

# VOLUNTEER MANAGEMENT BASICS PART I of II

- STRATEGIC PLANNING
- RECRUITMENT
- ORIENTATION AND TRAINING

THURSDAY  
JULY 25, 2019



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VOLUNTEER SERVICES  
DIRECTOR

volunteerflorida

# VOLUNTEER FLORIDA

is the Governor's lead agency for volunteerism and national service in Florida. We're also the lead agency for volunteers and donations before, during and after disasters.

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Volunteer Florida strengthens Florida's communities through national service, **fostering volunteerism** and leveraging resources.

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**Floridians are engaged,**  
communities are transformed  
and Florida is a better place to live.



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# HOW CAN WE SUPPORT YOU?

**FUNDING OPPORTUNITIES**

**CAPACITY BUILDING:  
TRAINING, RESOURCES**

**VOLUNTEER CONNECT**



**MORE VISIBILITY. MORE VOLUNTEERS.**

Volunteer Florida is proud to introduce **VOLUNTEER CONNECT**, the state's official volunteer opportunities platform.

During the summer of 2019, nonprofits with 501(c)(3) status and government entities can register, participate in instructional webinars and training, and begin posting future volunteer opportunities.

[LEARN MORE ABOUT PARTNERSHIP](#)

**RECRUITMENT  
SCHEDULING  
MANAGEMENT**

[www.volunteer.volunteerflorida.org](http://www.volunteer.volunteerflorida.org)



**PROMOTE** volunteer opportunities, searchable by:

Date

Location

Issue area

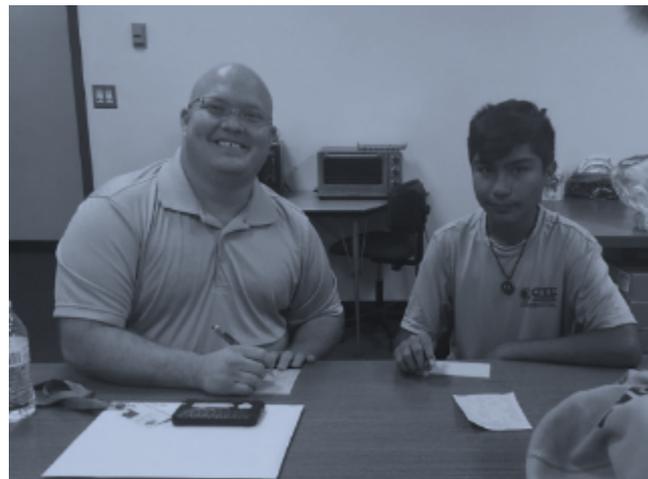
Population/age group served

**SCHEDULE** volunteers by general availability or specific shift requests

**TRACK** volunteer sign-up, onsite attendance and service hours

**COMMUNICATE** with volunteer teams or individuals

**PARTICIPATE** in exclusive volunteer management trainings



# AGENDA



**Volunteerism: It's Value and Meaning**

**Evaluating Need, Capacity and Support**

**Before Recruitment: The Importance of  
Tasks, Standards and Policies**

**Recruitment**

**Orientation and Training**



# **VOLUNTEERISM: ITS VALUE**

## **THE USUAL**

**\$8.2 B.I.L.L.I.O.N.**

**Associated with a 27% higher  
odds of employment**

**Physical and mental  
health benefits**





# VOLUNTEERISM: ITS VALUE MORE

**Strengthens social connections;  
Builds strong, safe, cohesive community;  
Enhances civic engagement; and  
Delivers public goods and services**

**... A crucial renewable resource...  
...A mutually beneficial experience...**

**Doing more than you have to because you want to,  
in a cause you consider good. ~Ivan Scheier**



# VOLUNTEERS: VALUE FOR ORGANIZATIONS

**Volunteers bring incredible value to organizations. They:**

- Enhance services by supplementing and broadening existing work.
- Become a group of strong supporters.
- Bring community connections and personal networks to organizations.



# VOLUNTEERS: VALUE FOR ORGANIZATIONS

**Volunteers bring incredible value to organizations. They:**

- Offer specialized skills.
- Increase diversity by providing opportunities to involve the: differently-abled, members of underprivileged communities, people of varied age groups and other under-represented populations.





# VOLUNTEERS: VALUE FOR ORGANIZATIONS

**Volunteers bring incredible value to organizations. They:**

- Bring new energy and ideas.
- Give more of their time than often originally planned, due to their genuine interest in an agency/department.
- Contribute tangible economic value, not in the form of financial donations, but in time and service.

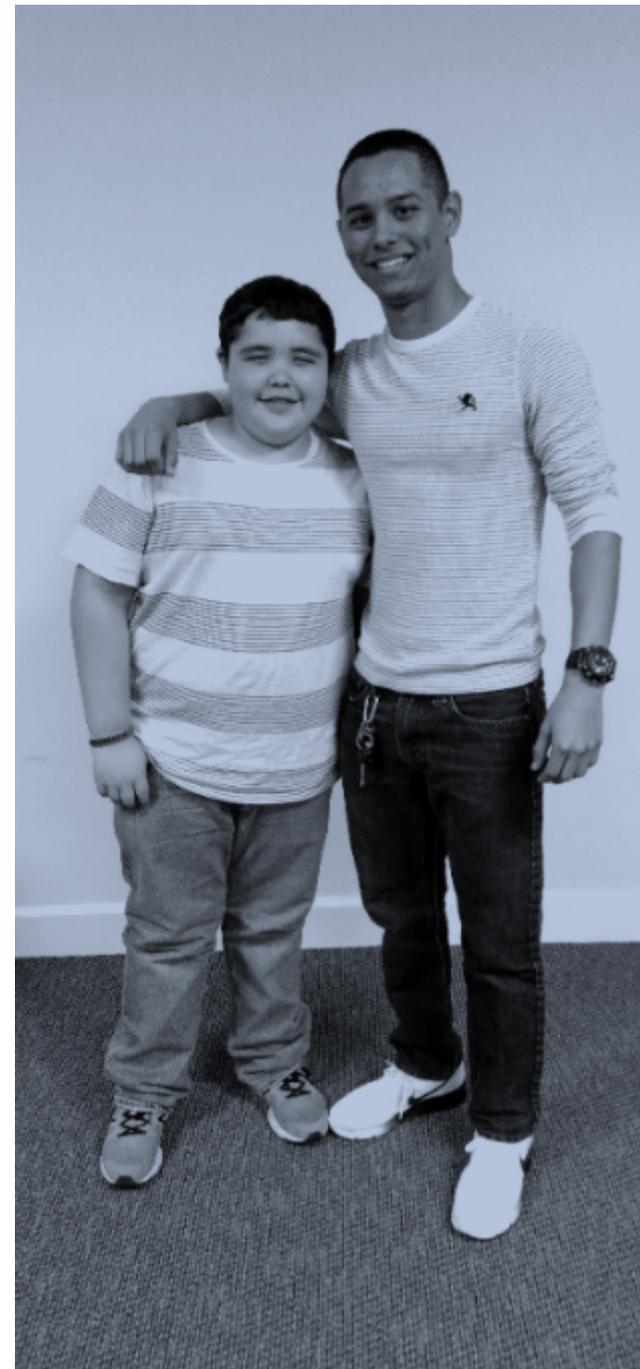


# A VOLUNTEER'S “WHY”

Someone asked them. Most people respond when someone tells them they're needed.

They care deeply about the issues your organization addresses, and/or about social change.

They have personal experience of the effects of your organization's issues, and want to do something about them.

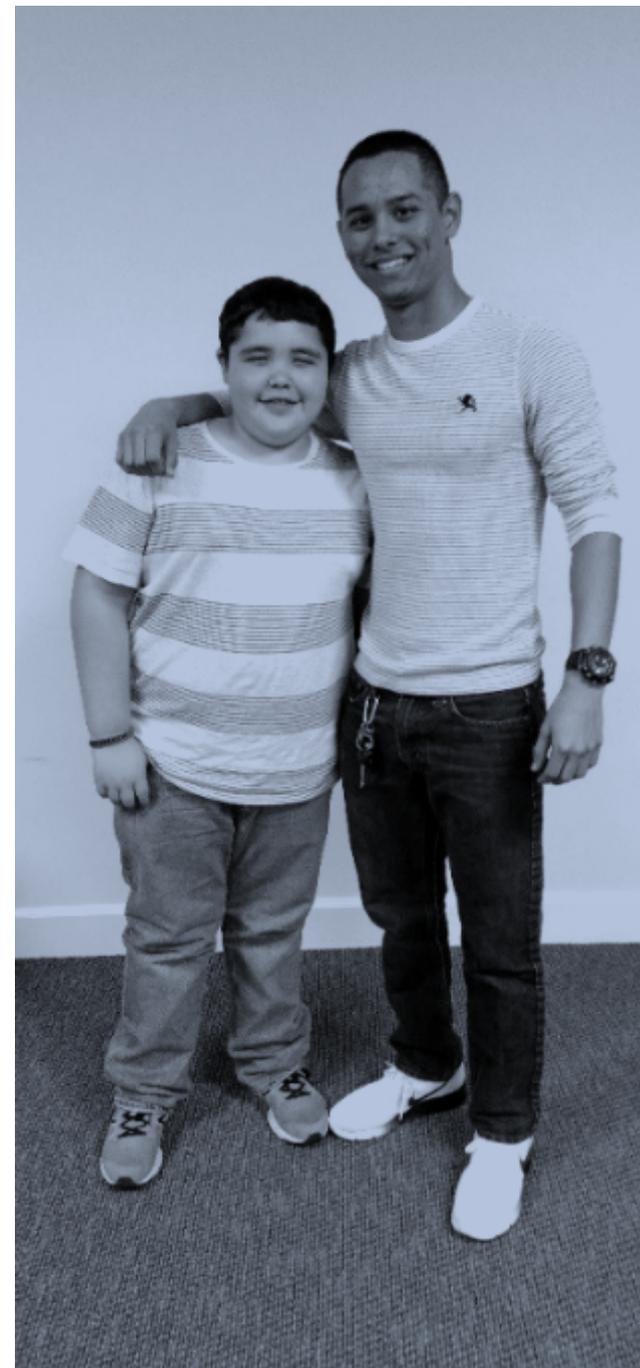


# A VOLUNTEER'S “WHY”

They are motivated by their view of the world – because of religion, ethics, politics, philosophy, etc. – to try to improve the quality of life in their communities.

They seek the external recognition and internal good feeling that may come with volunteering.

They feel a need to pay back society for help or opportunities that were extended to them.



# A VOLUNTEER'S “WHY”

They have untapped skills that they can use by volunteering with your organization.

They want experience and/or training in your field of work. They might want to try out the work to see if it's a career possibility, or they might want the experience as a credential for another kind of job.

They actively enjoy the kind of work that their volunteering entails: it's fun for them.

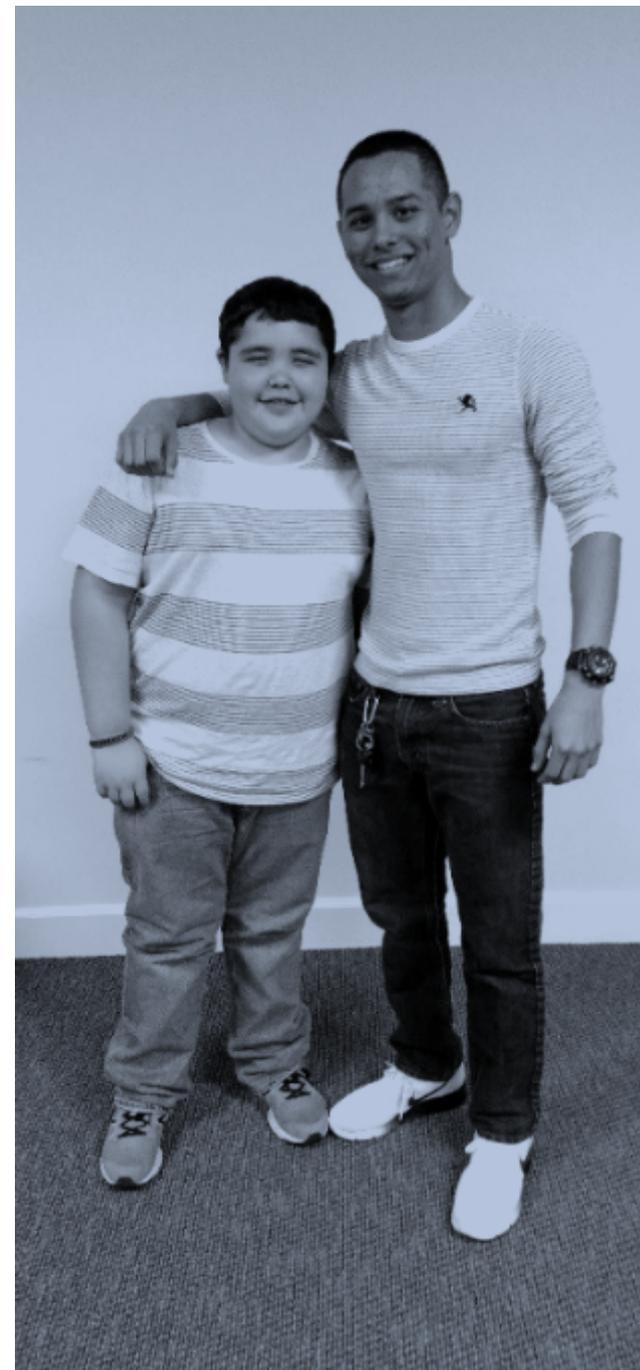


# A VOLUNTEER'S “WHY”

They **enjoy the social situation**, and value the contacts with other volunteers, participants, and staff members.

This is often true for people who don't work outside the home, and don't have the daily social contact that such work brings with it – seniors, stay-at-home mothers, etc.

It makes them feel needed and useful.



# **VOLUNTEERISM: ITS VALUE**

~~**NICE, BUT UNNECESSARY**~~

**CRITICAL, KEY, IMPORTANT, VITAL,  
ESSENTIAL, POWERFUL, VALUABLE,  
INDISPENSABLE, EXCITING,  
IMPACTFUL, COMPELLING, CORE**



# VOLUNTEER MANAGEMENT FUNCTIONS



**Before planning, procedures,  
recruitment, management,  
procedures or evaluation:**

**VISION  
MISSION  
VALUES  
PRINCIPLES**



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# EVALUATING NEED, CAPACITY AND SUPPORT

**“A needs assessment is a formal investigation of how volunteers can serve an agency and what types of volunteer skills are needed.”**

**HOW CAN VOLUNTEERS MOVE YOUR ORGANIZATION TOWARD ITS GOALS?**

**BE SPECIFIC.**



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# EVALUATING NEED, CAPACITY AND SUPPORT

- Who are your stakeholders?
- Who must **approve** the implementation of a volunteer program?
- Who must approve changes?
- Who will **manage** the program (be realistic about resources required)?
- **Buy-in;** from which staff members?
- What **resources** do you need to do this well?
- What are your **goals** for volunteers (rather than considering only hours and number of volunteers)?





# STRATEGIC PLANNING TO MAXIMIZE IMPACT

- **Who has policies and procedures for their volunteer program in place?**
- **When was the last time they were reviewed?**
- **Who reviews them?**
- **How does your team determine what is necessary to revise?**



# STRATEGIC PLANNING TO MAXIMIZE IMPACT

## INTERNAL POLICIES AND PROCEDURES IN WRITING

- Interviewing and Screening Volunteers
- Orienting and Training Volunteers
- **Recruiting Volunteers and Connecting to Opportunities**
- Placing, Supporting, and Supervising Volunteers
- Termination of, Mediation for Volunteers
- Recognizing Volunteers
- Assessing the Program
- Be specific, be clear.
- Keep record of all policies and procedures and revision dates.



# STRATEGIC PLANNING TO MAXIMIZE IMPACT

## INTERNAL AND EXTERNAL POLICIES AND PROCEDURES IN WRITING.

- Legal ramifications of working with volunteers
- Safety, accidents
- Minors as volunteers
- Background check requirements
- Waivers, releases
- Procedures for dismissal
- Application
- Conflicts of interest
- Financial disclosure
- Personal property
- Volunteer dress
- Vehicle use
- Grievance policy
- Firearms, ammunition
- Discrimination, bullying, harassment
- Evaluations

# STRATEGIC PLANNING TO MAXIMIZE IMPACT

## ELEMENTS OF AN EXCELLENT POSITION DESCRIPTION

- Title (It should be appealing- avoid terms like “assistant” or “aide”)
- **Purpose of position (connection to agency mission, impact of work)**
  - Required/desired qualifications
  - Tasks and duties
  - Training required
  - Commitment (flexible hours?)
  - Work location and environment (work in groups, around others, solo, virtual, physical requirements)
  - Supervisor?

**Beware of organization lingo. What language would appeal most to your audience? Use values, mission, benefits of volunteering.**

# STRATEGIC PLANNING TO MAXIMIZE IMPACT

## EXAMPLE 1A:

**Volunteers may help in the office with clerical duties such as computer data entry, filing, packet preparation, photocopying and more. Volunteers may also be trained to answer phones and help at the front counter.**

# STRATEGIC PLANNING TO MAXIMIZE IMPACT

## EXAMPLE 1B

**No experience necessary. We will train you! Staff members love working with volunteers. This work contributes to the effectiveness and efficiency of our office. It is critical that our information remain organized and accessible and your help makes that possible.**

**This is a great assignment for someone who needs office training, needs to keep up their office skills while not working or to practice office skills. If just one or a few of these tasks is particularly appealing, let us know!**

# RECRUITING VOLUNTEERS





## ACCURACY

Facebook | Twitter | Instagram | E-mail Addresses | Mailing Addresses  
Phone Numbers | Fax Numbers





# REMEMBER THESE? ADD DETAIL, FLESH OUT FOR YOUR WORK.

Strengthens social connections;  
Builds strong, safe, cohesive community;  
Enhances civic engagement; and  
Delivers public goods and services  
... A crucial renewable resource...  
...A mutually beneficial experience...

Doing more than you have to because you want to,  
in a cause you consider good. ~Ivan Scheier

- **Organization**
- **When/Date**
- **Where/Location**
- **Minimum Age**
- **How This Helps Our Community**
- **Organizer**
- **Impact Area/Cause**
- **Skills Desired**
- **Minimum Qualifications?**
- **Training?**
- **Attire?**
- **Environment?**
- **Groups? Families?**
- **Court-Ordered Service?**
- **Special Accommodations?**
- **BYO Tools? Food? Water?**



# RECRUITMENT



- How many volunteers do you hope to recruit? With what skills?
- Get your team together! Know staff strengths. Ask other agency employees to spread the word
- **ASK.**
- Start with existing volunteers, students, clients.

# RECRUITMENT

A group of approximately 15 people are seated at several tables in a meeting room. They are dressed in business casual attire. The room has a white wall with a fire alarm pull station and a framed picture. The entire image is overlaid with a semi-transparent blue filter.

- Consider your spheres of influence: Friends, family, neighbors, community members (church, clubs, sports, etc.)
- Post request through service-learning center at universities, specific departments within universities
- Write an article/blog post for local paper
- Connect to local businesses (pro bono, or to promote opportunities)

# RECRUITMENT



- **Contact existing service, professional and community organizations** (Rotary, Kiwanis, Network of Young Professionals, Chamber of Commerce, etc., trade associations, senior centers, etc.) about **“adopting” your department/divisions and its needs:**
- Partner with local business; their employees can assist your organization as a corporate initiative



Create a design

All your designs

Explore Canva 2.0

BETA

Shared with you

Create a team

Your brand

Design templates

Add new folder

0/2

Trash

Upgrade

Learn to design

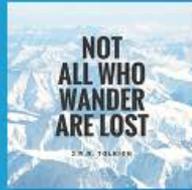
Get design inspiration



Empowering the world to design

# Create a design

Use custom dimensions



Social Media



Facebook Event ...



Facebook Post



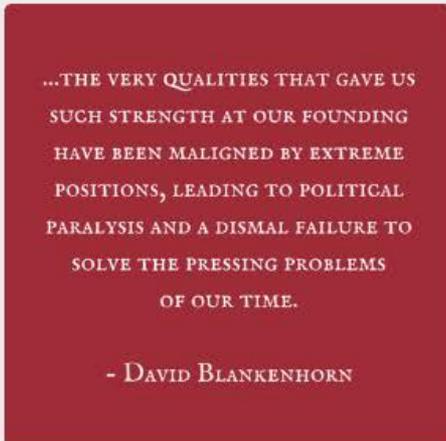
Postcard



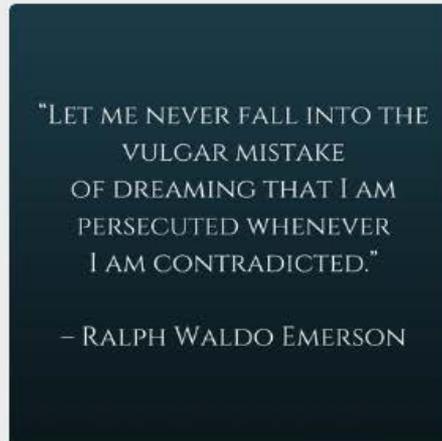
Pinterest Graphic



More...



...the very qualities that gave us such st...



"Let me never fall into the vulgar mista...



Community Convo and Noonday.



thank you

Need help ?



SEARCH

Search 1,000,000 images...

LAYOUTS

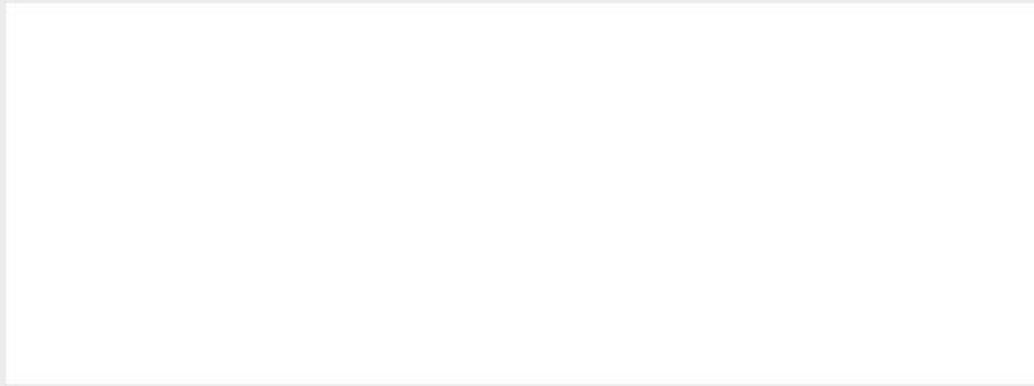
Canva layouts

ELEMENTS

TEXT

BKGROUND

UPLOADS



1

+ Add a new page

# RECRUITMENT



- Sign up with volunteer matching sites: VolunteerHub, VolunteerMatch, AllForGood, LinkedIn
- Social Media
- **VOLUNTEER CONNECT!**

# RECRUITMENT

## SCREENING

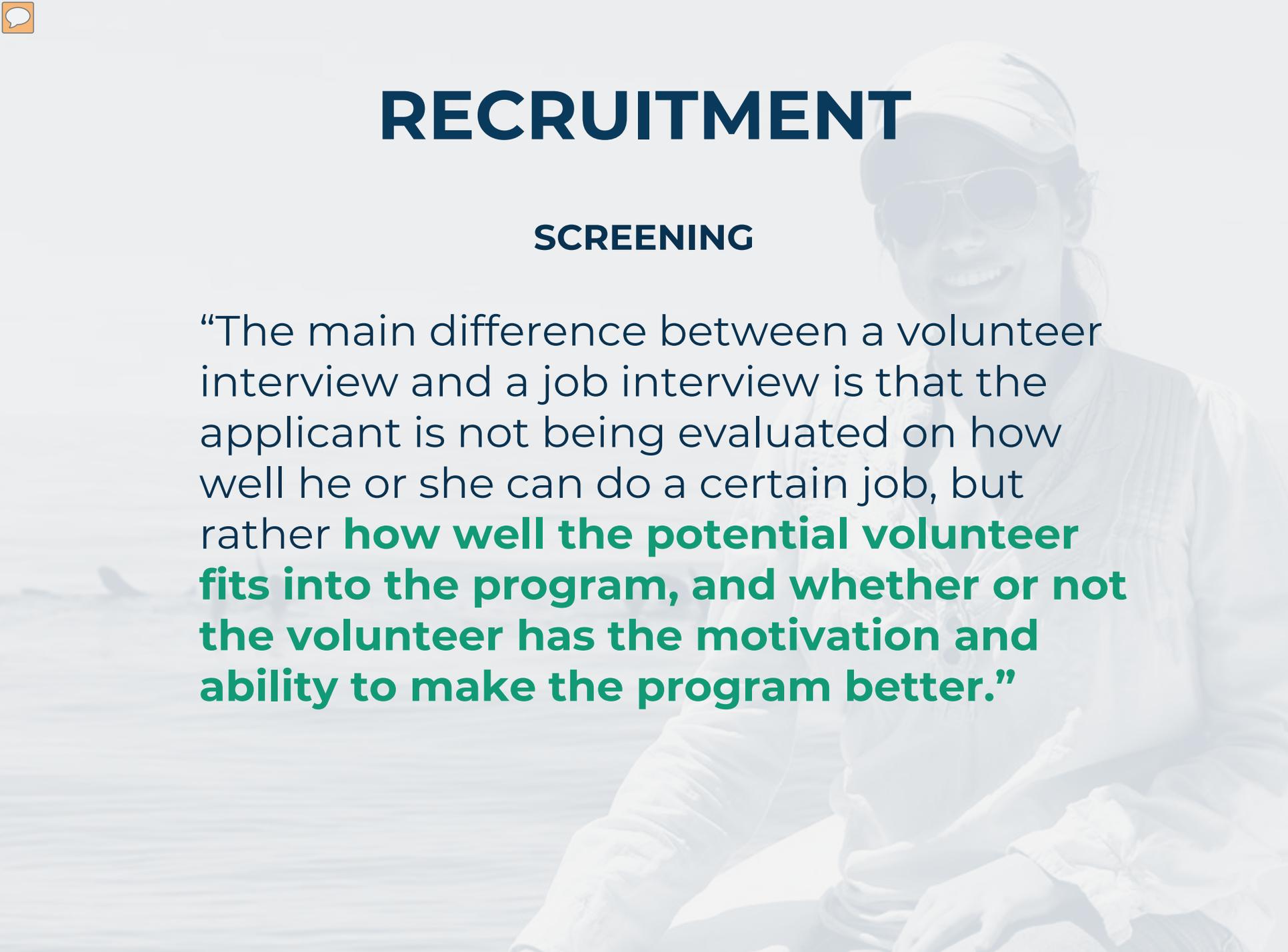
- Remember your policies and procedures- legal ramifications, civil rights, protected Classes
  - **Screening Methods**: Phone conversations, applications, interviews, reference checks, orientation/training, motor vehicle/license checks, criminal history checks.
- Screen each candidate with **a number of volunteer opportunities in mind** that reflect the interest and skills shown in the application.



# RECRUITMENT

## SCREENING

“The main difference between a volunteer interview and a job interview is that the applicant is not being evaluated on how well he or she can do a certain job, but rather **how well the potential volunteer fits into the program, and whether or not the volunteer has the motivation and ability to make the program better.**”



# RECRUITMENT

## MATCH AND PLACE:

What does the volunteer enjoy?

What are the volunteer's skills and abilities?

What opportunities do you have available? Connect these elements!

Is there another task or area better suited for the volunteer?

It's ok to acknowledge poor fit.  
Community Awareness: Referrals

# ORIENTING, TRAINING

## TRAINING:

Mission, vision, principles, outputs, outcomes

Policies and procedures

Member of senior management for welcome

Comprehensive and detailed descriptions of  
volunteer roles

How to's: Report grievances, problems, etc., find  
resources necessary to do the  
job: “Do you have anymore paintbrushes?.. And  
where’s the bathroom?”



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# HOW CAN WE SUPPORT YOU?

## FUNDING OPPORTUNITIES

**CAPACITY BUILDING:  
TRAINING, RESOURCES**

**VOLUNTEER CONNECT**

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