walking the walk: engage volunteers in your program

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### Today's Topics:

- How can you engage volunteers in your program?
- Keys program components and ideas for delegating
- Creating a communication plan
- Finding and building the right team
- · Strategies for successful engagement
- Questions

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### What could volunteers do?

•What does your volunteer program look like now?

- Hamster wheel same tasks again and again
- Not enough time to think strategically seasonal or annual events "sneak" up on you
- Volunteers work in a handful of positions

What could it look like if you delegated and engaged volunteers to make your strategic plan a reality?

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## How can Volunteers Help?

What activities do you do now that could be delegated?

- · Recruitment plan and communications
  - Annual recruitment plan
  - Interviews with current volunteers messaging
  - Create flyers
  - Attend volunteer fairs or speak at recruitment events

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#### How Could Volunteers Help?

- Program foundations or core components
  - Write their own position descriptions
  - Work with a group or committee to determine policies and procedures
  - Share new structure with other volunteers Town
    Hall
  - Help other volunteers understand the new structure and help enforce policies

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## How Could Volunteers Help?

- •Interviews and Screening create Placement Counselors or Talent Scouts
  - Review applications
  - Conduct initial interviews
  - Shift or team leaders screen/place new members
  - Investigate and outline new opportunities for volunteer engagement skills or project based, virtual

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### How Could Volunteers Help?

- •Retention and Recognition activities
  - Shift/Team leaders build relationships
  - Conduct ongoing interviews 3 months, etc.
  - Survey or interview current volunteers about their roles or what they would like to do
  - Create social media communication plans thank you, impact messages, videos
  - Coordinate ongoing education, social or recognition events

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## Start Spreading the News

- Create a communications plan
- Become an advocate for your new engagement program
- Who in your community would want to support/ participate?
  - Existing volunteers, Paid/Leadership staff, Community members, donors, clients
- How can you reach them? What do they want to know?
  - Internal, external, social media, newsletters

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### Create the Right Team

Find the volunteers with the passion and the skills

- Be selective
  - Not everyone will be the right fit. Start with the great volunteers you know you can work with.
- Look for the skills/experience you need
  - HR consultants, hiring professionals, organizational structure specialists.
  - Screen them as if you were going to hire them!
- Be clear about your vision
  - If you don't know where you're going no else will

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## Create the Right Team

- · Let go, but don't check out
  - Build in evaluation and check in points to ensure you're supporting your team
- Be honest about what's working and what's not
  - Feel comfortable having those conversations. Learn to say and hear no.

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## Things to Think About

- You don't have to change everything right now
  - Start small
  - Start with the steps that feel easier
- Invite volunteers to take on leadership roles
  - Look to the volunteers that are already in those roles, or have naturally taken on more responsibility
  - Invite your superstar volunteers to take the lead
- Share your impact and successes with your library!
  - •Manager, leadership, co-workers and, of course, the volunteers!

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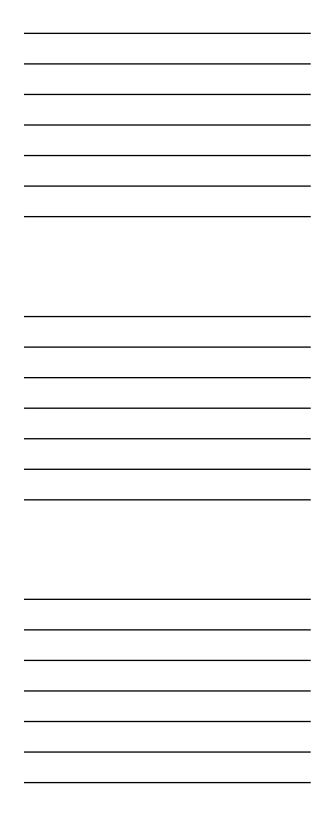
#### Resources

Learning Center
Find upcoming webinar dates, how-to videos and more http://learn.volunteermatch.org

Library Get Involved Resources
Sample position descriptions, handbooks, recorded trainings, recruitment resources http://www.getinvolvedca.org/

- Related Webinar Topics:
   Where do I go from here? Evolving your Volunteer Program for More Involvement
- Engaging Pro Bono and Skilled Volunteers
- Managing Difficult Volunteer Transitions





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