Understanding VOLUNTEERING

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The way to volunteer

VOLUNTEER MANAGEMENT TRAINING SERIES

Welcome Exercise

- Write what you want to learn on a Post-it note
- Introduce yourself to the table and share what you would like to learn
- Post your table's notes

Definition of Volunteer

To volunteer is to *choose* to act in recognition of a need, with an attitude of social responsibility and without concern for monetary profit, going beyond one's basic obligation.

adapted from *By the People: A History of Americans as Volunteers* by Susan J. Ellis and Katherine H. Noyes, 1990, Jossey-Bass.

Objectives:

1. Identify the elements of a volunteer program
2. Describe the characteristics of organizations that successfully engage volunteers
3. Identify three social motivators and apply them to the motivations of volunteers

Volunteer Program Cycle

- Planning a Volunteer Program
- Recruiting & Placing Volunteers
- Orienting & Training Volunteers
- Supervising & Recognizing Volunteers
- Evaluating the Volunteer Program

Planning the Volunteer Program

- Conduct regular needs assessments
- Stay current on the trends in volunteering
- Assess volunteer positions on a regular basis
- Write position descriptions for all volunteer duties
- Build a team of staff and volunteers to guide the program.

Recruiting & Placing Volunteers

- Plan a recruitment strategy
- Implement the recruitment plan
- Create a screening process for volunteers
- Place volunteers in appropriate positions.

Orienting & Training Volunteers

- Determine the needs of volunteers related to their position
- Determine the needs of the organization related to the volunteer's position
- Write learning objectives to address the needs
- Organize orientation training for volunteers
- Organize in-service training for volunteers.

Supervising & Recognizing Volunteers

- Organize supervision and management activities to support the work of the volunteers
- Understand the internal and external motivators for volunteers
- Assist staff in understanding the techniques to work effectively with volunteers
- Develop a recognition plan
- Implement the recognition plan.

Evaluating the Volunteer Program

- Develop a plan to evaluate all aspects of the volunteer program
- Use known standards to assess the program
- Use the results of the evaluation in the planning the volunteer program for the next year.

To be truly successful, a volunteer program needs to be part of an organization that supports volunteering and integrates volunteers into many facets of its planning and operation.

Characteristics of Organizations that Successfully Engage Volunteers

I. Lay the Foundation through Mission and Vision

II. Combine Inspiring Leadership with Effective Management

III. Build Understanding and Collaboration

IV. Learn, Grow, and Change

Lay the Foundation through Mission & Vision

These examine the organization's core value for its existence and how volunteers fit into that mission.

Lay the Foundation through Mission & Vision

There is a positive vision – clearly articulated, widely shared and openly discussed throughout the organization – of the role of volunteers.

Lay the Foundation through Mission & Vision

Volunteers are seen as valuable human resources that can directly contribute to achievement of the organizations mission, not primarily as means to obtaining financial or other material resources.

Combine Inspiring Leadership with Effective Management

Potential barriers to volunteer involvement – liability, confidentiality, location of the organization, hours of operation, etc – are identified and are dealt with from the start.

Build Understanding & Collaboration

These characteristics examine the extent to which staff and volunteers are viewed as valued contributors to the organization and work together as partners in a team effort.

There is a conscious, active effort to reduce the boundaries and increase the teamwork between paid and volunteer staff.

Build Understanding & Collaboration

Success breeds success as stories of the contributions of volunteers – both historically and currently – are shared among both paid and volunteer staff.

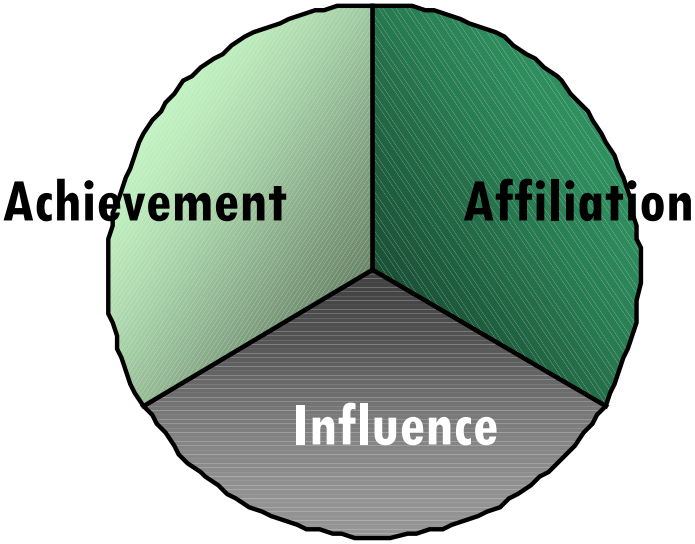
Learn, Grow & Change

These characteristics are indicative of an organization that is examining and attempting to improve its operation, including efforts to broaden its volunteer base to include all segments of the community.

McClelland's Social Motivators

Three Social Motivators:

- need for achievement
- need for affiliation
- need for power



A person will act to satisfy the need that is strongest at any given time.

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Social Motivators Activity

- Complete the Motivational Analysis Survey (A-1)
- Score your answers on the key to see where you fall
- Discuss with your table the differences between your scores.

Up Next:

Planning Your Volunteer Program