



VolunteerMatch

**Learning Pathways
Leading and Advocating
Part 2: Advocating for Volunteers and the Profession**

Welcome!

- This is a new format for learning at VolunteerMatch
- Designed for more participation.
 - All resources and slides will be available afterwards.
 - All previous sessions and resources are available on the Learning Center.

Advocating for Volunteers

What is the role of the leader of volunteers?

- Leading v. doing volunteer engagement
- Defending/protecting the value of volunteers
- Keeping volunteers happy
- Being the cheerleader

Something different? Something more?

How would you describe your role?

Connecting people to each other.

Volunteer on-boarder, coordinator, and appreciator!

Organizational ambassador

cheerleader

HR for volunteers

adult baby sitter

I am the volunteer coordinator here, I love connecting with the volunteers and getting to know them better.

HR for volunteers

How would you describe your role?

Volunteer Coordinator,
supporting them in
helping our animals

Jack of all trades

I work at headquarters. I
mainly consult/support the
locations on the field

Challenging! I recruit
volunteers but don't work
side by side with them

I supervise, train, connect
volunteers, and advise our
key volunteers who
oversee other volunteers.

Logistics, volunteer
manager

Incredibly varied!! But
hopefully a supporter
and leader.

Youth Mentoring
CoordinatorSolo
Volunteer Recruiter :)

How would you describe your role?

Volunteer relations
associate-assist staff who
work/manage volunteers.

catch-all person

Community Engagement
Manager managing a
Volunteer Engagement
Manager. Recruiting
volunteers for many roles.

Connector

Zoo keeper lol

liaison between
community and
organization's work

Volunteer organizer and
coordinator. Connecting
them where they are
passionate and making
sure they feel appreciated

Organizational
ambassador

How would you describe your role?

Outreach Ambassador

Volunteer engagement.,
recruitment, development,
cheerleader, juggler!

The crossroads for the
volunteers to their
respected job they will
help with

I'm the Volunteer
Coordinator at my
organizational. Cheerleader
and advocator

A lot of cheerleading and
helping employees
understanding the value of
volunteers

Manager to 100 people
who don't have to come
in to work. <3

Volunteer coordinator and
outreach coordinator. Love
working with people!

training and coaching

How would you describe your role?

I onboard, train, supervise, connect adult, teen, and intern volunteers and work with staff for new volunteer opportunities.

Challenging as I am new to the role.

Apologizer

the squeaky wheel :(

social media curator,
volunteer encourager,
event planner

community partner
event coordinator

Sit between programs
and development

also challenging for myself
because I'm new to the role
as well. :(

How would you describe your role?

Busy, I serve 12 counties. Time management is key.

Sometimes we have to say no

You get what you pay for.... :)

outreach coordinator, with responsibilities that include sourcing and getting volunteers for outreach events

Sometimes we have to say no

You may have your beliefs, but people are human. Please treat them with love and humility.

We are here to support you!

80% of my job is courting volunteers, but the paperwork is so overwhelming that we frequently lose the applicants.

How would you describe your role?

jack of all trades. i find i'm being voluntold to do a lot of things i wasn't expecting to do.

Volunteers are not always available on demand or on super short notice.

customer service representative

Serve as a liaison between much needed volunteer work and the roles they can assist with.

we show appreciation for volunteers, but the coordinator gets nada

Putting out all the little fires

Resolving volunteer issues, staff issues, developing resources, risk management also and so much more.

That I am an advocate for our volunteers, which sometimes means going "against" company policies, seeing that some things may need to be altered as we move forward.

How would you describe your role?

Balancing wants and needs of staff, clients, volunteers, and more!

No understanding of how much work each part takes.

Any support from paid staff is encouraged and welcome. I don't have the capacity to be the onboarder, the trainer, the community engagement, AND supervise all of the volunteers.

The lack of understanding of the time consideration and commitment required to correctly do the job.

upper management not allowing volunteer compensation and appreciation

I would say the balancing all parts of volunteering

4 square breathing

having little authority in the organization with other programs, but lots of expectation from the volunteers

How would you describe your role?

stress 4 square
breathing

They make things flow
smoothly

make things happen

The amount of time and
commitment needed for
training and supervision. That
they are VOLUNTEERS not
employees. We need to work
with their schedules. They are
such a valuable asset.

If you want them to stay,
make sure they are cared
for and have good
conditions

feedback

We could not deliver our
programs without our
volunteers. They are
absolutely needed.

They are guests and
should enjoy their time
with us

How would you describe your role?

Volunteers know when we as an organization wasting their time.

department of 1

Collaboration and respect for my work. I need to not be the only one who appreciates our volunteers.

yes

yes

sometimes

yes

What's missing from that description?

Jack of All Trades -- by force, not by choice

The many intricate details that are involved

having to determine capacity/need from everyone and adjust on the dime

The amount of collaboration and engagement that it involved is underestimated

Connection and engagement. Uplifting the volunteers

Upper management not hearing about and not taking the value of volunteers seriously.

Just one of many of my hats that I wear

Compassion fatigue

What's missing from that description?

People are human.
Please treat them with
love and dignity.

Putting out all the little
fires calmly

fake it, 'till you make it!

Balancing interests of
staff, volunteers,
guests, and more!

Sometimes we have to
say no

I wish that being a volunteer
manager is harder than it may
appear because finding and
retaining volunteers is not
easy. I wish that they knew
that they think I can pull
volunteers out of thin air.

customer service rep

upper management
expecting too much of
the volunteers.

What's missing from that description?

appreciation for volunteers, coordinator gets stress and lack of support

Emotional labor from volunteers

80% of my job is volunteer recruitment. The paperwork is so overwhelming that I often lose applicants during the on boarding process.

Timing - a 7 day a week operation that has 7 days of volunteers doesn't mean I can work 7 days a week all the time.

Volunteer Management is an expertise.

Training of the volunteer manager is as important as training other employees and the volunteers too.

I need staff buy-in. I can't supervise volunteers 24/7 when I'm also recruiting, onboarding, training, etc.

Working in a "this is fine" environment constantly and trying to pivot when things are thrown off course.

What's missing from that description?

That doing all the hard work is so worth it!!

Magician - placements are during the school day and many of our college volunteers want a shift in the evening or weekend and can't seem to grasp that can't occur within a elementary school

They are truly doing this for free. Respect them!!!!

Rewarding

We can't do it without them

Brings fresh energy and enthusiasm

rewarding

That they don't have to be here so we need to celebrate them every day.

What's missing from that description?

They bring a passion to our work that paid staff don't always have.

Did training. People not following through to volunteer.

Listen to their feedback

They are not paid to do this; they cannot be treated the same way that employees are

Volunteers are relational, not always transactional.

Their passion and dedication to our organization and mission.

Fresh energy and enthusiasm

they're just as important as our employees. they are still STAFF even though they're unpaid.

What's missing from that description?

I love our Volunteers! They have been amazing Difficult to retain, and I don't know how to make them feel more appreciated without offering them a service or a product!

Fresh energy and enthusiasm

volunteers are unpaid staff. they're still a part of the team and should be recognized for their contributions

They are amazing but I don't know how to show appreciation without offering them an item or service

How to better support volunteers

How to better support volunteers

What do you hope others know about the work of volunteers?

how rewarding it is

they are invaluable

They are priceless

We need to build relationships, not just ask and ask and ask

Unpaid. Respect them!!!

Changing kiddos lives

How much they can care and be invested in the role.

How important they are!
Not "just" volunteers!!!

What do you hope others know about the work of volunteers?

Their value and impact they have to not only the organization but the community as well

That no task is too small and that the personal lives of volunteers may be a wreck and they STILL show up.

listen to their feedback

They are part of our team!

don't complain about someone who is willing to help you for nothing in return

How much passion they can bring to our work that our paid staff doesn't always have.

That they are paying us with their time

That they are "free"!

What do you hope others know about the work of volunteers?

Training is really important and accepting their input

How much of an impact they truly have on our community

they are not paid to do this; they cannot have the same expectations that full time employees do or be available 24/7 for you

They don't have to be here, we need them to know our appreciation

They don't always just want to do filing and busy work

They are professionals but they don't have to be here. They choose to be here on their free time. They provide services that brings in a financial savings to the organization and eases our burden.

A team of one can't do everything. However, more volunteers can help increase output through meaningful tasks that help both the department and the volunteer through fulfillment

We can't make events happen without them

What do you hope others know about the work of volunteers?

They are guests and should enjoy their time with us

They go missing more often these days. They don't know how to communicate with others a lot of the time.

Department of 1 feel disconnected from others doing work

Dept of 1, created systems/policies from scratch

Getting greater support from managers and staff.

More staff to help manage the program.

Agree with more information on recruitment.

More conferences focused on volunteer engagement.

What do you hope others know about the work of volunteers?

How to organize my time
best for day to day
scheduling versus planning

yes!

yes

No

No

yes

No

yes



25



What do you hope others know about the work of volunteers?

All the time

regularly

yes

not yet

yes - pot stirring which impacted other volunteers

Had to fire volunteer for being inappropriate.

Advocating for the Profession

There have always been volunteers, but formalized volunteer engagement as a profession is relatively young.

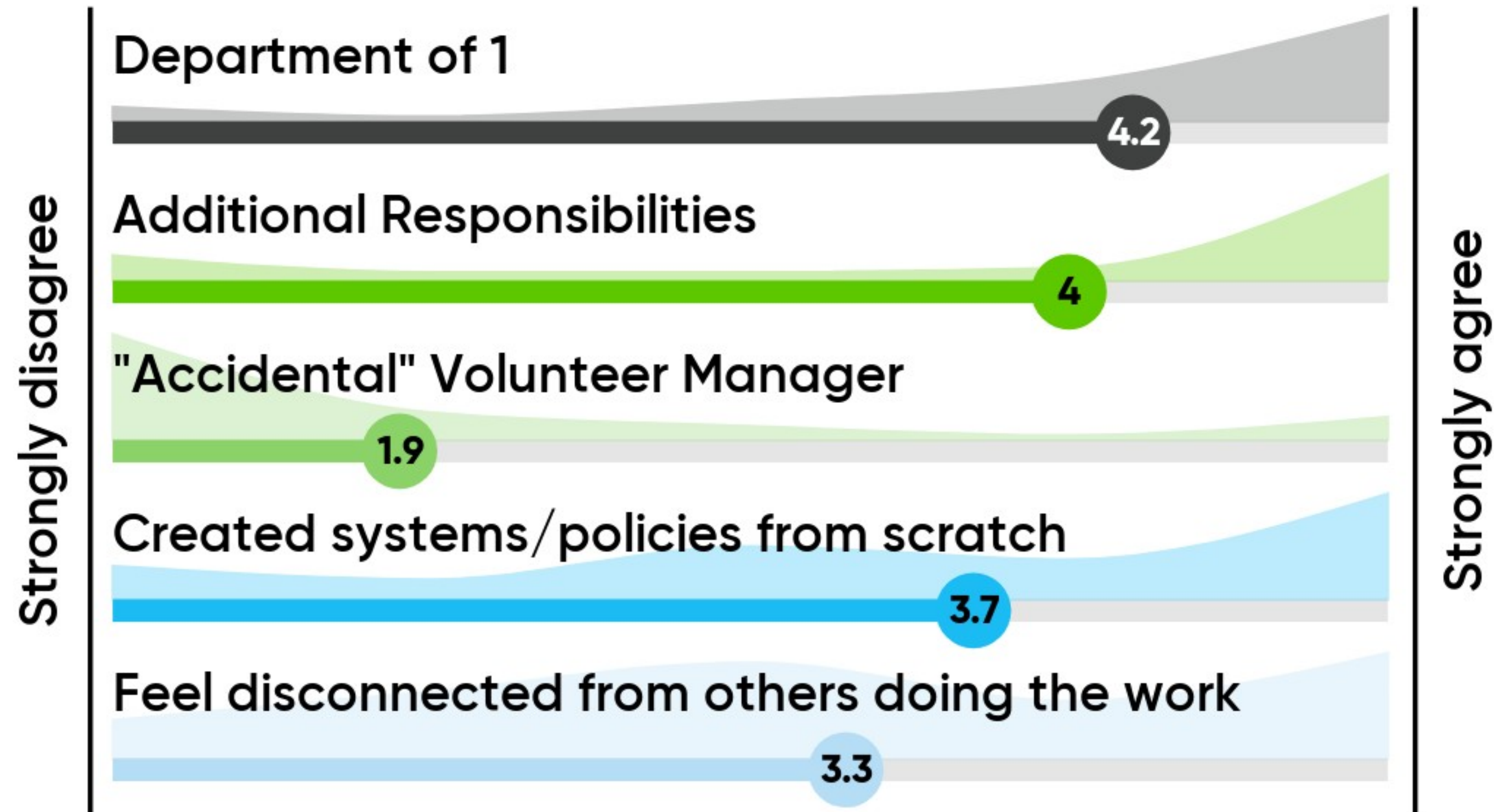
- The role of the AVA and its decline and fall (1961-2006) and what came out of it
- The “HR-ification” of volunteer management
- The anticipated Boomers as Volunteers wave
- COVID

Creating a Career

Challenges facing those working with volunteers

- No real course of academic study
- Misunderstanding of the complexity of the work – by decision makers, funders, colleagues
- Often assigned to entry-level staff
- Department of 1, or combined with other responsibilities
- No real career path – Director/C-Level roles few and far between

Which of these are true for you?



What additional resources or support would you like?

working with volunteers
with strong personalities,
feeling they have the final
decision

You were out for me for
like a good 2 minutes
earlier

collaborating with the
program team

Verbiage to help recruit
volunteers. Courses on how
to recruit men.

More support from other
staff

An actual budget that I
know how much I can
spend on advertising

More educational
opportunities

Orgs not intentionally
finding professional
development More "say" in
leadership; allow me to
train the staff

What additional resources or support would you like?

Specialized volunteer management training. We have been looking for someone to train our staff in a group and no one in our area has suggestions.

Support around retention and accepting some responsibility for volunteers leaving

Funding to pay interns and volunteers. Even if that means giving them gift cards or transportation funds.

Help with hard conversations

The right words to acquire volunteers and how to retain volunteers

Would love to have live Zoom check ins with other volunteer coordinators/managers within other orgs so we can share ideas and support each other!

Better understanding that I do not "control" volunteers and cannot produce them last minute for photo opps

support in recruiting volunteers.

What additional resources or support would you like?

Interesting younger volunteers!

support and respect from coworkers

For my org, the state said we had to have volunteers, but gave no guidance/no budget. Having to build this from zero, including policies, vrpmp and handbook with 0 guidance has been hard.

More training for myself in terms of management, conversations, etc. And more resources (time, money) for recruitment and retention.

These trainings are super helpful. And I need more time to devote to strategizing! Split role is hard :/

Networking opportunities with others that are on these types of calls, through zoom or chat

Staff understanding they can trust and use volunteers. They often don't give us opportunities for our volunteers

More funding for volunteer programs, recruitment opportunities, an assistant 😊

What additional resources or support would you like?

Training staff on how to use volunteers in our work

maybe groups for other volunteer coordinators / managers to join. for support, to share ideas, or vent...

Prompt answers from my co-workers to get answers to inquiring volunteers.

More conferences focused on volunteer engagement.

Training, support, mentorship programs, just, education on all things

maintaining healthy boundaries with volunteers that think they always have the right answer

How to better support volunteers

The org understanding volunteers are as important (or more imo) as donors. And annual volunteer appreciation week is CRITICAL

What additional resources or support would you like?

How to get corporate volunteers.

no

yes!

no

no

No

yes

sometimes

What additional resources or support would you like?

regularly

all the time

Regularly

yes

Yes

yes

When volunteers and staff complain about each other.

I had to "unfriend" a FB volunteer because they had post that were discriminatory to immigrants.

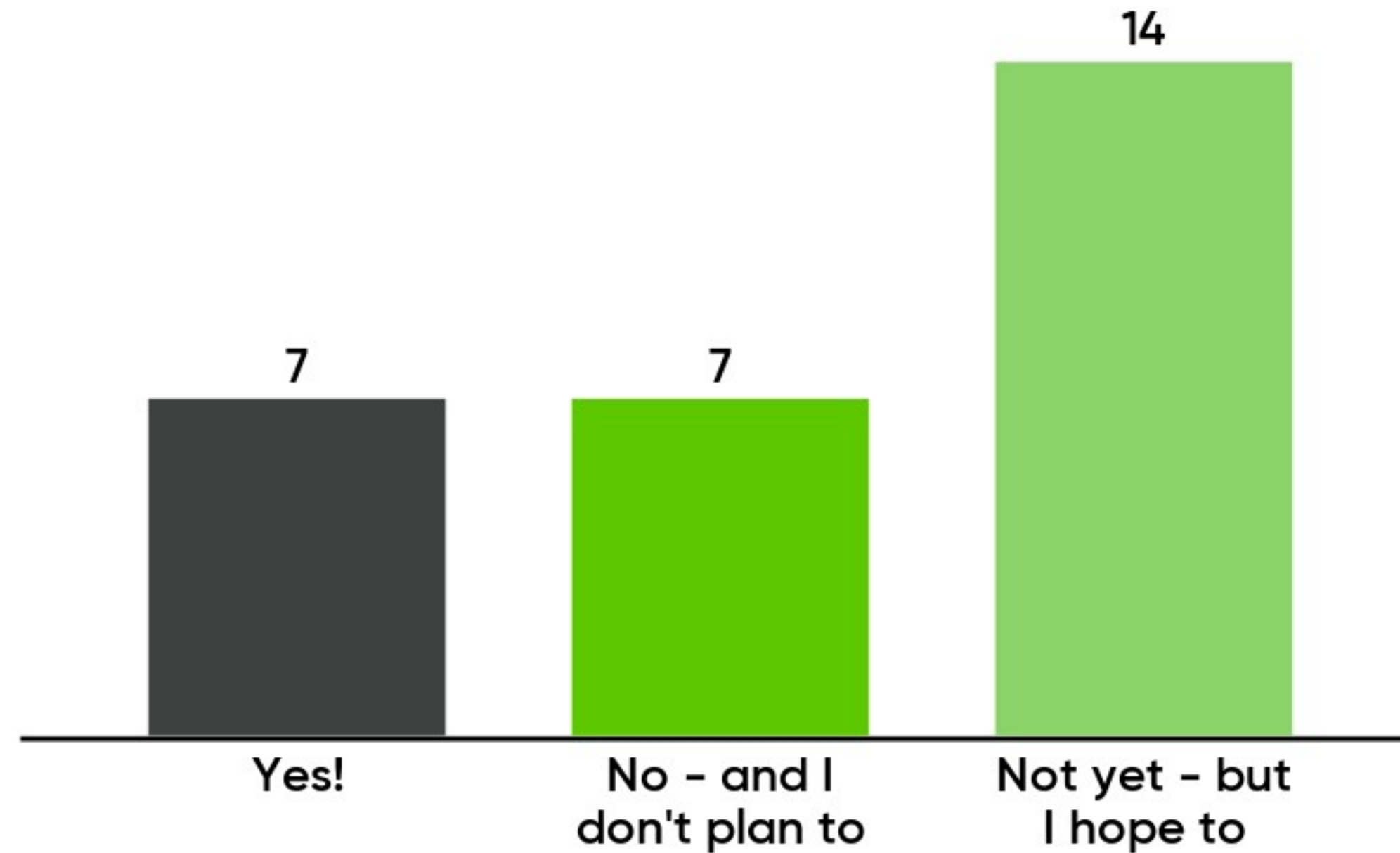
What additional resources or support would you like?

I had to remove volunteer due to anti-immigrant posts on their FB (we were FB friends)

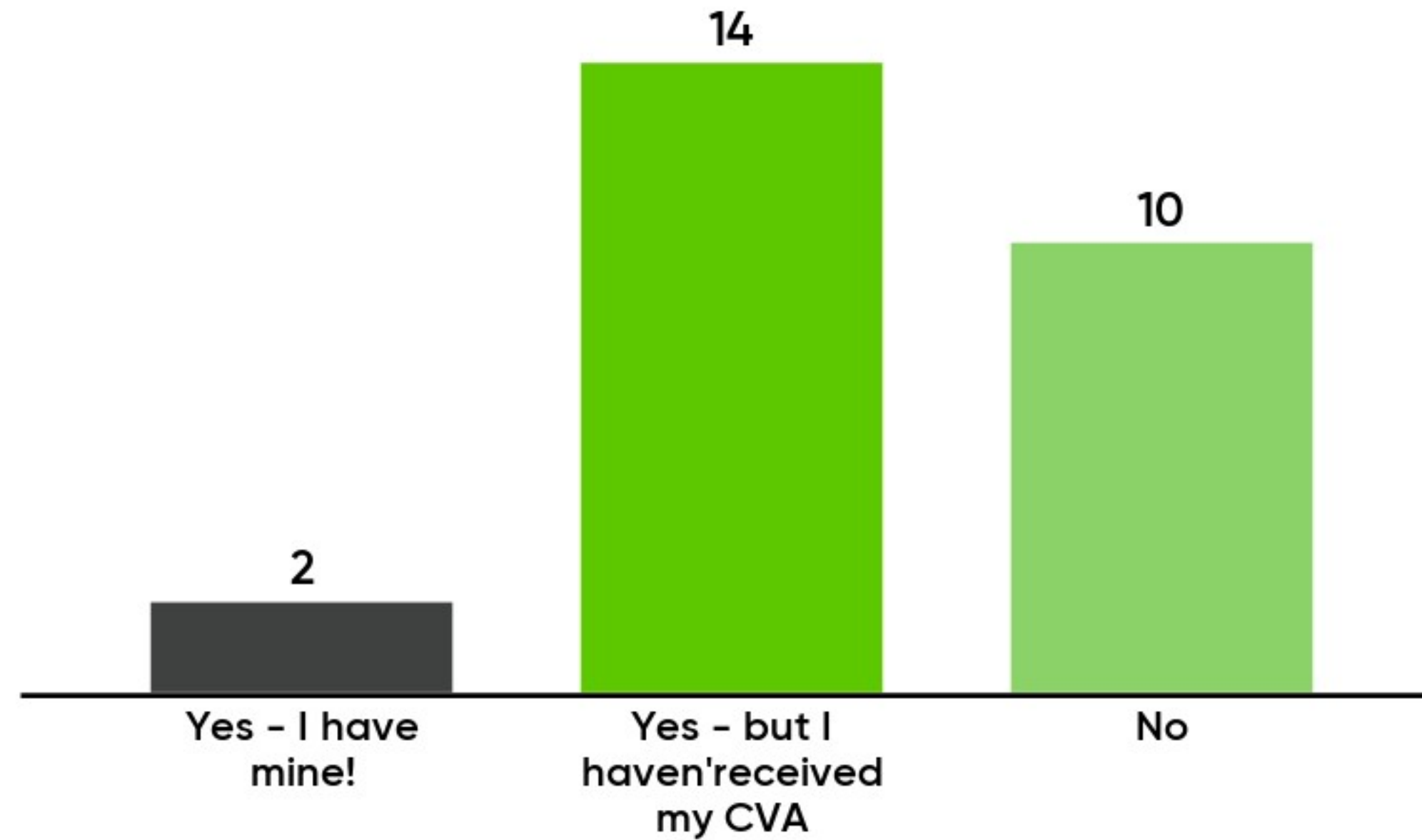
Political Views make me feel torn between value of volunteer vs beliefs that clash.

3rd try -- political beliefs clash with organization

Have you presented at a conference (of any size)?

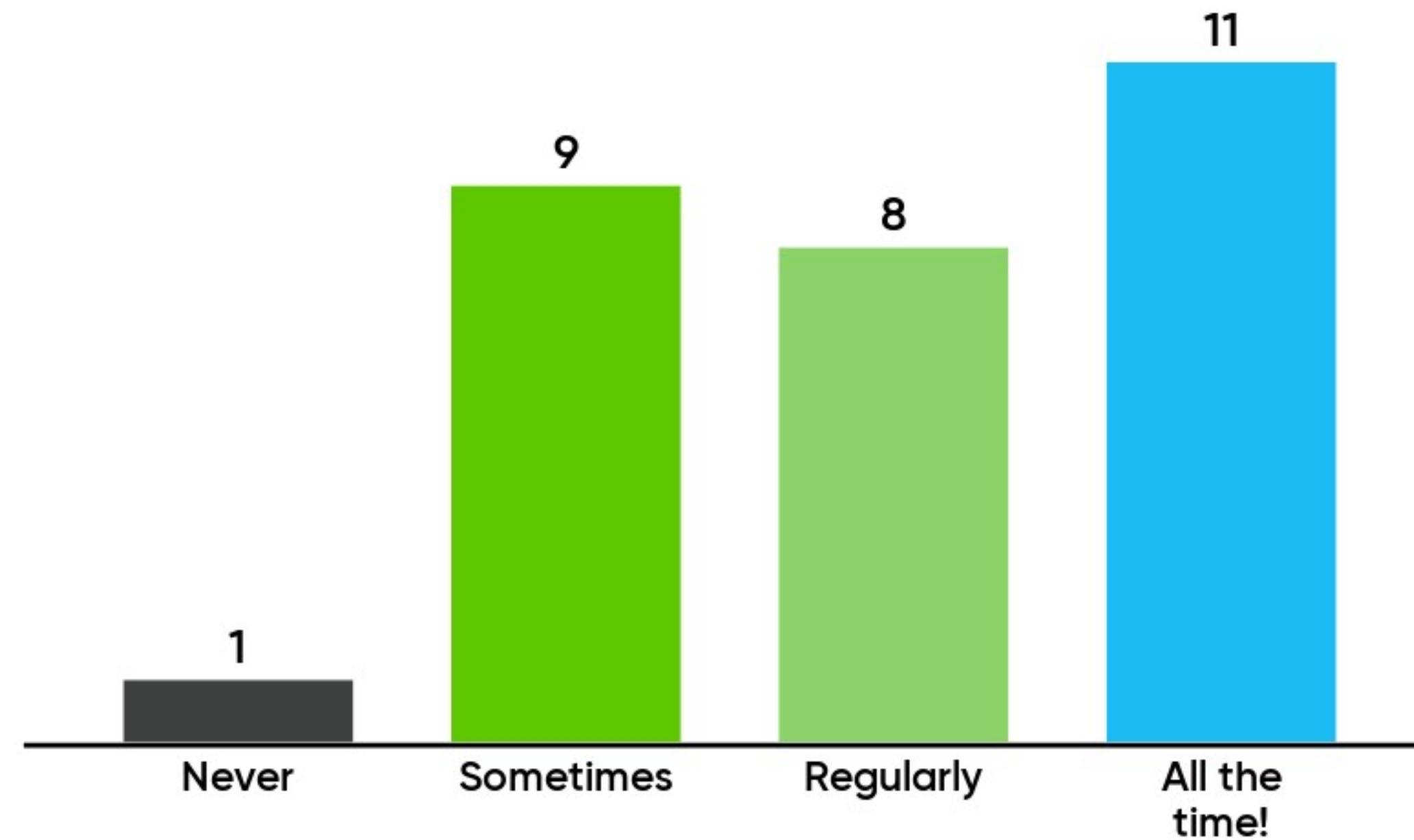


Have you heard about the CVA before today?



The Role of Ethics

How often do you think about ethics in your work with volunteers?



What can you do?

Validating your work and advocating for the profession

- Get involved in local/national/international associations - local DOVIA or similar, ALIVE, IAVE
- Mentor, present, write, speak about the work of volunteers and the work you do – blogs, podcasts, local, regional, national conferences
- Pursue your CVA
- Complete surveys that inform the work & field like VMPR

We all carry
around an
ethics
backpack



Ethics are

Morals – personal identification of right and wrong

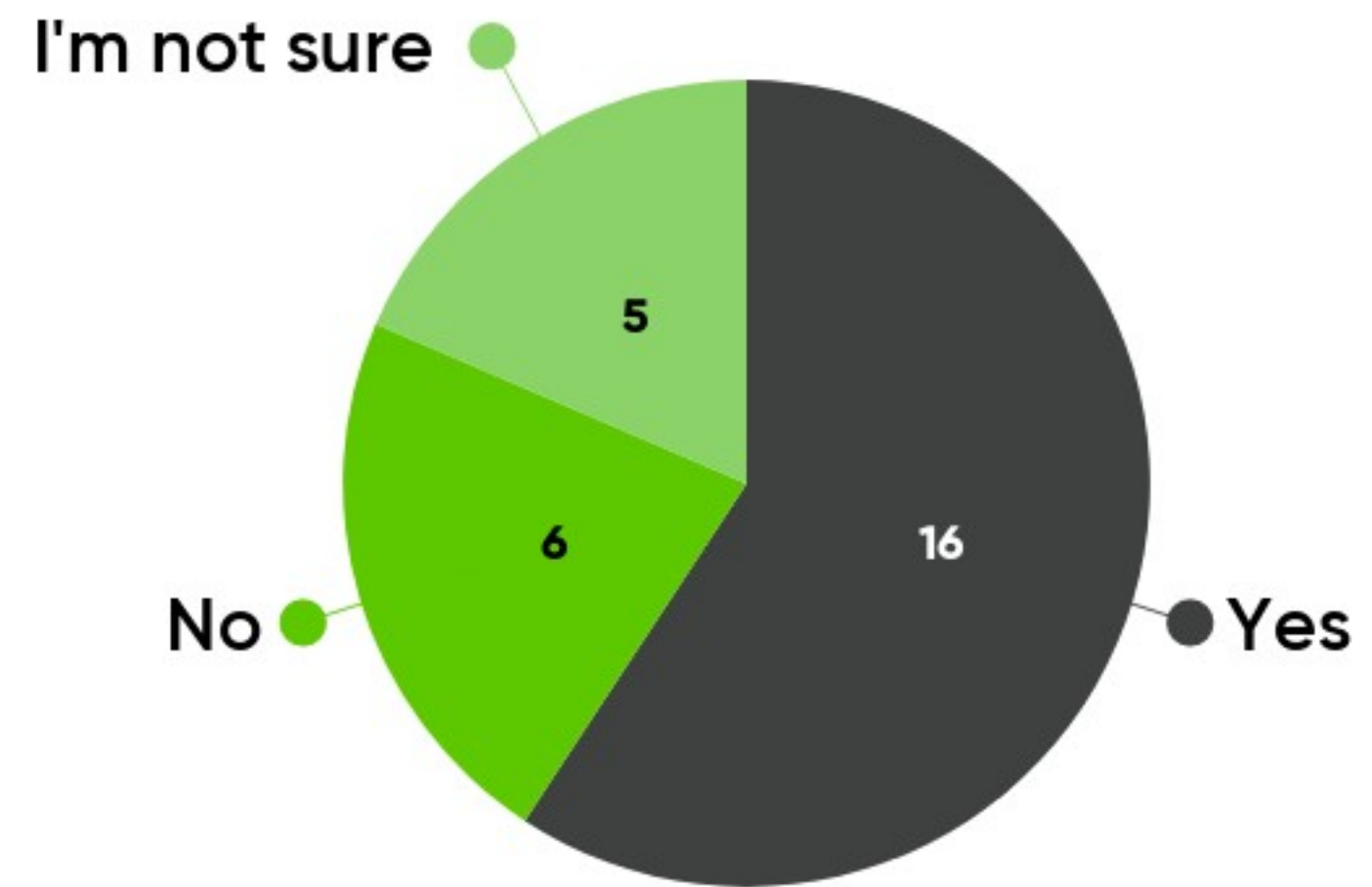
Beliefs – an idea held to be true

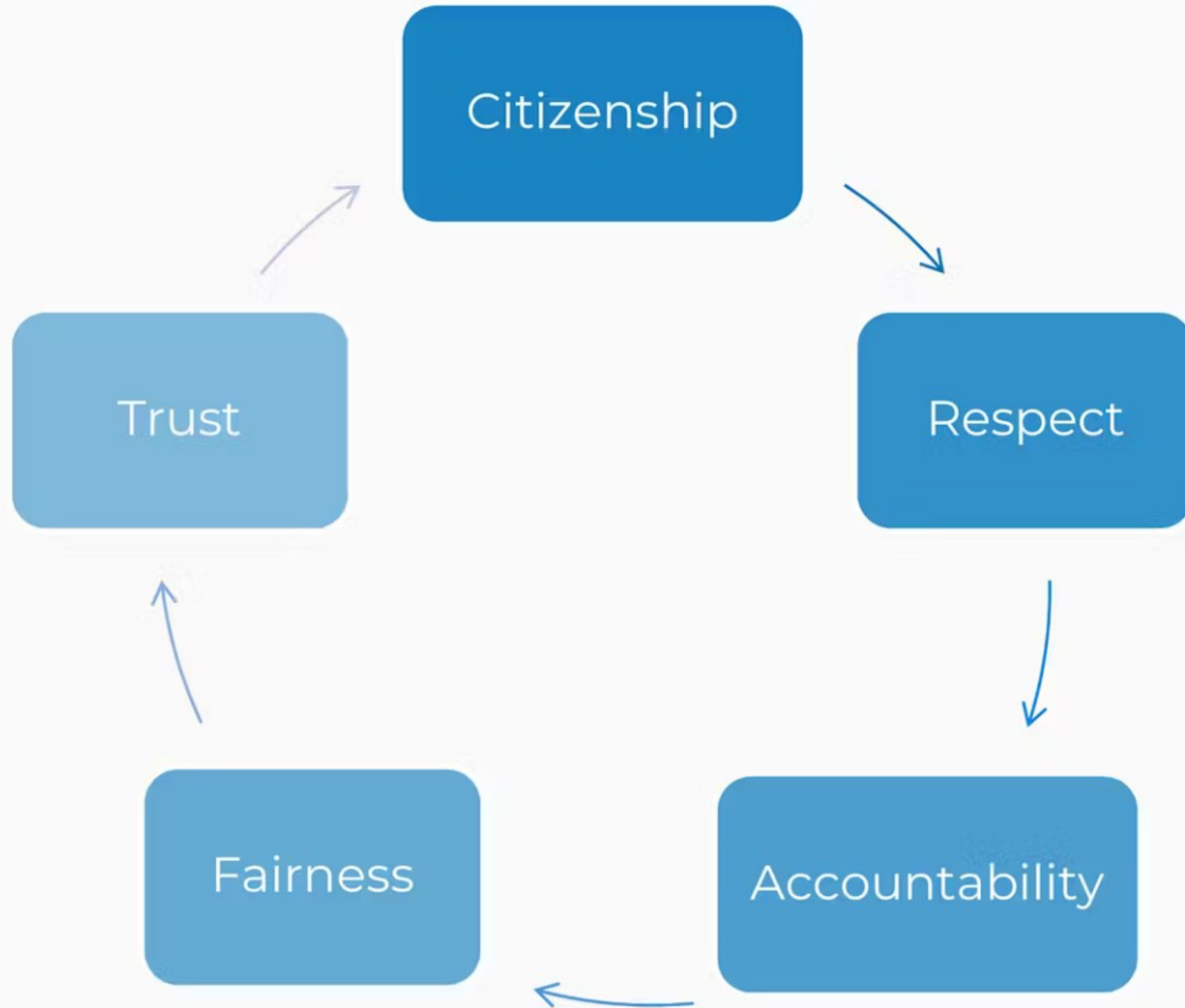
Values – guide decision-making and prioritization

Principles – a standard or code for decision-making

Culture – goals, values, and beliefs for an organization

Have you faced an ethical dilemma in your work?





When have you faced a hard decision with a volunteer?

Yes, had to let two go and once had to report a volunteer to CYS.

yes - pot stirring which impacted other volunteers

When staff and volunteers complain about each other.

Having to turn an applicant away based on their history a long time ago and our org's policies on background checks

Arguments between volunteers and guests, donors & new volunteers, & long term volunteers

Volunteers overstepping/inserting themselves into decisions our staff should make

Continued issues with not following policies.

Had to turn away an applicant because they said they did not like children in their interview (a major audience for us). I encouraged them to look at other museums.

When have you faced a hard decision with a volunteer?

We had a volunteer who wanted to bring their emotional support animal with them. We operate a food pantry and had to decide as a company if we wanted to allow for this in an area not in contact w/ food

when religious beliefs are not taken into account when it comes to diversity equity and inclusion. at an organization Volunteers should feel that they can be authentic and know they will be respected.

Volunteers who want to offer time/skills that don't fit out standard offerings- not worth the ROI

4th try posting -- Political Opinion clashes with organizational beliefs

My fault I was in the wrong slide!

thank you!!

Citizenship

Volunteerism is a foundation of civil societies and guides the organization and its stakeholders toward active community participation.

- Philosophy of Volunteerism
- Social Responsibility
- Philanthropy

Respect

Acknowledges the inherent value, skills and abilities of all individuals and affirms the mutual benefit gained by the volunteer and the organization.

- Dignity
- Inclusivity
- Privacy

Accountability

Demonstrates responsibility to the organization, its stakeholders and the profession of volunteer administration.

- Collaboration
- Continuous Improvement
- Professionalism

Fairness

Commits to individual and collective efforts that build and support a fair and just organizational culture.

- Impartiality
- Equity
- Justice

Trust

Maintains loyal and trusting relationships with all stakeholders and is dedicated to providing a safe environment based on established standards of practice.

- Honesty
- Integrity
- Commitment

AL!VE (Association of Leaders in Volunteer Engagement) -
<https://www.volunteeralive.org/>

CCVA (Council for Certification in Volunteer Administration) -
<https://cvacert.org/>

Find a local DOVIA/Association (Directors of Volunteers in Agencies) - <https://www.energizeinc.com/directory/associations>

Professional Ethics in Volunteer Management -
<https://cvacert.org/professional-ethics/>

Thank You

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.
- Sign up for Part 3!

Thank You!

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