

Planning Your **VOLUNTEER PROGRAM**

Objectives:

1. Identify different methods of conducting needs assessments
2. Write a purpose statement for your volunteer program
3. Determine appropriate roles for volunteers
4. Identify the key elements to include in a volunteer program budget

Needs Assessment Techniques

Interviews

Pro

- ✦ Can get the highest quality data
- ✦ Offers the potential to ask more questions
- ✦ Can record person's responses that are nonverbal
- ✦ Best completion or return rate

Con

- ✦ Is expensive
- ✦ Takes more staff time to complete
- ✦ Interviewer bias can skew the results

Needs Assessment Techniques

Telephone Surveys

Pro

- ⊕ Inexpensive
- ⊕ Short completion time
- ⊕ Easy to organize
- ⊕ Can be done after work hours

Con

- ⊕ No visual cues or information
- ⊕ Can be perceived by respondent as a nuisance

Needs Assessment Techniques

Mail Surveys

Pro

- ⊕ People can remain anonymous
- ⊕ Can be done at respondent time table

Con

- ⊕ Very costly
- ⊕ Has a low return rate (15%-20%)
- ⊕ No two-way communication
- ⊕ No chance to correct confusion

Needs Assessment Techniques

Email/Web Surveys

Pro	Con
<ul style="list-style-type: none">⊕ Quick⊕ Inexpensive⊕ Reach a lot of people easily⊕ Done on respondent timetable⊕ No data entry	<ul style="list-style-type: none">⊕ No two-way communication⊕ Need expertise to design questions-can be expensive⊕ No chance to correct confusion⊕ Responses not anonymous⊕ Has a low return rate (15%-20%)

Needs Assessment Techniques

Focus Groups

Pro	Con
<ul style="list-style-type: none">⊕ Free exchange of information⊕ Can address various areas of concern⊕ Inexpensive	<ul style="list-style-type: none">⊕ Need to keep record of what is said⊕ Need an experienced facilitator⊕ People need to know the purpose⊕ People unwilling to share “negatives”⊕ Group members can influence other’s feedback

Vision, Mission and Purpose

Vision:

A detailed description of the future the organization is trying to create.

Example:

The Grand View Food Bank strives to assure that no Grand View resident goes hungry.

Vision, Mission and Purpose

Mission:

A one- or two-sentence statement that outlines the specific reason for which the organization exists.

Example:

The mission of the Grand View Food Bank is to provide nutritional foodstuffs and nutrition education to the poor.

Vision, Mission and Purpose

Purpose:

A statement that describes how a project or program contributes to the achievement of the organization's mission.

Example:

The purpose of the Grand View Food Bank Volunteer Program is to coordinate the distribution of donated food to those in need in the community, through the efforts of volunteers.

Partner Discussion

1. Write your organization's vision, mission and purpose statement on a piece of paper. Meet your partner.
2. Trade the worksheet with your partners. Read what your partner wrote.
3. In your own words tell your partner the types of things you think volunteers do (or could do) in this organization.
4. Discuss the clarity of the purpose statement and what makes it clear or unclear.

Criteria for Appropriate Volunteer Positions

- ❖ Meets the needs of the organization
- ❖ Risk management and liability issues can be addressed
- ❖ Volunteers are available to do the task/volunteers *will want* to do the task
- ❖ Amount of training required for volunteers to perform the task is reasonable
- ❖ Other?

Volunteer Leaders

❁ What is a Volunteer Leader?

- ❁ Volunteer with more responsibility that manages other volunteers

❁ Why use Volunteer Leaders?

- ❁ Increase capacity
- ❁ Increase impact
- ❁ Create a community of leaders within your organization
- ❁ Increase Retention and investment in your organization

Increasing Volunteer Responsibilities

✿ Identify areas to use **Volunteer Leaders**

- ▣ Supervision
- ▣ Scheduling
- ▣ Data Collection
- ▣ Training

Volunteer Leader Activity

- ❖ **What can Volunteer Leaders do at your agency?**
- ❖ **Take 2 minutes and jot some tasks down**
- ❖ **Discuss them with your neighbor**

What Can Volunteer Leaders Do?

- ❖ **Plan and/or manage projects for MLK Day**
- ❖ **Recruit other parents to volunteer for school-based projects**
- ❖ **Schedule and communicate with volunteers**
- ❖ **Supervise and support “buddies” who are paired with clients of an AIDS service organization**
- ❖ **Support city health department volunteers as they talk to neighborhood residents about particular health concerns**

Special Considerations for Volunteer Leaders

- ✦ **They require more specialized training**
- ✦ **They require increased communication**

Volunteer Program Budget Worksheet

<u>Category</u>	<u>Sample items</u>	<u>Est. amounts</u>
Staff salary & benefits		
Equipment		
Office supplies		
Other materials		
Printing/copying		
Postage		
Etc.		

Thank You

✦ Question and Answer session

✦ Contact information

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