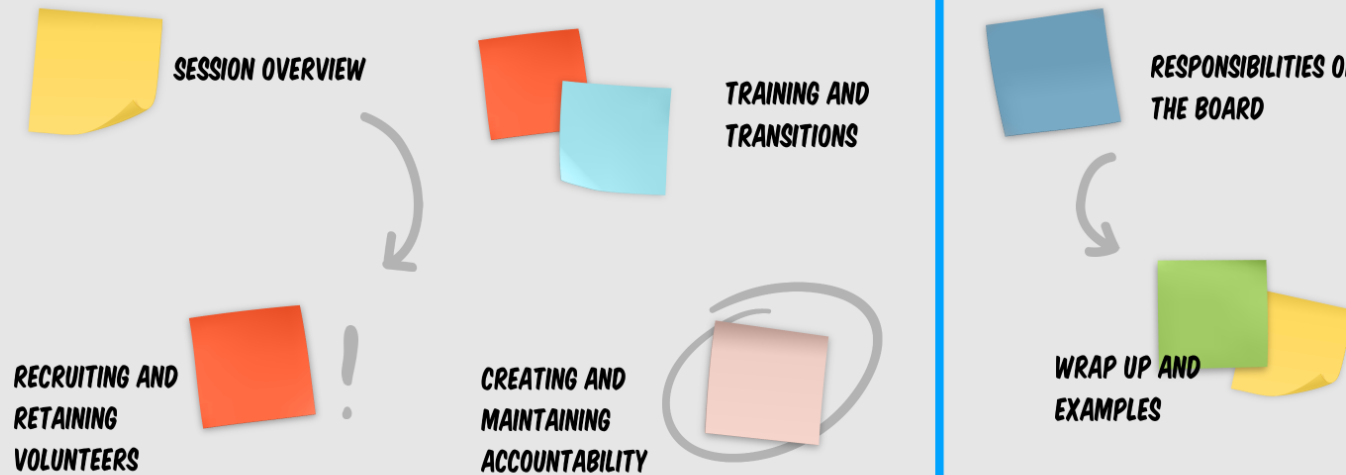


## VOLUNTEER STRUCTURE AND OPERATIONAL SUPPORT

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## OVERVIEW

What are we covering  
in this session?

PART 1

PART 2

- 
- **RECRUITING AND  
RETAINING VOLUNTEERS**
  - **TRAINING AND  
ORIENTATION**
  - **TRANSITIONING  
VOLUNTEERS**

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- **CREATING/MAINTAINING ACCOUNTABILITY**
- **SOFT SKILLS**
- **GROOMING LEADERS**
- **EXAMPLES**

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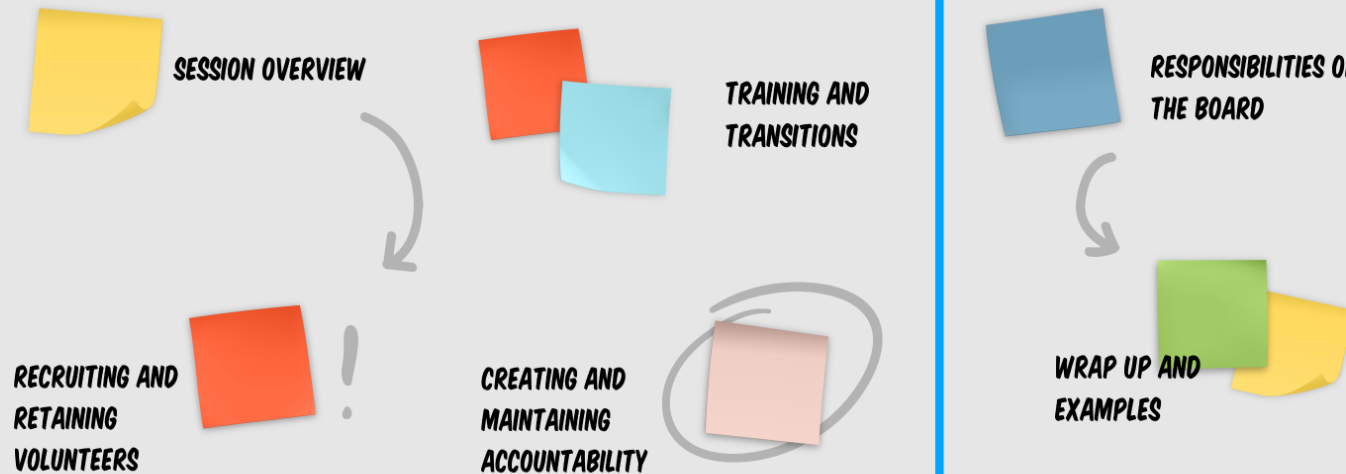
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# RECRUITING

- What tactics are we currently using?
- How can we make current practices better?



HOW TO  
RECRUIT  
VOLUNTEERS

# **RECRUITING SHOULD BE A YEAR ROUND PROCESS, NOT A LAST MINUTE RUSH!**

## **DEVELOP A TIMELINE**

- Start the conversation
- Develop a marketing plan
- Make position descriptions available



## **NEED TO KNOW INFO**

- Position Description
- Time commitment
- Term



## **WHERE DO WE RECRUIT?**

- Facebook
- Eblast
- Other platforms

**GIVE YOUR VOLUNTEERS THE TOOLS TO SUCCEED!**

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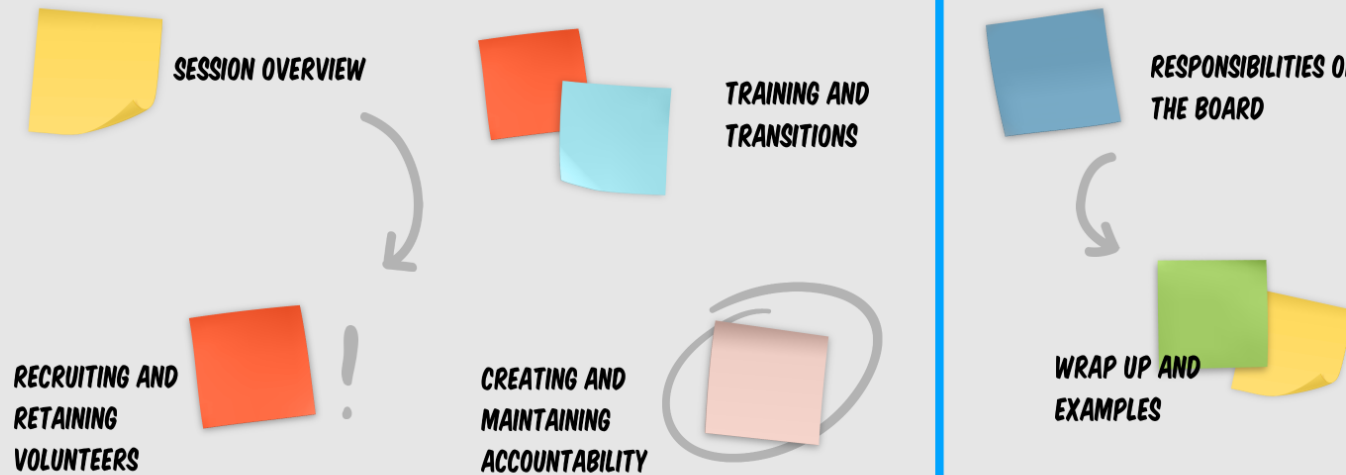
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## **MATERIALS**

What materials are needed to properly on board new volunteers?

## **ORIENTATION**

## **TRAININGS**

One on one training is helpful, but don't forget about group trainings!



# ORIENTATION & TRANSITIONING

Transitioning volunteers is not a one step process...

Use orientation for team building and share organizational information that is necessary for all volunteers to know.

It is a common mistake to think you can transition new volunteers during one orientation meeting.

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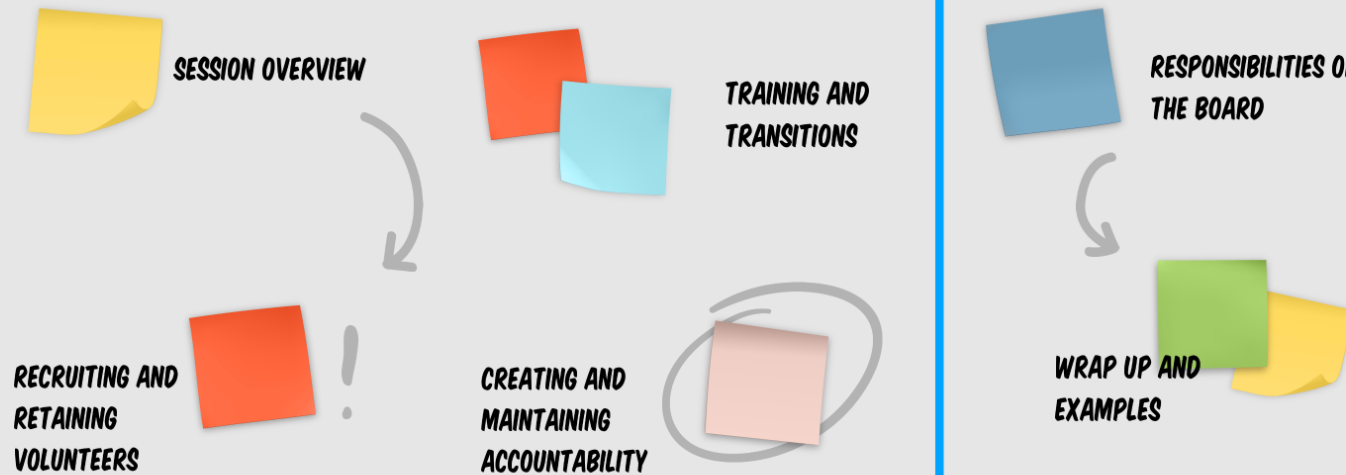
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## BOARD CULTURE MATTERS!

*Create a welcoming environment  
for recruits and new volunteers.*

### THE COMMUNICATION PYRAMID

### COMMUNICATION AND RESOURCES



DEVELOP A  
CULTURE.



CULTIVATE IT.



PASS IT ON.



SHARE YOUR BOARD  
CULTURE WITH  
RECRUITS AND  
VOLUNTEERS



DEVELOP AN OPEN  
AND WELCOMING  
BOARD



SET EXPECTATIONS  
→ COMMUNICATE  
THOSE  
EXPECTATIONS

## **CREATING AND MAINTAINING ACCOUNTABILITY**

Communicate – Clearly and Often

- Accurately explain the role
- Continue to support volunteers
- Define where to get help and who to go to for support
- Have honest and open conversations
- Allow new volunteers the space to learn

Consider a resource list specific for each position. Examples:

- WebEx Training for a webinar coordinator
- HootSuite training for a social media coordinator
- Constant Contact training for an eblast coordinator

Encourage Leadership Training and Recommended Reading

- Academy Certificate of Training Modules

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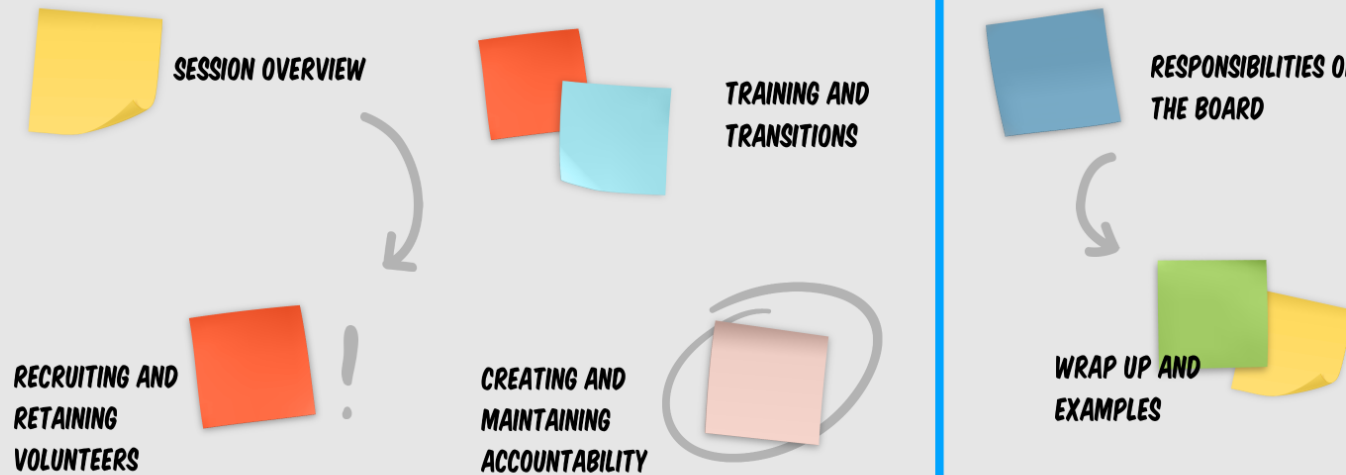
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## BOARD OF DIRECTORS CORE VALUES



Environment to disagree and discuss → reach consensus for outward facing communication.



Balance when to where your "tough skin" and when to advocate.



Have a sense of humor. Keep perspective.



Listen more than you talk.



Focus your energy on member benefits. Prioritize what is realistic.



Maintain integrity, transparency and trust.

ASSESSMENT  
ACTIVITY

2

CHECK POINTS

1

UNDERSTAND  
YOUR  
LEADERS

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## BUILD A VOLUNTEER STRUCTURE WITH CHECK POINTS



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# BOARD YEAR-END ASSESSMENT

Self assessment can make your task of finding new volunteers easier.

- Board surveys
- Group discussion
- “Exit” interview of outgoing leaders

Review annual Board/volunteer performance

- Achieving goals, KPI, statistics, financial review

Where were their gaps during the year?

Assessment **should not be** evaluating people, it's evaluating **performance**.

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# UNDERSTANDING YOUR MEMBER LEADERS



- Not every volunteer will become a leader.
- Motivations to volunteer vary
- Some people need a push to get involved.
- Reinforce good work and create a social environment.
- Work as a board to be welcoming and patient.
- Validate volunteer participation and input.
- Actively look for talent and passion – all year.



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