



VolunteerMatch

**Learning Pathways
Leading and Advocating
Part 1: Leading Not Doing**

Welcome!

- This is a new format for learning at VolunteerMatch
- Designed for more participation.
 - All resources and slides will be available afterwards.
 - Please register for all Parts of a Learning Pathway – they build on each other.

What does leading volunteers (or volunteer engagement) mean to you?

Coordination and
Communication

Leading by example

Advocating for
volunteer involvement

Meeting people where
they're at

Support

Making sure you are
providing the best
experience possible

Providing sufficient
training and opportunities
for continued training.

Harnessing the power of
community

What does leading volunteers (or volunteer engagement) mean to you?

initial and ongoing
training and
empowerment

Having clear
communication with the
volunteers, setting
appropriate expectations,
and recognizing hard work

EmpoweringInspiring

bring awareness and
fulfillment

Communication

Supporting and
advocating

Connecting people with
their passions

Helping them develop

What does leading volunteers (or volunteer engagement) mean to you?

Making people feel welcomed.

training volunteers before and throughout to achieve the org's mission

Training staff and volunteers to be successful volunteer leaders themselves

It means communicating and building relationships to help our client families in empowering ways.

Leading volunteers allows volunteers to focus on their work instead of learning program details

developing volunteers to lead volunteers

Listening to feedback and instituting changes as appropriate!

Coordination, communication and expansion of education

What does leading volunteers (or volunteer engagement) mean to you?

Being flexible while working toward the results we want are achieved.

A lot of trust!

Building relationships

Community Involvement

Bringing Joy to patients

Working to support and expand staff capacity while your work is undervalued

Matching interests and abilities to helpful work

Providing an excellent volunteer experience and elevating volunteers to the level of our employees

What does leading volunteers (or volunteer engagement) mean to you?

It means knowing the job the volunteer is asked to do and being there as a resource for them.

Providing structure and safety for engagement at all levels

Engaging and communicating

Finding the best fit for others to fit into meaningful work

Connecting volunteers' hearts and talents with people who need them

Building a better program through an amazing team that works together and supports one another

Helping organization with help and helping people give back

Recognizing skills, talents, and passions

What does leading volunteers (or volunteer engagement) mean to you?

Inspiring, engaging and appreciating volunteers.

Service is fulfilling for all

matching people to their skill set that aligns with their passion and goals.

Networking and trust in abilities

Empowering humankind to make a positive difference

leading people to a meaningful purpose

It means that I have the honor and responsibility to inspire those with the heart and capacity to do for others and assist them to do it the best way possible.

Implementing ISOTURE - so it is a comprehensive approach that benefits the organization and the volunteers

What does leading volunteers (or volunteer engagement) mean to you?

having great communication

Meaningful connections

Building relationships and providing a positive experience

Empowering community members to share their skills to improve their communities

Connecting great people with our organization to share their skills and passion.

ISOTURE Model of Volunteer Management
Identify, Select, Orientate, Train. Utilize, Recruit, Evaluate

Leader mostly but doer as well.

Leader

What does leading volunteers (or volunteer engagement) mean to you?

Leader but a little doer!

both

Both

I have created
relationships with
volunteers

Does your organization want you to be a leader or a doer of volunteer engagement?

leader

Leader

A leader of volunteer engagement.

My job description is that of a leader, but the actuality is more of a doer

Leader!

Doer

Doer

Doer - I'm expected to keep the program afloat rather than encouraged to expand it

Does your organization want you to be a leader or a doer of volunteer engagement?

A bit of both!

Both!

Both

Leader

Both

Both

A feel a little of both.

Leader/Doer although it's a new grant requirement that we are building from the ground up :)

Does your organization want you to be a leader or a doer of volunteer engagement?

Both. If I don't deliver, it lands on me

A leader, but lacking the staff support needed to get me out of being a doer.

A bit of both. I am expected to implement new processes while relying on colleagues.

Both

Both

I don't have time to expand and lead because i'm bogged down in the doing

I am expected to do both at this time, but I'm also encouraged to bring aboard volunteers who do volunteer engagement activities.

My CDO pushes me to be more of a leader, but I'm having trouble letting go.

Does your organization want you to be a leader or a doer of volunteer engagement?

Both, but I am training the rest of the organization to be a better steward of volunteers as a whole

Doer!

It's a delicate balance!

Both - and the volunteer gig is not part of my regular job.

Encouraging others to lead, but then step in when needed.

I have taken on lots of leadership things related to the improvement of our program, but I think I could have just kept things at the status quo. But I couldn't sit back lol.

Leader; but, when things don't go according to plan, staff start "doing" more, which can lead down a direction of less volunteer engagement.

I want to be a leader; the board wants a doer.

Does your organization want you to be a leader or a doer of volunteer engagement?

Volunteers coming back
year after year

Let's Check In - How are you doing?

So much change since March 2020 - Transition and change is a form of loss and can trigger grief.

- Change without strategy or direction can be draining - change fatigue.
- Change in response to external forces can feel both urgent and imperative.
- As a society we have lost so much, but we've also experienced loss in our organizations and as individuals. This is all real.
- Understand - and embrace - the emotional journey of change.

This Work is Complex

We hear ‘You just work with volunteers, they’re just volunteers,’ but it:

- Is a mix of hard and soft skills
- Requires managing/motivating people not bound by pay/contract
- Contains 67 distinct skills/competencies

CVA Certified in Volunteer Administration



- Strategic Architect**
- Articulate Ambassador**
- Relationship Builder**
- Talent Cultivator**
- Data Manager**
- Champion of Quality**
- Passionate Motivator**

From CCVA Body of Knowledge and Competency Framework, 2015

Strategic Architect

- Needs assessment, develop operational and programmatic foundation components, risk assessment.

Articulate Ambassador

- Plan & implement internal & external communications, develop volunteers as advocates, advocate for volunteers, partnerships.

Relationship Builder

- Develop volunteer roles, design & implement recruitment plan, screen & place volunteers, evaluate.

Talent Cultivator

- Develop, design, & conduct orientation & training, role specific & ongoing training, evaluate learning & additional needs.

Data Manager

- Gather, maintain, & safely store volunteer records, generate statistical information, budgeting, inform funding & partner requests.

Champion of Quality

- Train others to work with volunteers, coach & supervise, conduct reviews, discipline/dismiss, gather feedback.

Passionate Motivator

- Develop & support relationships with volunteers, share impacts & outcomes, recognize & celebrate.

Inviting Volunteers in to Volunteer Engagement

How can volunteers help you?

Recruitment and Communications

- Recruitment plan, messaging, info sessions/volunteer fairs

Program Foundations and Core Components

- Position descriptions, handbook, town halls, training and mentoring, design new roles

Interviews and Screening

- Review applications, conduct initial interviews, shift/team leaders screen new team members

Relationship Building and Recognition Activities

- Shift/Team leaders, conduct check-ins, survey design/evaluation, education, social, recognition events

Create the Right Team

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

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.

How are you talking about your achievements?

The Arrogance of Belonging

How entitled to do you feel to create, to invent, to change, to engage with this world, to move, to grow, to take risks, to have a voice and a vision of your own?

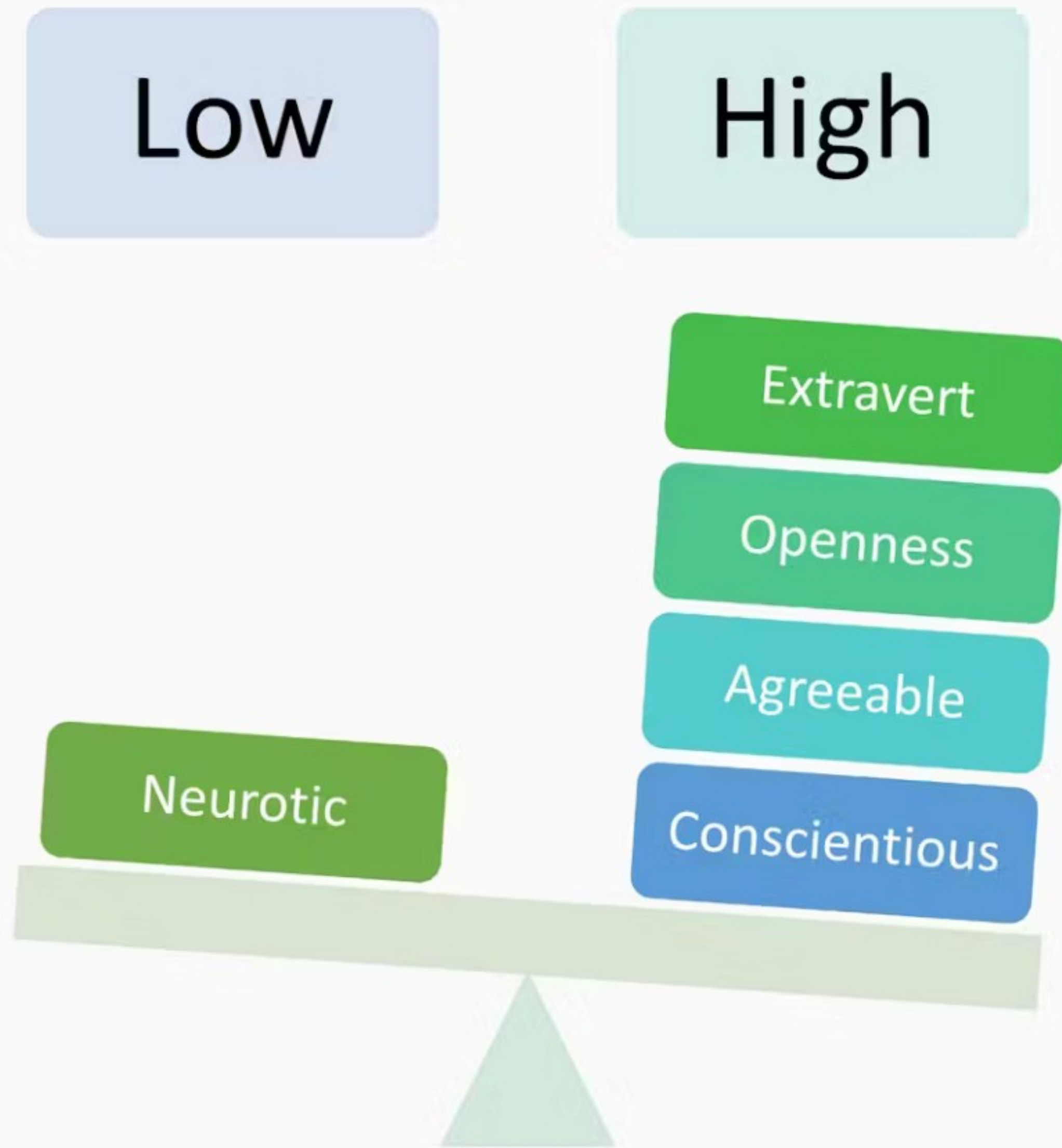
~ Elizabeth Gilbert, Question of the Day, 11/30/14
s/o to Sue Carter Kahl

Transformational Leadership

You don't have to be born a leader!

- Lead by example and inspiration not by positional authority
- Create a vision of the future that is exciting and believable
- Work with followers to advance and work toward a common goal
- Inspire followers to believe that there is more than self-gain in following
- Build strong, trust-based relationships with followers

Traits of Exemplary Leaders



From The Leadership Challenge
by Jim Kouzes and Barry Posner

Take a Moment

Reflect on your creativity and resilience!

- Where are you now?
- What challenge or problem have you faced?
- How did you solve it?
- What did you learn?
- How did you show leadership skills?

Where have you had success?

I have created a friendly yet professional, trusting relationship with the volunteers that I support.

Developing relationships with volunteers.

I created a three-year volunteer strategic plan.

I inherited a volunteer team when a coworker left, and most of them stayed through the transition and have been an incredible team and support to me!

We've thankfully started recognizing our volunteers through awards and shoutouts more than before

launched new communications plan

creating online modules to build consistency with volunteers

Volunteers coming back year after year

Where have you had success?

Consistency in volunteers. A lot seem to keep coming back!

putting systems in place that better support & recognize volunteers.

Just interviewed the potential first volunteer for our new company.

Volunteer retention, building one team, relationship building and recognition with volunteers and increased buy in with the facility

I started a recognition program that we didn't have before

I have been able to get a consistent group of front desk admin volunteers.

Built a Volunteer Management Toolkit with resources for our staff that work with volunteers. Formed a state-wide volunteer committee.

Created new systems so we now can reach out to niche groups to match volunteers with opportunities they're interested in.

Where have you had success?

I restarted our volunteer program from scratch after the pandemic. I created a new orientation and training. And I've recruited close to 300 volunteers (some regular and some one-time).

I have a great rapport with staff and volunteers. I have the ability to "sell" myself and my volunteer needs to the complete team, paid and unpaid.

We started having monthly meetings to show transparency, and gave shoutouts.

I've written the volunteer manual, which the state has asked me to present on to our network and have onboarded great volunteers in our rural communities that are making such a difference!

I have received praise about revamping our volunteer process since the pandemic. Although it's a work in progress, I helped implement new processes and took on conducting volunteer orientations.

I have made it a point to meet with the site coordinators face to face and participate in the volunteer appreciation events, so both staff & volunteers could build a better connection with the program

I updated the volunteer plan I inherited and created policies and new recognitions.

I just transitioned into a new organization. in a couple months I've managed to fix a stack of fed violations and bad habits.

Where have you had success?

Holding our first Volunteer Fair in my county. So far we have 25 non-profits signed up! Wahoo

I have updated volunteer files

fear of the unknown... in the sense of really never having done this before and building and learning as i go. this is fine haha.

Staff managing volunteers are resistant to change.

Take the risk and invest the time to delegate

What's stopping you from leading?

To much to-do to little time

Decisions from leadership getting in the way of organizing initiatives like resource fairs

Finances, executive director holding back on advertising, new programs, training . . . frustrated with little assistance recruiting.

But we always did it this way before...

I'm stuck in a "doing" cycle without a lot of support from other staff.

limited resources across the organizations...initiatives take too long to get momentum & reach completion

My role is Events & Volunteer Coordinator, and we have an event every other month, so time management has been tough. Also any tools we could use to help stay organized.

Time restrictions, staff, leadership, budgets,

What's stopping you from leading?

Putting out fires in my day to day instead of working on my long term projects

My org is in a major transition and I am reporting to a new manager so I am educating her about volunteer management and my work while also being asked to take on more

Budgets, resources

Taking the risk and investing the time to delegate

day to day challenges!

too many tasks beside volunteers, little time, and lack of support (fundraising, donors, pop-ups, etc....)

the fear of the unknown in the sense that bc it's new to our org and me, I'm also learning and building as I go. this is fine. haha

I've been at over-capacity and feeling burned out since at least June 2023. I'm barely doing.

What's stopping you from leading?

I think paid staff not being able to accept that volunteers are able to work in just about every capacity. It is getting away from outdated views but once they sit and really listen they change.

Wearing many hats! I also help in program, admin, and more

The list of things to tackle is to the floor, so it's a slow process getting to everything.

This is a new organization and we've outgrown having only one Vol Cord, but adding an additional me is a hard sell budget wise

Thoughts Ideas Questions?

THANK YOU! All of these recent trainings have impacted my work marvelously! THANK YOU!

For Next Time:

Explore the Resource Packet:

- Can the worksheets help you start conversations?
- What additional resources do you need, what resources do you have to share?
- Join the LinkedIn Group to share ideas, ask questions, get support.

Thank You!

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