

Engaging Volunteers

March 7th, 2017

BandonCares Meeting



Volunteerism & the Nonprofit Sector

How to Identify your Volunteer Needs

Telling YOUR story to engage others

Volunteers: How you find them and how they find you!

Once you have volunteers: Volunteer Management

Resources for recruitment, retention & management



Who do we have in the room?

Think of a time when you felt the most alive, engaged and excited about your nonprofit.

How did you feel?

What did you hear?

What were you doing?

What was the result (for you and others) of what you were doing?

Who did you tell about it?



Volunteerism & the Nonprofit Sector

Overview of the Nonprofit Sector

America's Three Sectors

- **Private Sector**
 - Business and industry
- **Public Sector**
 - Government and public educational systems
- **Nonprofit Sector**
 - Charitable organizations, membership associations, professional societies

Non Profits can actually make a profit-but it has to go back into services/programs

Financial impact of Nonprofit Sector

What Is the Nonprofit Sector?

- Over 1.5 Million tax-exempt organizations in United States in 2015
 - Approx 70% of those are charities (the rest are foundations and other types of nonprofits like fraternal organizations, chambers of commerce etc.)
- Charities had combined **revenues** of more than **1.74 TRILLION** in 2013
 - 21% of revenues came from contributions, gifts and government grants (2013)
 - 72% of revenues came from program service fees/revenues, including government fees and contracts
 - 7% came from other such as dues, special events, sold goods etc.
- Charities reported over **1.63 TRILLION** in total **expenses** in 2013
- Charities reported **3 TRILLION** in **assets** in 2013
- Nonprofit share of Gross Domestic Product was 5.3% in 2014

OREGON'S NONPROFITS

SIZE OF THE SECTOR BY REGION

~980	CENTRAL OREGON
~735	EASTERN OREGON
~6555	METROPOLITAN PORTLAND
~730	NORTH COAST
~1520	NORTHERN WILLAMETTE VALLEY
~410	SOUTH COAST
~1415	SOUTHERN OREGON
~2400	SOUTHERN WILLAMETTE VALLEY



~19,250 TOTAL 501(c)3 NONPROFITS IN OREGON

Volunteering in Oregon



More than **34%** of Oregonians volunteer, the 10th highest rate of volunteerism in America.

Source: Volunteering and Civic Life in America

Complexity of Nonprofits

Non Profit Organizations have multiple bottom lines and customers

Have you
considered what
your bottom
lines are?

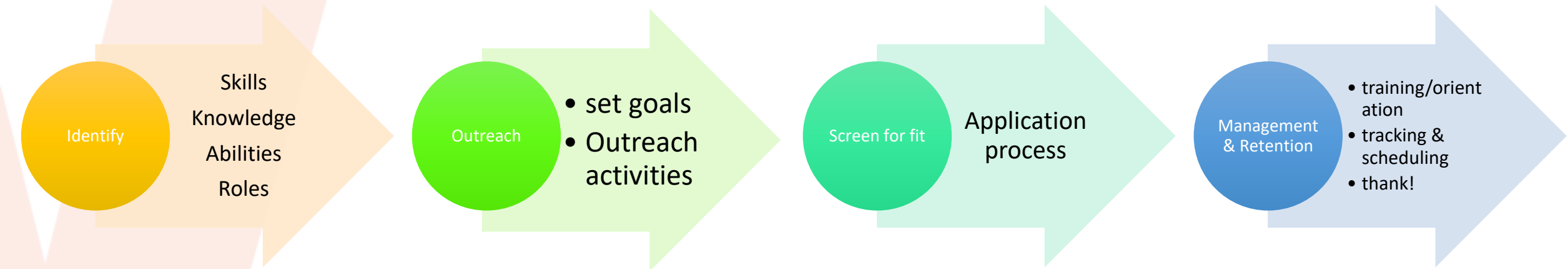
Non Profit Bottom Line	For Profit Bottom Line
Changing something in the world	\$\$\$
Having \$\$\$ to make the change happen	

Nonprofits exist to make a change in something, they exist to have impact on something.

Key Point #1

Nonprofits exist to make a change in something, they exist to have impact on something. Volunteering is a way to contribute to that impact.

Simple Recruitment Process





How to **Identify** your Volunteer Needs

When we say volunteer, what do we mean?

There are many **Types** of Volunteering

- ✓ Long Term volunteering
- ✓ Event Volunteering
- ✓ Short-term/episodic volunteering
- ✓ Group volunteering: family, work groups, school groups etc.
- ✓ Unpaid internships
- ✓ Virtual volunteering

Volunteers are “time donors” and there are many different ways to volunteer at an organization

Different Volunteer **ROLES** in a nonprofit

*There are many possibilities, all are driven by
your organization mission and needs*


- Direct service volunteer (like reading to kids)
- Volunteers providing staff functions
- Board and/or leadership
- Advisory to the board or staff volunteers
- Volunteer coordinators/managers
- Other?

Basic **domains** of volunteer work at the individual level

Skills

Knowledge

Abilities



There is no one
ideal volunteer, it
is different for
every organization

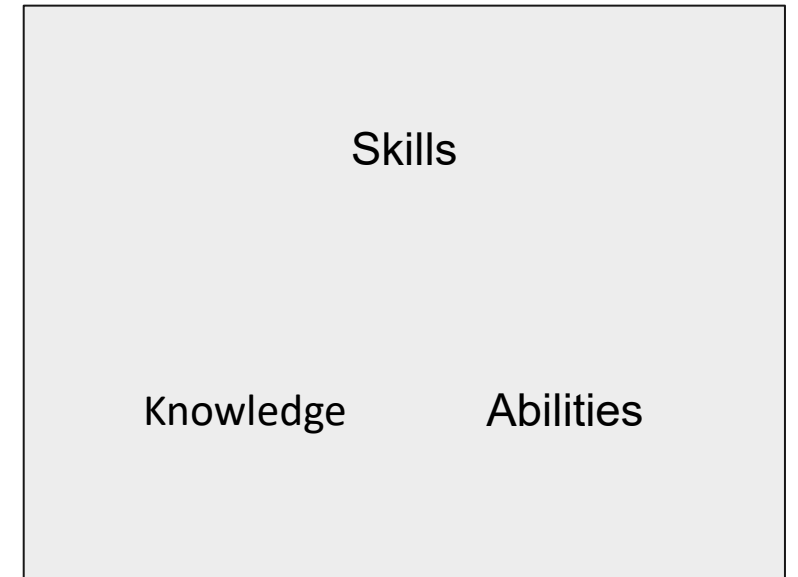
Simple Recruitment Process: Identify Needs

- 1. Do a quick inventory of your current volunteer strengths and weaknesses**
- 2. Identify which positions/roles, skills, attributes you need**
- 3. Share with others at your organization that are responsible for volunteer recruitment**
- 4. Set goals for how many volunteers you want by when**
- 5. Who is going to champion this effort?**
- 6. Decide when you will “check back in” on progress**

Pitfalls of Identifying Needs & Starting your Recruitment Process

1. "I Don't have time for this, we need somebody NOW"
2. The person who is already volunteering everywhere
3. Person who says they don't have time
4. The "expert" that wants to fix everything
5. Familiar trap-more of what you already have
6. Rushing into it or never acting on it
7. Thinking you are at a disadvantage being in a rural area
8. Approaching it with negativity
9. Thinking everyone is motivated to volunteer for the same reason
10. Not going through the entire process

Don't forget! Domains of Volunteer Needs



Key Point #2

Think of volunteers as “time donors”. Before you recruit for a time donor, be clear on what your needs are.



Telling **YOUR** story to engage others

Think back to the time you felt the most engaged with your nonprofit

- Focus on the impact and result of what happened in your story
- Focus on how you felt, use descriptors
- Now answer the question:

Why should I volunteer with your organization?

Your Volunteer Story: It is important

- Non Profit organizations have several stories to tell
- Which story you are telling depends on your audience and what you are trying to accomplish such as:
 - Raise money
 - Report to funders, to be accountable for funding
 - Recruiting volunteers
- Non Profit Stories are different than testimonials. A client testimonial is more like an **endorsement** of your program.



Those who tell the stories rule the world.

-HOPI American Indian Proverb

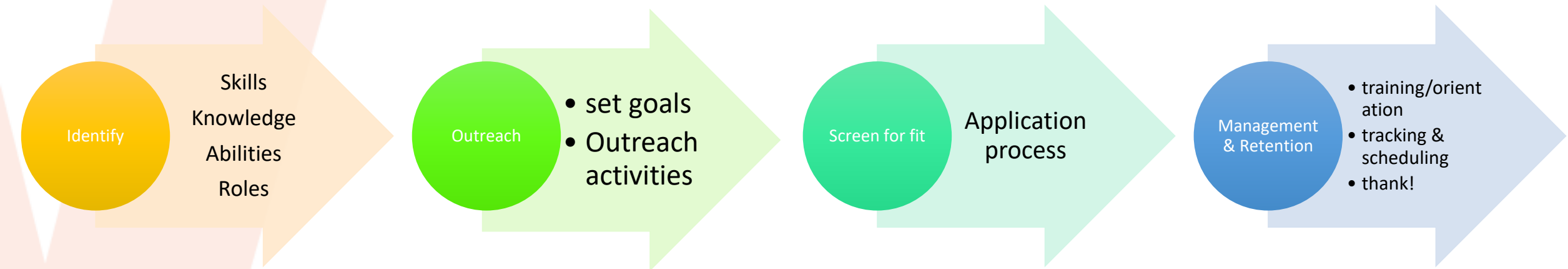
Key Point #3

Fine tune your own volunteer story and share it to engage new volunteers and connect with current volunteers.



**Volunteers: How you find them and
how they find you!**

Simple Recruitment Process



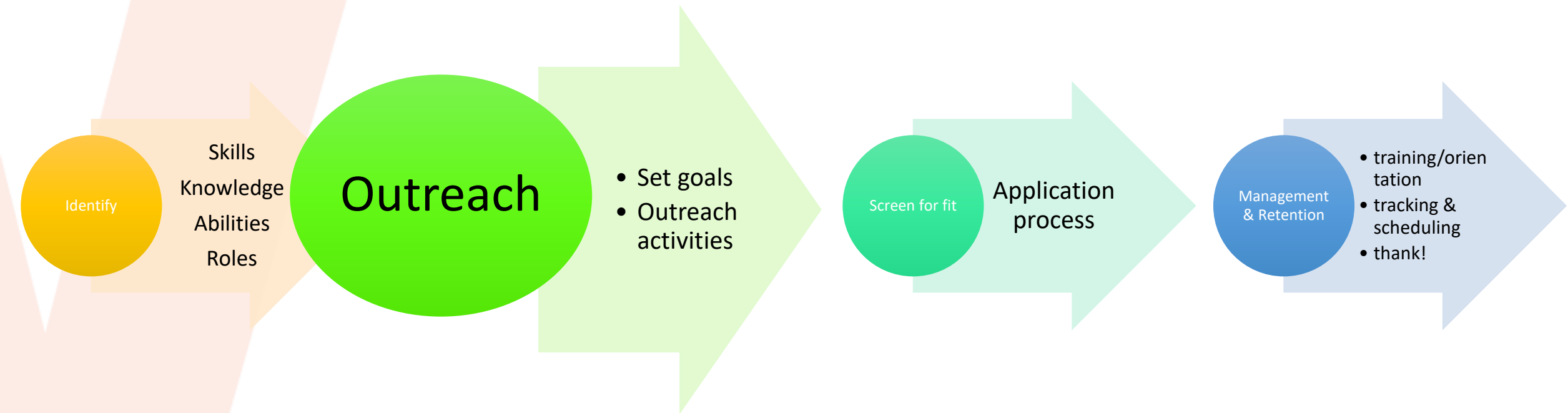
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Key Point #4

Don't skip or rush the process of identifying your needs. Being deliberate and focused with what you need will bring more success in more committed and engaged volunteers.

Simple Recruitment Process



Simple Recruitment Process: Outreach

- Base your outreach plans on your identified needs and goals, remember there is not one ideal volunteer for everyone
- Think of not only where you will find volunteers but where they will go to find YOU!
 - Website, social media, newspaper, library etc.
- Do you have a budget for advertising, design services, printing?
- Consider a joint effort with other organizations: like a job fair, only for volunteers
- Identify a champion for this work, either a staff person or a current volunteer that will organize and keep the agreed on process moving forward toward your goals

Outreach: Do “Announcements” work?

Typical announcements (like at a meeting, or in the newspaper or in your newsletter) don't yield many volunteers. Often, the few volunteers you get from them are not the ones you're really needing. Why?

People don't want more to “do”. But they do want to make a difference. Focus on the difference or impact they would have if they chose to volunteer with you....not just on what they would be doing.

Key Point #5

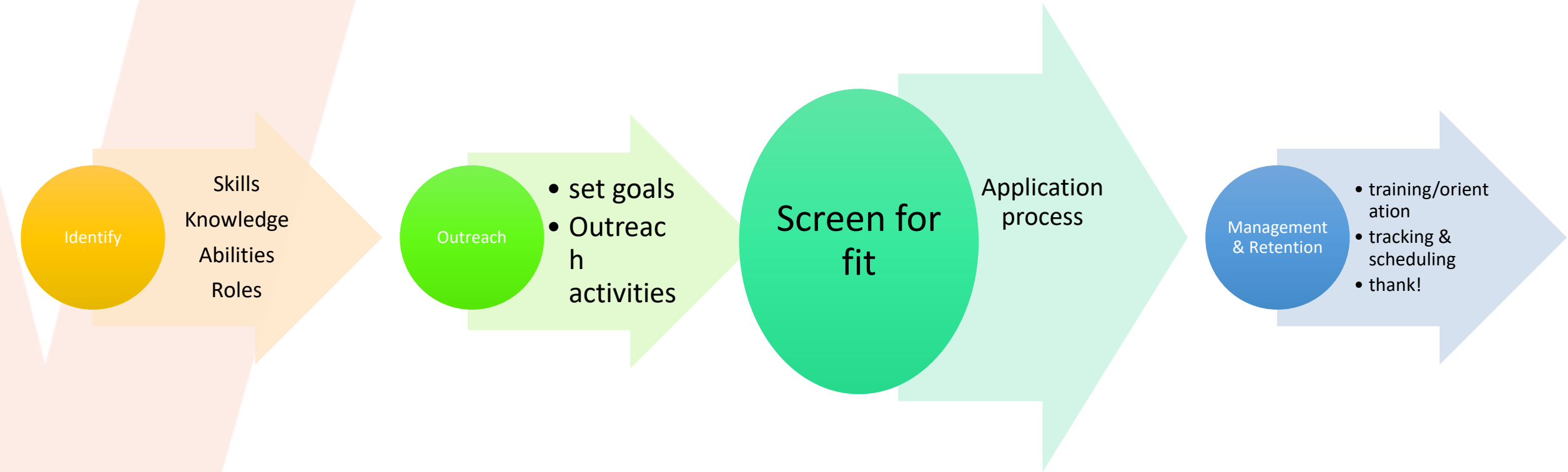
Focus your volunteer opportunity announcements on what impact or difference somebody would make if they volunteered.

Outreach: Don't forget some are looking for you!

Some of the best volunteers come to YOU!

- Is your website or web presence easy to access and clear about your mission and what volunteer opportunities are available? These are helpful for **cold call** volunteer candidates
- Often your volunteers recruit the best new volunteers. Are your current volunteers given talking points and do they know how and who to direct a potential new volunteer to?
- Identify with groups that are required to volunteer or have a high volunteer ethic. Examples are high school projects, college students, church groups, families during the holidays etc.

Simple Recruitment Process



Screen for Fit: Application Process

Adapt your volunteer application process for various levels of volunteering.

Short term or event focused volunteer job? Make the application very brief and short.

Multi year commitment from a volunteer (such as a board position), have them fill out the entire application packet, interview, “first date coffee” etc.

Short term Volunteer Job

Multi-year Volunteer Job



Very limited application process

More extensive “vetting” and application process

Key Point #6

*Adapt your screening for the length and type of volunteer opportunity,
it isn't one size fits all.*

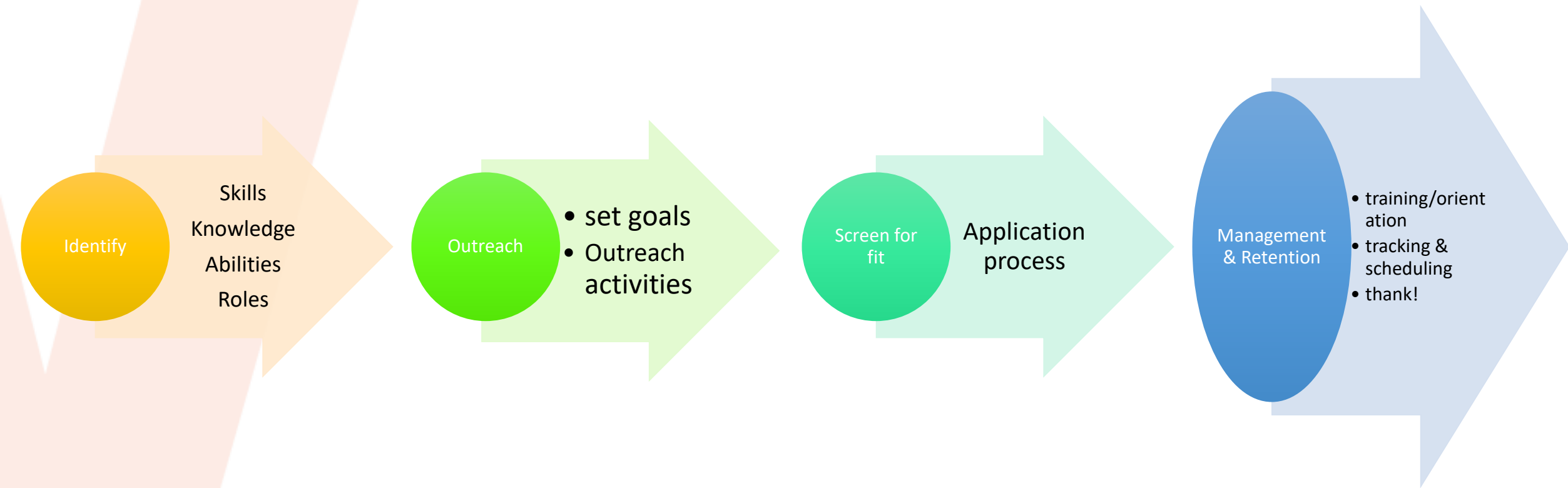
Application Process

There are many online resources and hard copy books with examples of items such as applications, job descriptions, skills inventory. (see resources slide)



Now you have volunteers, what now?

Simple Recruitment Process



Orientation & Training New Volunteers

What is your orientation and training for new volunteers?

How do you incorporate them into your work and team?

Are there any other organizations similar to yours (in the community/state/nation) that you could collaborate with to develop orientation and training?

Do you have any volunteer standards or requirements that you have to meet?

Key Point #7

Appropriately orienting and training new volunteers is key to retaining them, ensuring you both have a rich volunteer experience that meets their expectations and your needs.

Motivating volunteers to STAY

- Remember that most people don't wake up and think they aren't busy enough or that they aren't doing enough...
- What motivates people to volunteer is complex and different for every volunteer

Key Point #8

Remember that motivations to become and stay a volunteer are complex and diverse. Staying engaged with a volunteer necessitates that you understand THEIR motivation.

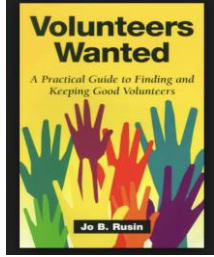
Key Points

1. *Nonprofits exist to make a change in something, they exist to have impact on something. Volunteering is a way to contribute to that impact.*
2. *Think of volunteers as “time donors”. Before you recruit for a time donor, be clear on what your needs are.*
3. *Fine tune your own volunteer story and share it to engage new volunteers and connect with current volunteers.*
4. *Don’t skip or rush the process of identifying your needs. Being deliberate and focused with what you need will bring more success in more committed and engaged volunteers.*
5. *Focus your volunteer opportunity announcements on what impact or difference somebody would make if they volunteered.*
6. *Adapt your screening for the length and type of volunteer opportunity, it isn’t one size fits all.*
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Resources

Print & Online Resources



Books

Volunteers Wanted: A Practical Guide to Finding and Keeping Good Volunteers: Jo B. Rusin

Ford Family Foundation Select-Books Program

<http://www.tfff.org/select-books>

Online Resources

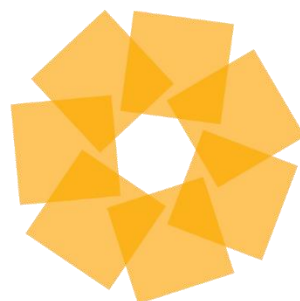
Toolkit for Working with Rural Volunteers

<https://drive.google.com/file/d/0B4bCaWoJ3avXTHo0WU1Yd3FyQm8/view?pli=1>

Volunteer Match

<http://www.volunteermatch.org>

Nonprofit Association of Oregon

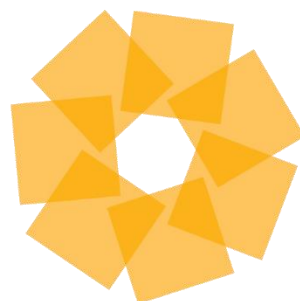


THE NONPROFIT
ASSOCIATION OF
OREGON

Good works. Together.

NAO MISSION

**To strengthen the collective voice,
leadership, and capacity of nonprofits to
enrich the lives of all Oregonians.**



THE NONPROFIT
ASSOCIATION OF
OREGON

Good works. Together.



1,459

990 **Nonprofit 501c3**

469 **Affiliate members**

CONSULTING & LEADERSHIP TRANSITION SERVICES

STRENGTHEN YOUR CAPACITY: NAO's team of skilled consultants and associates can partner with you to build capacity in areas such as:

Board development	Fund development
Purpose & planning	Communication & teams
Volunteer engagement	Equity and inclusion
Leadership transitions	Collaboration

PROFESSIONAL DEVELOPMENT

LEARN, SKILL UP, & NETWORK

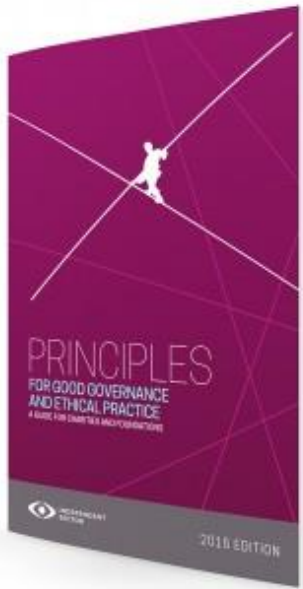
Workshops	Webinar / Online
<p>Pay for Success: The Wave of the Future for for Nonprofit Funding? Mar 8, 2017 – Medford</p> <p>Advancing Equity and Inclusion in Our Daily Work Daily Work Mar 15, 2017 - Medford</p> <p>New Opportunities to Fund the Full Cost of of Providing Your Services May 17, 2017 – Bend</p>	<p>Quickbooks Online Edition Made Easy Feb 14, 2017</p> <p>Nonprofit Finance Fundamentals Part 1: Tools To Tools To Promote Financial Adaptability Feb 14 – Mar 21, 2017 (6 week series)</p> <p>Online Communications: The Basics Mar 7 – 21, 2017 (3 week series)</p> <p>Millennials in Your Workforce Mar 17, 2017</p>

HELPLINE & RESOURCES

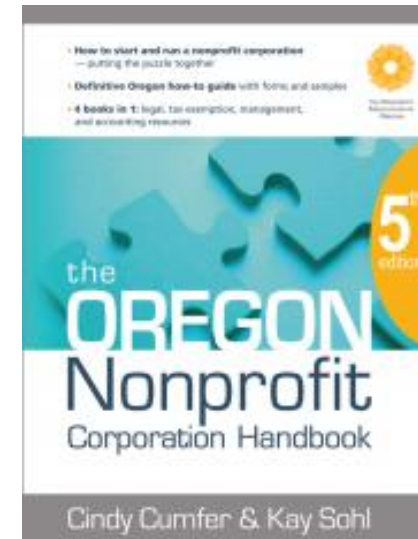
Contact the free Helpline or go online for information, tools, and technical assistance to help you effectively manage your nonprofit.

- **Call:** 888-206-3076 (toll-free)
- **Email:** helpline@nonprofitoregon.org
- **Online:** www.nonprofitoregon.org/helpline_resources

MORE TOOLS



- NAO has partnered with Independent Sector to disseminate the newest *Principles for Good Governance and Ethical Practice*.
- *The Oregon Nonprofit Corporation Handbook* is the essential how-to guide for both emerging and established nonprofit organizations.



NAO MEMBERSHIP

YOUR NAO MEMBERSHIP MATTERS!

- Amplify Your Voice
- Access Resources
- Connect & Learn
- Build Your Capacity & Network
- Cut Your Expenses



MEMBER BENEFITS

OTHER BENEFITS: Access member discounts, including:

- NAO Trainings & Webinars
- Directors & Officers (D & O) insurance
- Foundation Center access
- Mammoth HR services
- Credit Card processing

Dues based on budget size,
with annual fee range of \$35
and up.

RURAL NONPROFIT OPPORTUNITY

New Members Qualify for FREE Year



Thanks to the Ford Institute for Community Building, participating rural-based nonprofits can qualify for a complimentary new 1-year membership with NAO. Limited funds available.

Simply complete the NAO Rural Membership Form and leave it on your table!

STAY CURRENT

NAO E-NEWS: Get connected to important information and updates.

TEXT: NAONEWS to 22828

As a member, you have the opportunity to promote your stories and events in our e-News and social media.

THANK YOU!

- ✓ Remember to leave your rural membership form on the table!
- ✓ Check out www.nonprofitoregon.org for more resources and information.
- ✓ Let us know how we can support your work! Contact Amy Carlson, NAO's Director of Rural Programs at acarlson@nonprofitoregon.org.





Thank you for your time and attention!

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