

Leadership Development Institute

Developing Effective Water Organizations Series:

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|-------------|---|
| October 11 | <i>Governance: Building Strong Boards to Lead Strong Organizations</i> |
| November 8 | <i>Goals, Strategies, Tactics-Oh My! Strategic Planning from Vision to Implementation and Evaluation</i> |
| December 13 | <i>Fundraising Best Practices for Water Organizations</i> |
| January 10 | <i>We Want You! Volunteer Recruitment, Management & Retention</i> |
| February 14 | <i>Don't Worry, You Don't have to be an Accountant to Understand Nonprofit Financial Management</i> |
| March 15 | <i>Ensuring Equity, Diversity & Inclusion In Your Organization</i> |

Thank You for Being a Member

Take advantage of your paid membership benefits:

- ✓ Find **funding** for water projects
(on the website go to *Membership* then select *Get A Project Funded*)
- ✓ Receive **25% off** registration for our annual River Rally conference
- ✓ Receive **discounts** on equipment and consultations
- ✓ And more!

Questions about your paid membership benefits? Please contact Carly Schmidt, Membership Associate, at cschmidt@rivernetwork.org

Today's Presenters & Agenda



Paco Ollervides
*Leadership Development
Manager - Great Lakes
River Network*

Jason Frenzel
*Stewardship Coordinator
Huron River Watershed Council*



- Identify trends in volunteerism
- Discuss skills, motivations, & expectations
- Share a few best practices and case studies
- Questions & Discussion

Getting to Know Each Other



Poll # 1



“The Americans....regard for themselves constantly prompt them to assist one another and inclines them willingly to sacrifice a portion of their time and property for the welfare of others.”



Alexander de Tocqueville, 1835

Why Do People Volunteer?

- Opportunity to live out our values
- To connect with nature- to get out of the house
- To make a lasting difference in the world
- To “fix” a community issue
- To meet other, like minded people
- Develop new skills (higher chance of finding a new job)
- Connect with our community
- It is not just right, but makes us feel good and it is fun

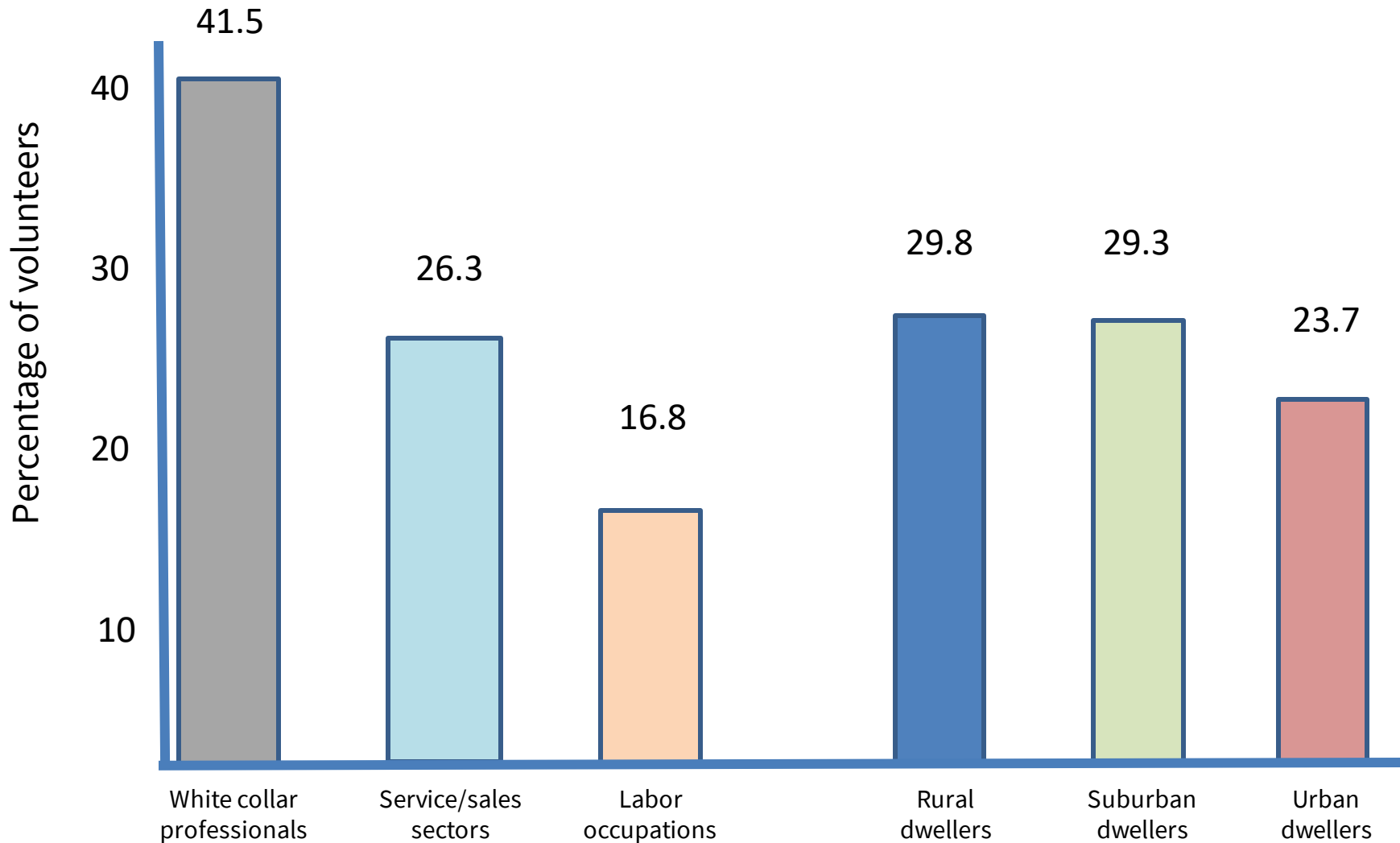


Who Are These Volunteers?

- Neighborhood engagement levels have risen sharply since 2007.
- Retention rates average 63.4%
- In 2010: 1 in 5 Americans volunteered (median 52 hrs/year) For one or two orgs.
- Young adults (16-24) volunteering rates have grown by 22% since 2007.
- Generation X (39-54) highest volunteering rates (30%)
- Silent/Greatest Generation (75<) highest median hours (100+)



Demographics Of Volunteers



Volunteering in America (2011) Corporation for National & Community Service



Times change

Methods change with them



Episodic and Microvolunteering

- More and more volunteers want short-term assignments.
- Reluctance to commit to a long-term volunteer assignment is so prevalent that it's moving from a trend to an established fact.
- Association members are stressed and time starved.
- Bad practice: rewarding good volunteer work with more volunteer work, meaning that we often burn out our best people.



“As the world changes, so do trends in volunteerism.” Susan Ellis (2005)

What Makes A Great Volunteer?



Volunteer Needs

- Good working conditions, community and friendship
- Make decisions about factors that affect me
- A sense that I am valued
- Recognition for work well done
- Caring and compassionate supervisor
- An opportunity for personal growth or to accomplish a challenging task
- Opportunity to use my skills or develop new ones
- A chance to be outside or on the river



Inside Or Outside?



Questions

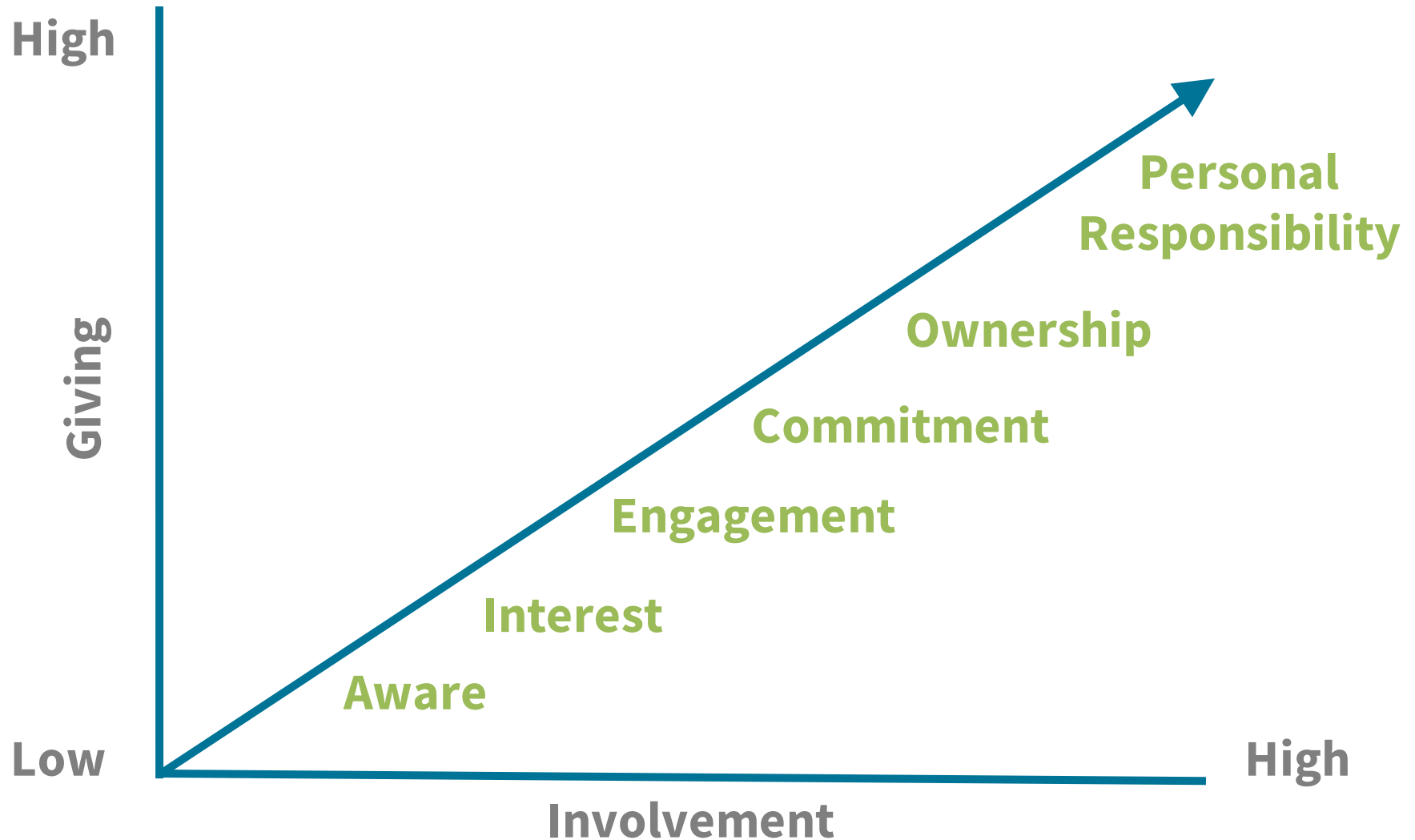


POLL #2

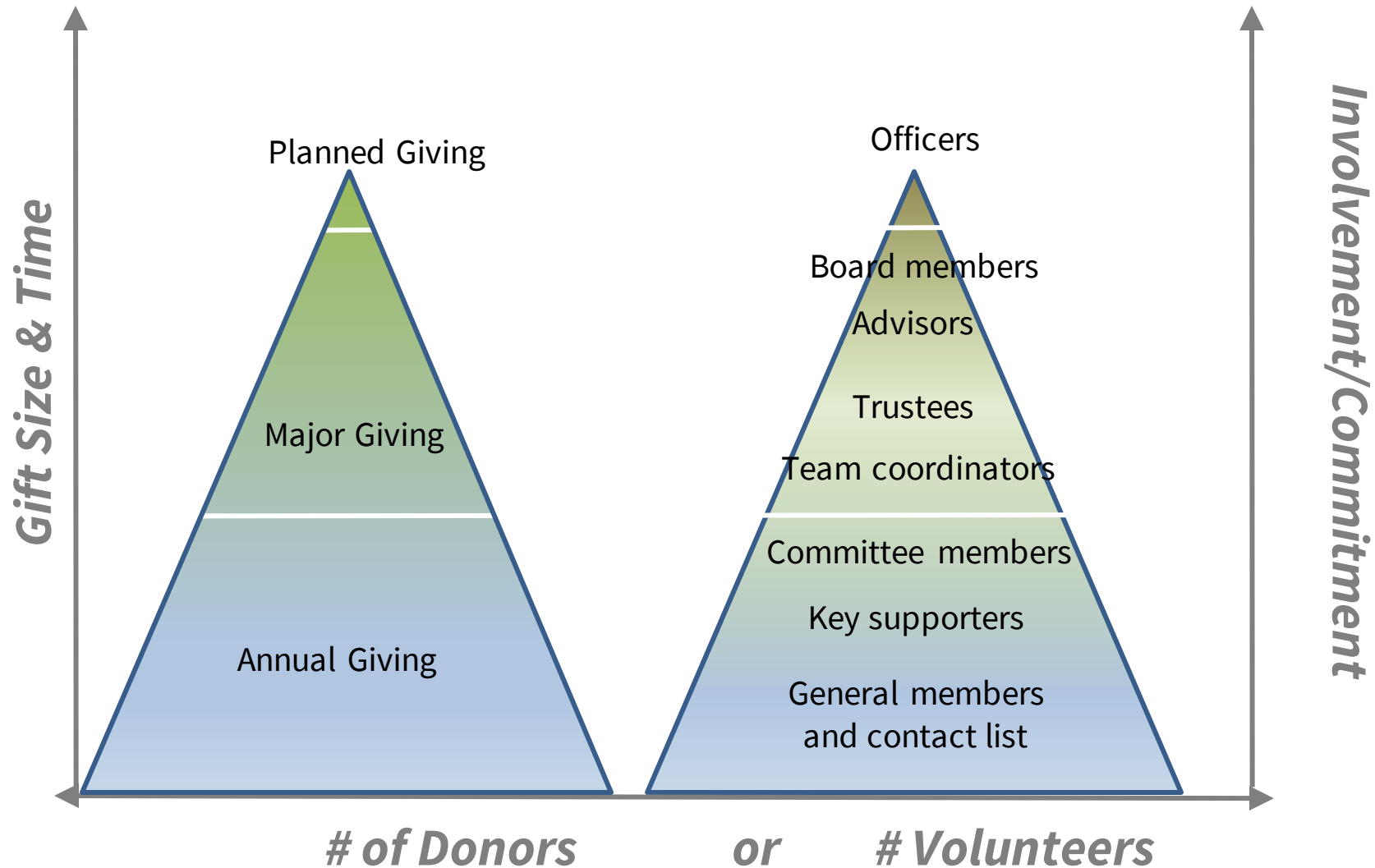
What's your biggest volunteer program challenge?



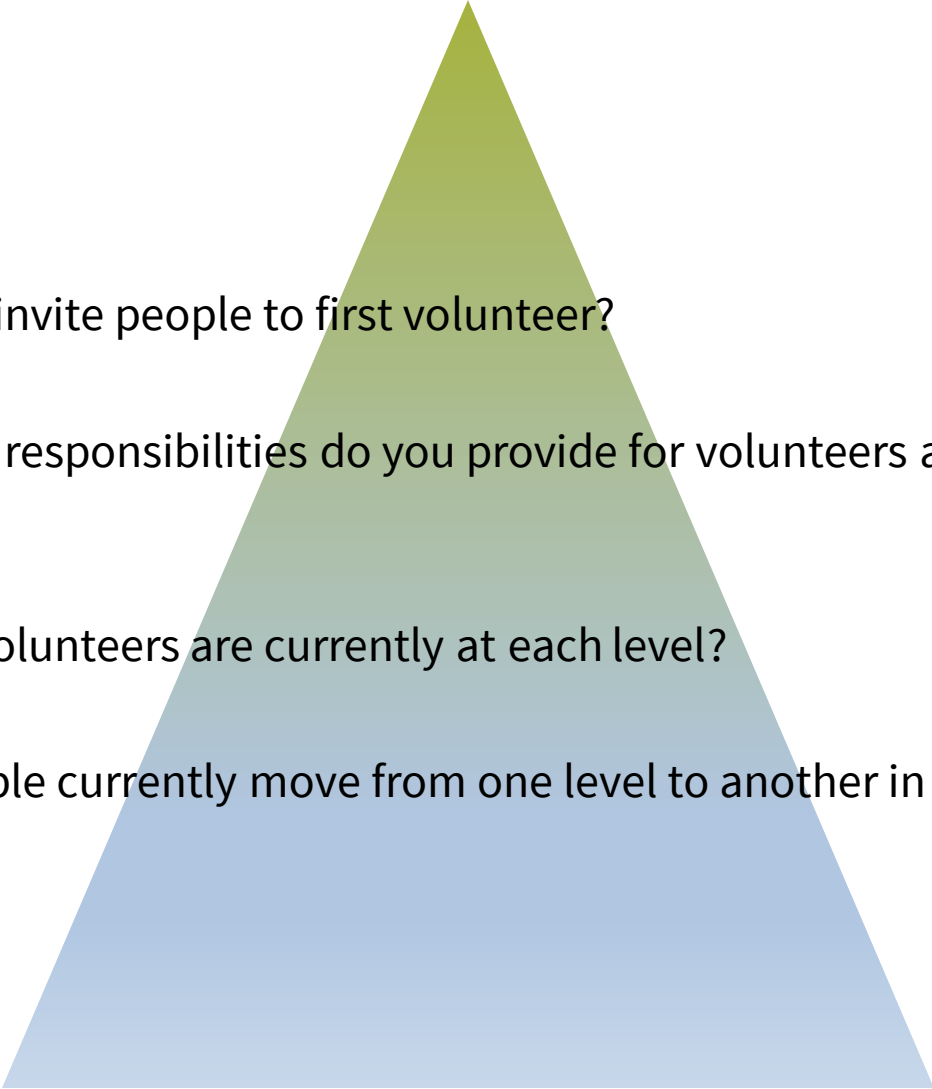
Best Practice #1: Build Relationships



Similar Pyramids...



Questions For Thought

- 
- How do you invite people to first volunteer?
 - What jobs or responsibilities do you provide for volunteers at each level of the pyramid?
 - How many volunteers are currently at each level?
 - How do people currently move from one level to another in your organization?

From Volunteer to Leader

What to look for:

- Willing to commit more time and energy
- Desire to assume greater responsibility
- Seeking regular training opportunities

How to move them up your pyramid:

- Personal conversations
- Professional development
- Constantly seeking opportunities
- Future opportunities (6 month horizon)



Creative Ways to Recognize Volunteers

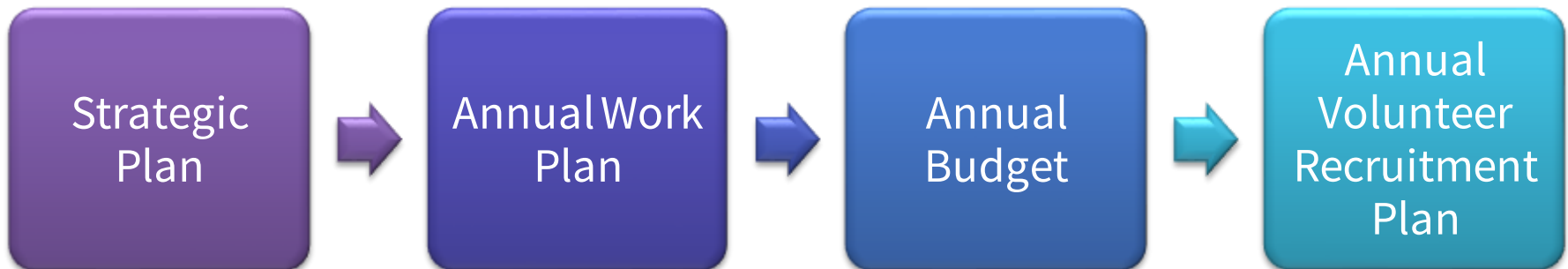


It Is All About Them!!



Best Practice #2: Recruitment Plan

- Defines goals for the coming year
- Determine strategies (social media, tabling, etc.)
- Projects costs for each strategy
- Details **who, what, when** for each strategy
- Lists specific prospective partners
- Create a **calendar**
- Sets benchmarks to measure progress
- Anything else?



Are You Ready For Volunteers?

- Do you have a list of tasks to be done?
- Do you have the space and equipment for volunteers to perform these tasks?
- Do you encourage your members to become more involved?
- Do you have outlets to publicize volunteer opportunities?
- Do you have a volunteer program budget?
- Do you have a volunteer coordinator?
- Do you have a system to keep track of volunteer contact information and hours?



Recruitment Tips

VOLUNTEERS COME FORWARD

You are needed at Firehouse No. 6



MUST HAVE

**Strong Legs and Back
Good Sense of Smell
and be able to
Leave Wife Home Alone
for Long Periods of Time.**

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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DO YOU LOVE SPORTS? VOLUNTEERS NEEDED MILILANI YMCA

Want to help with a
child's development
within a sport setting?

The Mililani YMCA is looking for volunteers to help with our youth sports program. Your help will be needed with tasks such as coaching, scorekeeping, and officiating (training will be provided).

Must be at least 16 years old.

Coaches are needed for our upcoming Basketball Clinic in June. Future needs for various sports.

Interested? For more information:

Contact Nico Clifton at (808) 625-1040 or email: nclifton@ymcahonolulu.org.



MILILANI YMCA
25-1180 Hikkaula Street, Mililani HI 96789
P: 808.625.1040 F: 808.625.1327 www.ymcahonolulu.org

Recruitment Channels

- Community events
- Word of mouth
- Social media
- Postings online
- Flyers
- Corporate opportunities



The Many Roles Of A Volunteer Coordinator



- Recruitment & Selection
- Orientation & Training
- Management & Retention
- Rewards & Recognition
- Program Evaluation

Questions



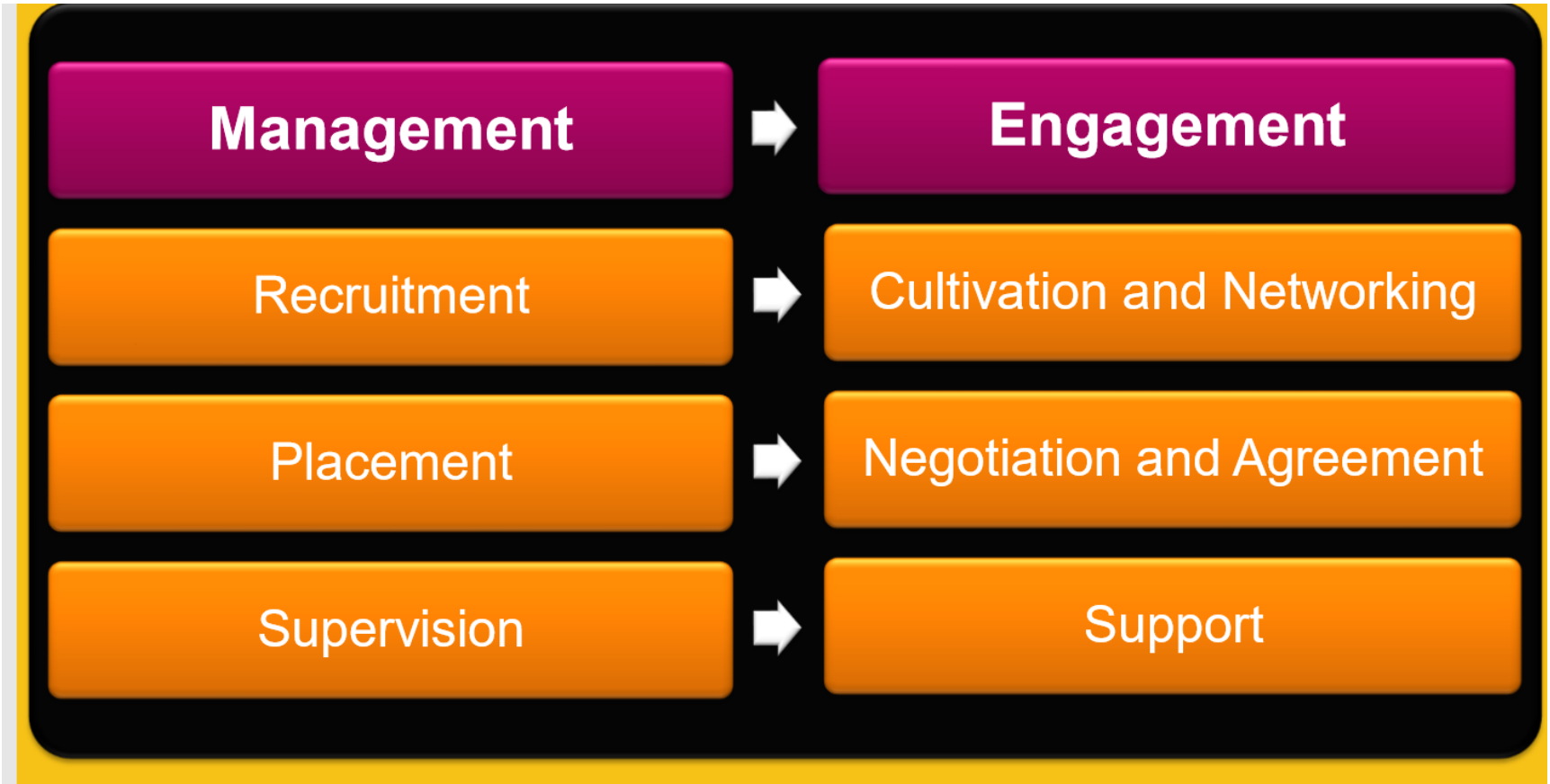
Best Practice #3: Train

- Orient
- Train
- Support
- Manage Conflicts
- Recognize & Celebrate
- Evaluate
- Keep Records



Lack of effective volunteer management is the #1 reason people don't return!

Tips For Managing Engaging Volunteers



A Word About Waivers



Waiver languages should be crafted such that the volunteer will have acknowledged in as complete manner as possible, the full range of dangers inherent in the activity, but not in terms so severe that you scare your volunteers away!

Volunteer Protection Act:

The purpose of the Act is to protect volunteers, nonprofits organizations, and government entities from lawsuits based on the activities of volunteers.

When Issues Arise



Talkative



Arrogant



Complaining



Eager



Argumentative



Shy



Diverting



Indecisive



Apathetic



Dominating

- Focus on the issue
- Identify causes
- Separate the person from the problem
- Assume the best intentions
- Look for solutions

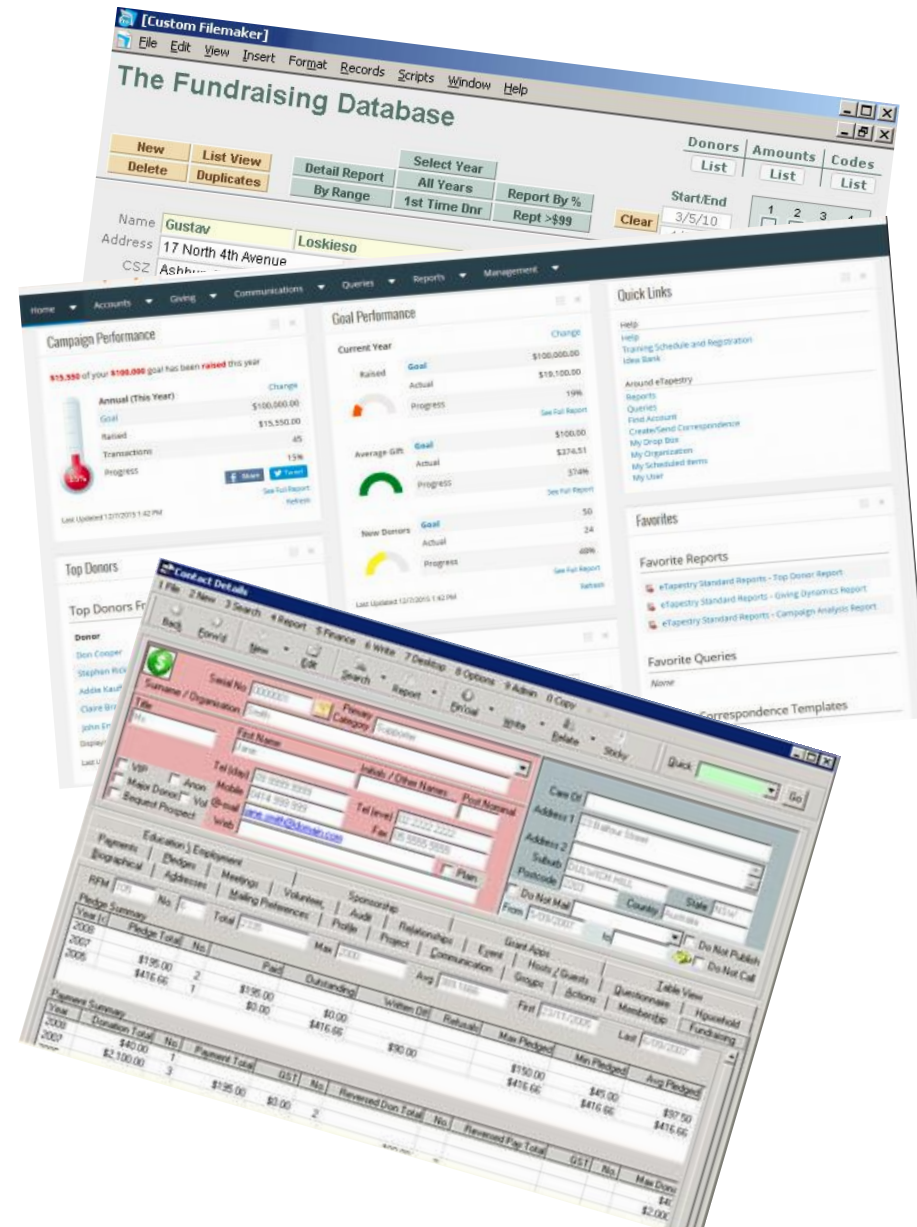


Avoid Volunteer Burnout

- Be Aware of Volunteers' Needs
- Rotate Responsibilities
- Watch for Signs of Burnout
- Don't Take Advantage of Volunteers



Best Practice #4: Use A Database



Sample Volunteer Tracking Form

1 of 2

Sample Volunteer Tracking Form

_____(Organization Name)
Receipt Voucher for In-Kind Contribution of Volunteer Services

Name of Volunteer		Month/Year	
Address		Activity	
City		Organization	
Phone Home ()	Phone Work ()	Cell Phone ()	
Check one:	<input type="checkbox"/> Specialized Skills	<input type="checkbox"/> Non-specialized skills	

Detailed Record of Volunteer Hours Worked

Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		Total Hours	Hourly Rate*	Total Value
Volunteer Hours																			\$
Date	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
Volunteer Hours																			\$
TOTAL VALUE: \$																			

1. On the back of this page, please describe the type of volunteer services performed on each of the days noted above.
2. By my signature below, I certify that I served as a volunteer to this organization for the hours as noted above and did not receive compensation for my services.

Volunteer Signature_____

Date_____

3. By my signature below, I acknowledge receipt of the above-mentioned volunteer services.

Authorized Employee_____

Date_____

*For volunteers providing specialized skills for which they would have otherwise have been paid, value their time based on the salary or fee charged for such services. This hourly rate must be corroborated through independent documentation. Such documentation could include a copy of the volunteer's current payroll information or pay stub, fee schedules, salary studies for the service being offered, etc. The documentation must be more than just a statement by the volunteer.

**For volunteers providing services that do not require specialized skills, use the volunteer rate provided by the Independent Sector or more specific comparable wage data provided by the U.S. Bureau of Labor Statistics or other independent sources.

Independent Sector
2018 Value of Volunteer Time = \$24.69/hr

Resources

Tracking Volunteer Time to Boost Your Bottom Line: A Complete Accounting Guide

<http://www.blueavocado.org/content/tracking-volunteer-time-boost-your-bottom-line-complete-accounting->

9 Incredible Free Volunteer Management Software Tools (WildApricot)

<https://www.wildapricot.com/blogs/newsblog/2009/08/19/free-volunteer-management-software>

Techsoup (low cost computer software and hardware for nonprofits)

<http://www.techsoup.org/>

NOAA Dealing with Disruptive Behaviors

<https://coast.noaa.gov/ddb/>

Corporation for National and Community Service

<https://www.nationalservice.gov/>

Risky Business: There's liability for the acts of your volunteers (The Nonprofit Times)

<http://www.thenonprofittimes.com/news-articles/risky-business-theres-liability-acts-volunteers/>

Volunteer Management: Once More with Meaning (Nonprofit Quarterly)

<https://nonprofitquarterly.org/2008/03/21/volunteer-management/>

Volunteerplaintalk (blog)

<https://volunteerplaintalk.com/>



Before You Go...

- Next webinar: Nonprofit Financial Management
Thursday, February 14 at 1:00 pm ET
- Thanks in advance for completing our
evaluation survey!
- Registration opens January 22



Final Questions - Reflections



“If our hopes of building a better and safer world are to become more than wishful thinking, we will need the engagement of volunteers more than ever.”

— *Kofi Annan*

Thank You!

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