

Keys to a Successful Volunteer Program



Presented for the
S. Mark Taper Foundation
MEDAL Fellows Program
By Dave Andrews
Principal
Fortunate Fields

Mission and Planning

- Assessing organizational climate
- Assessing personal needs
- Volunteers' needs
- Support and commitment from employees
- Board committee



Volunteer Job Design



- Creating volunteer positions
- Designing volunteer job descriptions
- Policies and procedures for volunteers

Recruitment

- Volunteer motivation
- Recruiting volunteers to do the job
- Advertising and marketing your program
- Recruiting materials
- Targeting for special skills
- Short/long term
- Cyber volunteers



Five Principles of Recruitment

1. Some people are more inclined to volunteer than others and, therefore, are easier to recruit.
2. People are most likely to volunteer their help under conditions of a strong helping situation, i.e. if there is a pressing need, no alternative source of help, and a likelihood that their help will have a direct and positive impact.
3. The decision to volunteer is based on an analysis of costs and benefits.
4. People are attracted to particular opportunities and causes, not to volunteering in the abstract.
5. People are more willing to volunteer for high status than low status organizations.

From "Recruiting Older Volunteers" by Lucy Rose Fischer, Ph.D. The Journal of Volunteer Administration, Spring 1993

Interviewing and Placement



- Volunteer application
- Interviewing
- Selection and placement
- Volunteer agreement

Orientation and Training

- Orientation to the organization and its mission
- Job training
- Continuing education



Motivation and Recognition

- Keeping and nurturing volunteers
- Evaluation
- Recognition of volunteers
- Recognition of employees



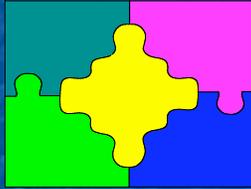
The Volunteer/Employee Team



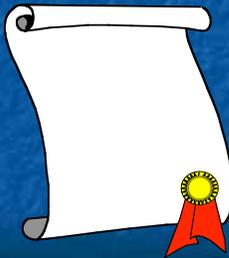
- Bridging the gap
- Volunteer/employee relations
- Conflict resolution
- Productive confrontation
- Teams that work

Volunteer Diversity

- What is diversity?
- Managing diversity
- Recruiting for diversity



Volunteer Program Scorecard



- Program evaluation
- Volunteer evaluation
- Employee supervisor evaluation

Volunteer Bill of Rights

The right...

- To be treated as a co-worker
- To a suitable assignment
- To know as much about the organization as possible
- To training for the job
- To continuing education
- To sound guidance and direction
- To promotion and a variety of experiences
- To be heard
- To recognition
- To a place to work and the tools to do the work

Adapted from *The Voluntary Action Center*

Recognition Brainstorm

On each quarter-sheet of paper, write one thing that you like about yourself, that you do well, that you are proud of, that you feel good about, etc. Keep the writing simple, brief, and anonymous.

Hand the quarter-sheets to the activity monitor.

The activity monitor will shuffle the quarter-sheets and re-distribute them to small groups for discussion.

The task at hand is to devise an appropriate strategy that meets the following guidelines:

- Either free or extremely low cost
- Supports the organization or program mission
- Honors and benefits from the volunteer's strength



In Summary

- Putting it all together
- Where to go for help
- NMS (858)292-5702
- DOVIA (619) 819-7747
- www.energizeinc.com
- www.nonprofitrisk.org



Where to find me...

Dave Andrews
Principal
Fortunate Fields
PO Box 33052
San Diego, CA 92163
Tel: (619) 246-4124
Fax: (206) 203-2836
dave@fortunatefields.com
www.fortunatefields.com
