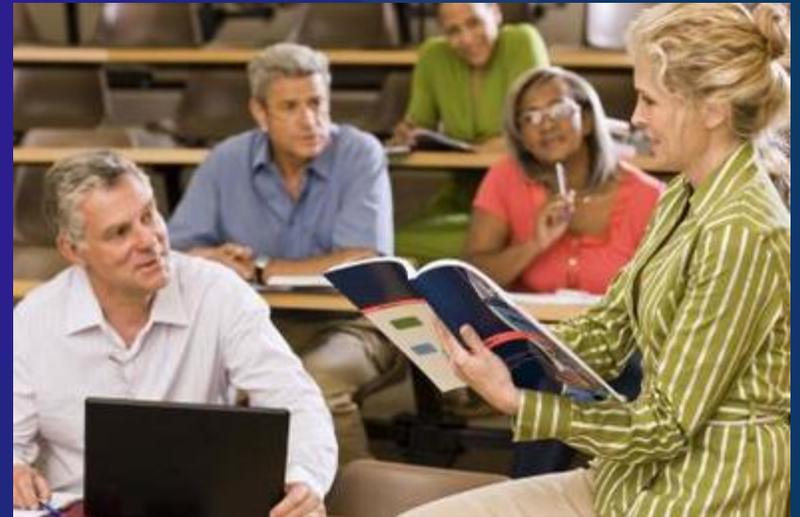
Pay Attention

- ▶ Clues to volunteer satisfaction reveal themselves in the most casual conversations.
- ▶ Ask questions.
- ▶ The wrong fit will result in turnover.

Be interested

- ▶ **Ascertain the motivations for your volunteer serving.**
- ▶ **We know generally why people volunteer, but not a specific individual.**
- ▶ **Get to know your volunteers and ask them why they want to be there.**

Establish a Volunteer Orientation Program



Initial Questions to Answer

- ▶ How large and how formal?
- ▶ Will you orient every volunteer?
- ▶ What do you want to cover?
- ▶ What about the logistics (time, place, how often, length, etc.)?

Do you need more than one orientation/training program?

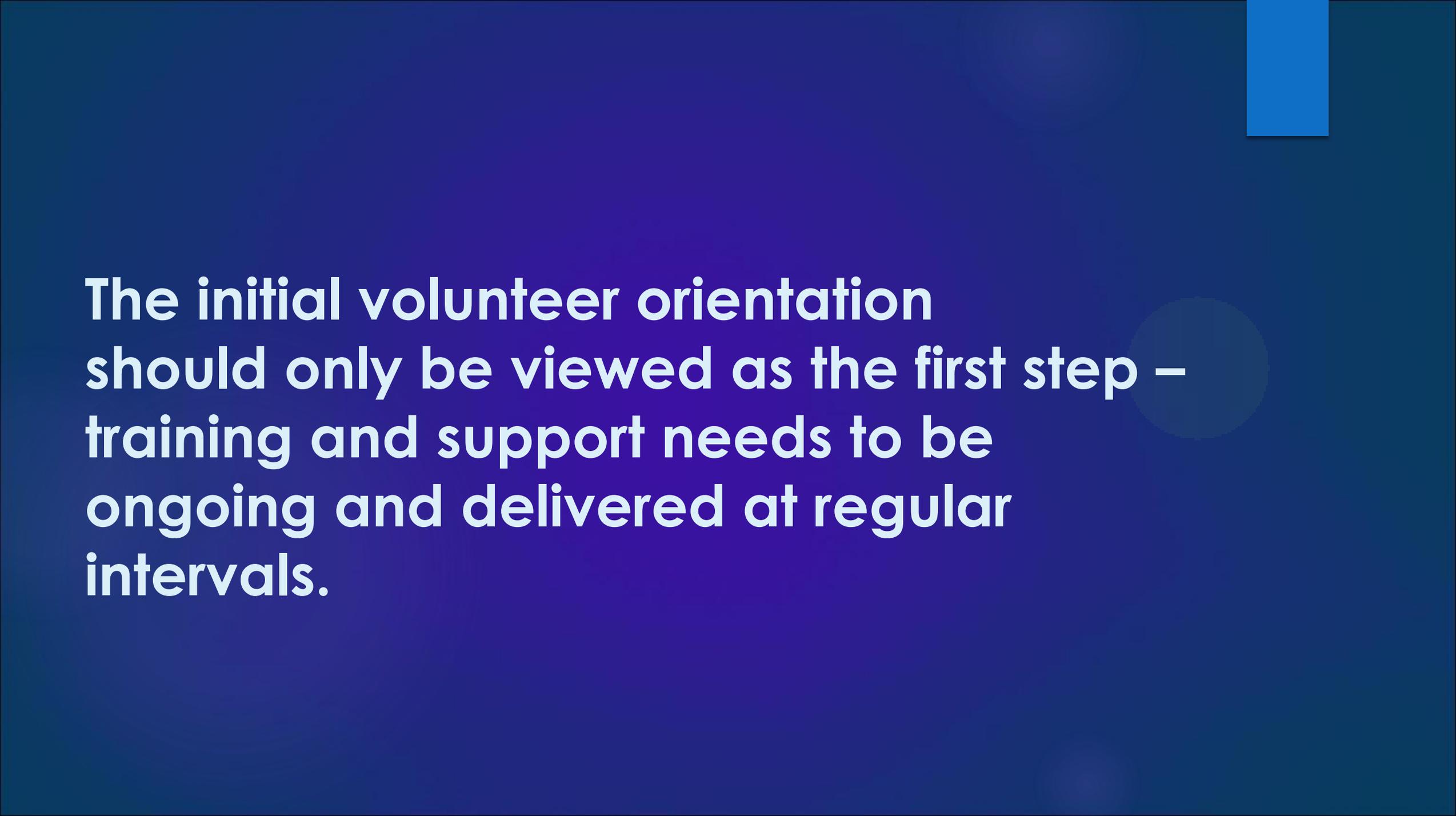
- ▶ Train volunteers?
- ▶ Train advocates?
- ▶ Orientate/train both in one program?

Orientation Program Topics

- ▶ **The mission of your Center**
- ▶ **A brief of history of the Center**
- ▶ **What you expect from volunteers and advocates**
- ▶ **The benefits of being an volunteer (stress this topic)**

Orientation Topics (Continued)

- ▶ How they will improve the lives of others
- ▶ Tour of your Center
- ▶ The contents of your volunteer handbook/manual
- ▶ Emergency procedures



The initial volunteer orientation should only be viewed as the first step – training and support needs to be ongoing and delivered at regular intervals.

Advocacy



Advocacy Defined:

“The act or process of supporting a cause or proposal.”

Source: Merriam Webster Dictionary

Train your volunteer-advocates to:

- ▶ Know your mission
- ▶ Know the facts and how to use them
- ▶ Have a clear message
- ▶ How to work collaboratively
- ▶ How to engage the public



**You will need to prepare (train)
advocates for each individual
event (annual lobbying day, etc.)**



Volunteer Recognition

APRIL
12th - 18th

NATIONAL
VOLUNTEER
WEEK 2015

MOBILIZE. BUILD. INSPIRE.

Share the impact of service

- ▶ **Volunteers want to make a difference.**
- ▶ **Let volunteers know individually and collectively what the impact of their work means to your ILC.**
- ▶ **The key to having them come back week after week or year after year to advocate or fundraise for you.**

Think Small and Local First

- ▶ Local-in your office
- ▶ Small (affordable)
 - ▶ Coffee cards
 - ▶ Small gift cards
- ▶ Frequent

Source: New York State Office of LTC Ombudsman

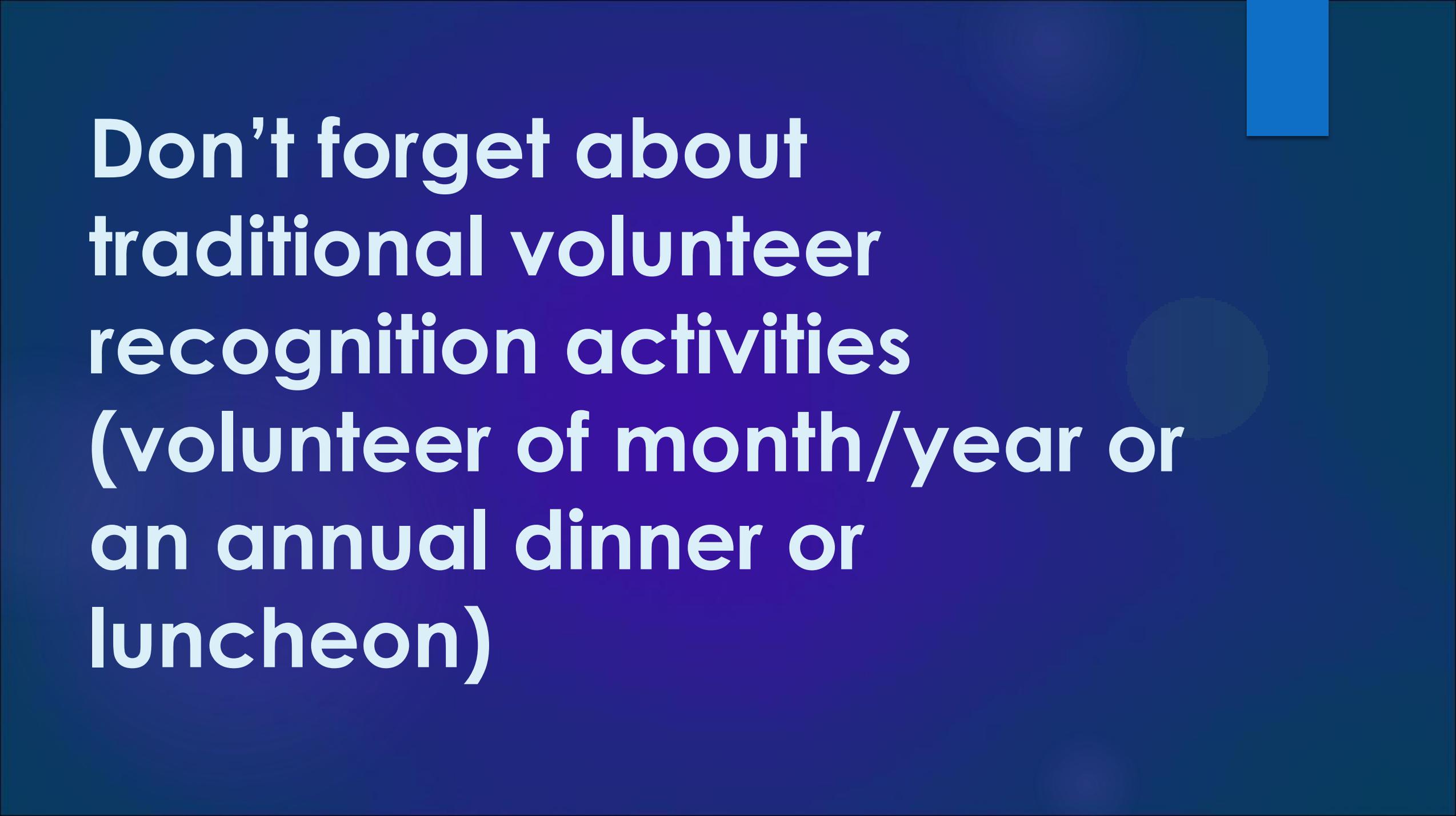
Keep it personal

- ▶ Thank you notes
- ▶ Communicate achievement to all leaders
- ▶ Offer a “promotion” –title, role, additional training

Source: New York State Office of LTC Ombudsman

Non-Traditional Volunteer Recognition

- ▶ Social media –Facebook, Twitter, Website
- ▶ Local newspaper and newscasts
- ▶ Create a YouTube channel and record your events



**Don't forget about
traditional volunteer
recognition activities
(volunteer of month/year or
an annual dinner or
luncheon)**

Volunteer Recognition Thought for the Day

“It’s not how much you spend on the rewards, but it’s how effectively you deliver the recognition. It doesn’t have to cost a lot of money, but it’s something that we need to do more of all the time. It does need to be sincere and be true. You can’t give recognition for recognition’s sake.”

Theresa Chambers, Chief motivation officer, Recognition Works

And, yes, do say
“thank you.”