Volunteer Development

Learning Objectives

- To understand the changes in volunteerism
- To understand that your leadership role with volunteers is essential to cultivate a volunteer-driven organization
- To provide tools and resources to assist in developing and managing volunteers
- To demonstrate a strategy to develop or enhance a volunteer development program

Pennsylvania Downtown Center

- Statewide nonprofit organization

- 19 member board of directors

- State partner with the PA Department of Community and Economic Development (DCED) for Keystone Main Street & Elm Street designated program communities

- State Coordinating agency with the National Main Street Center/National Trust for Historic Preservation

Notes about this session

- PDC developed with support from Dr. Ken Kulp of University of Kentucky Cooperative Extension
  - Included focus groups and the development of materials & Volunteer Position descriptions
-

Three Steps to Develop Volunteers

- Recruit – finding volunteers, making the connection to your program's needs, inspiring them
- Train – educating them so that they feel as though they are contributing to the community and to the effort
- Recognize – celebrating the efforts of the volunteers!

- **3,506,834 volunteers** contribute **341.0 million hours** of service
- **34.2%** of residents volunteer, ranking them **21st** among states
- Volunteer service worth an estimated **$8.2 billion**
- **98.8%** of residents regularly talk or spend time with friends and family
- **58.9%** of residents do favors for neighbors
- **22.1%** of residents do something positive for the neighborhood
- **33.4%** of residents participate in local groups or organizations
- **59.8%** of residents donate $25 or more to charity

Value of a Volunteer

- Economic Value-

$25.43/hour* in US (2019)
-up 3% from 2018

$24.94/hour* in PA (2018)
-up 2.4% from 2017

Independent Sector

- Non-economic value--???

PA Main Street Programs	2018
Net Full-time jobs created	976
Number of Building Rehab Projects	214
Total Investment	$18.89 Million
Number of Volunteer Hours	**46,372**
Value of Volunteer Hours	$1.15 Million

Economic Impact of the PA Nonprofit Sector

• Employs 727,200 – over 15% of the state's workforce

• Generates almost $132 billion in annual revenues

• Holds assets of $306.3 billion

• Pennsylvania foundations annually give over $2.4 billion

• Pennsylvanians give almost $6.5 billion to charity each year, representing 2.68 percent of household income

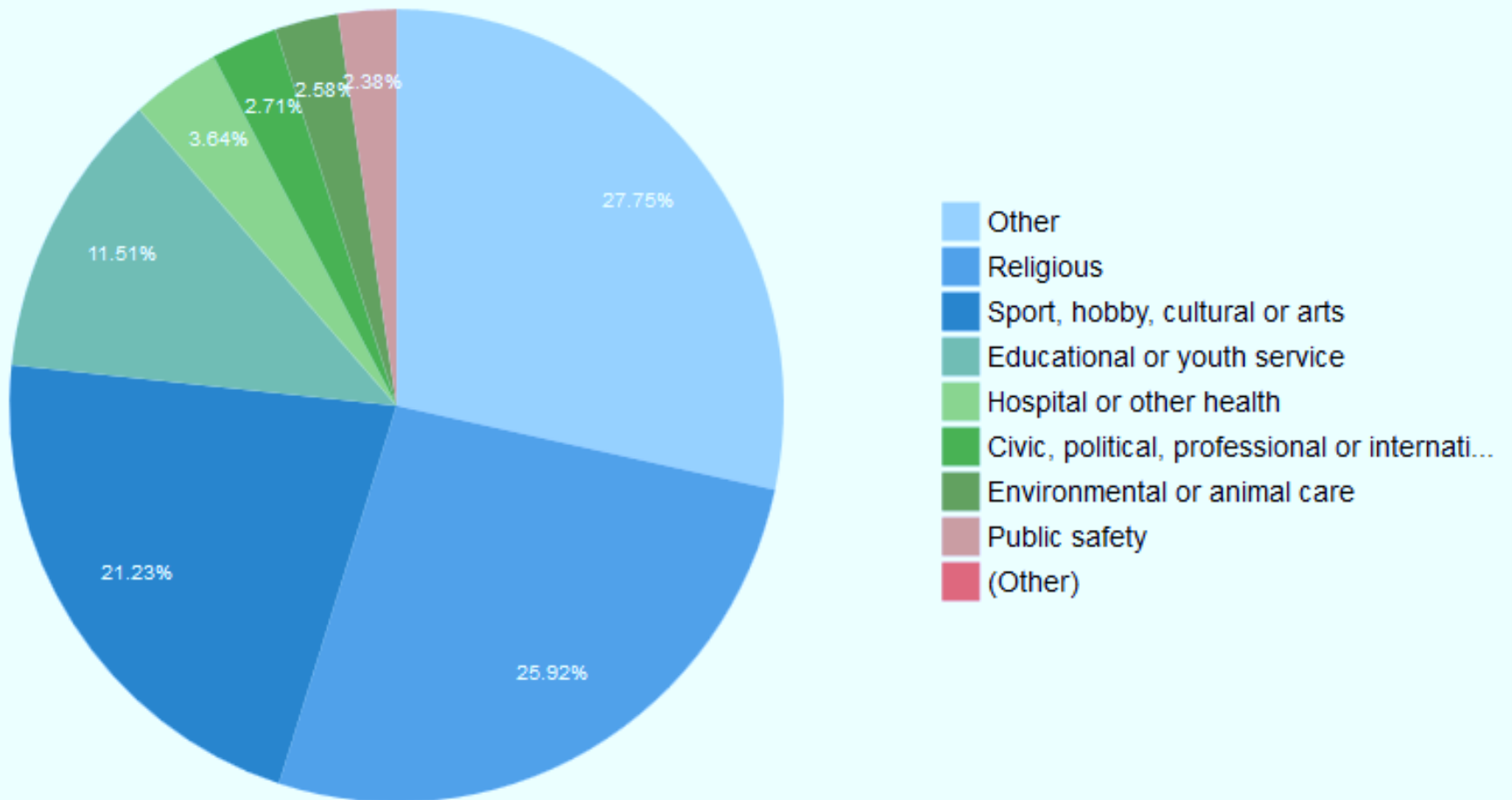# VOLUNTEERS HELP THEIR NEIGHBORS

138 million Americans

engaged in "**informal volunteering**" in their communities

activities include watching each other's children, helping with shopping, housesitting, and more.

Volunteering in PA 2018

How Many Volunteers Can I Expect?

- Assume a Community of 10,000
- 2018 PA Volunteer Rate = 34.2%
- "Our" Category = Civic (2.71%)
- So, For <u>ALL</u> "Civic Organizations" the "Pool" Is...

Civic   (10,000 x .342) x 2.71% = 92.7 people

How many of these potential volunteers can you entice?

What about for a community of 5,000?

- 2018 PA Volunteer Rate = 34.2%

- "Our" Category = Civic (2.71%)

- So, For <u>ALL</u> "Civic Organizations" the "Pool" Is...

Civic   (5,000 x .342) x 2.71% = 46.3 people

How many of these potential volunteers can you entice?

Changing Face of Volunteers

- Generations & Life Stages
- Male versus Female
- Race, ethnicity & culture
- Economics

Generations

- Silent Generation (1925-1945)
- Baby Boomers (1946-1964)
- Gen X (1965-1979)
- Millennials (1980-2000)
- Generation Z (2000 – present)

The highest:

volunteer rate

30%

Generation X
(33-49)

average
volunteer hours

100

Older Generations
(75+)

and,

1 in 5
Millennials
(16-32)

volunteered
last year

When recruiting volunteers consider...

- Who will orient, educate and supervise?
- Are there a variety of positions and opportunities in your program?
- What incentives and recognition is offered?
- Are marketing materials adequate?

Supervision Style Preferences

- War Babies
  - Respectful
  - Supervisory
  - Make sure they understand what they're doing
- Baby Boomers
  - Delegation of leadership and authority
  - Team Player

- Generation X
  - Low-key style
  - Delegation of tasks
- Millennials
  - Show respect
  - Don't stereotype
  - Be sensitive to their issues, needs and concerns

Recruitment

- Create the superior volunteer experience
- Identify your volunteer needs
- Be organized
- Work from a work plan
- Develop Position Descriptions

Recruiting Tools

- Personal Contact
- Networking
- Presentations
- Newsletters
- Website postings
- Think outside the box

Appealing Marketing Messages

- War Babies
  - Make a difference
  - Be part of something special
- Baby Boomers
  - Make a difference
  - Something to be part of
  - Help your community
  - Meeting a need
  - Service
  - Experience
  - Collaborate

- Generation X
  - Opportunities to obtain new skills
  - Value-added benefit
- Generation Y
  - Make a difference
  - Help your community
  - Contributing to the greater good
  - Saving or protecting—use photos to illustrate
  - Networking, change, friendship, we

Least Appealing Messages

- War Babies
  - New and Innovative
  - Need to be wanted
  - Focus Group
  - Doers
- Baby Boomers
  - Sign up now
  - Give us…
  - Just a volunteer

- Generation X
  - Only you…
  - If you don't…
  - Using a doomsday approach
- Generation Y
  - Duty
  - Using guilt as a motivator
  - Require a specific amount of time
  - Formality, strict policies
  - Trying to know what I like or want

Marketing Preferences

- War Babies
  - Word of mouth
  - Flier
  - Mailings
- Baby Boomers
  - Print
  - Word of Mouth
  - Direct Contact

- Generation X
  - Website
  - Word of Mouth
  - Direct Contact
- Generation Y
  - Direct Contact
  - Website
  - Word of Mouth

Asking a Volunteer

- Values
- Vision
- Plan
- Credibility
- Ask

Training

- Orientation of New Volunteers
  - Welcome
  - Volunteer Guidelines/Agreement
- Provide Committee Manuals
  - Share background information/ be prepared to share history of the organization

Training

- Offer Training Opportunities for staff & volunteers
  - PDC Opportunities
    - Community Revitalization Academy
    - Workshops, Seminars, etc.
    - Annual Conference
  - Other Organizations, Communities, etc.
- Budget for Training ~ Registration, Travel

Recognition

- Always consider the personal touch
  - Thank you note
  - Article in the newsletter
  - Mention at the board/committee mtg.
- The Spectacle – Volunteer of the Year/Month
  - Press release
  - At the annual meeting
- PDC Townie Award – Volunteer of the Year

Recognition

National Volunteer Week

April 19-25, 2020

▫ **Celebrate the impact of volunteer service in our communities**
 ▫ https://www.pointsoflight.org/nvw/

Volunteer Program Checklist:

- Respond to volunteer inquiries quickly.
- Screen potential volunteers for skills and genuine interest.
- Define and communicate roles and expectations clearly.
- Implement standard training for all volunteers.
- Match skills and interests of the volunteer with opportunities
- Provide volunteers with opportunity to provide/receive feedback.

Source: Reimagining Service: Nonprofit Service Enterprise Overview

Checklist continued:

- Implement a good tracking tool to measure value.
- Provide support and assistance to volunteers at all times.
- Provide an opportunity for volunteers to connect with other volunteers and nonprofit leadership.
- Develop an ongoing recognition program.
- Develop strong relationships with partner programs.

Source: Reimagining Service: Nonprofit Service Enterprise Overview

Resources

- VolunteerMatch.org
- Points of Light.org
- generationOn.org
- National Main Street Center - Main Street America - *Main Street Volunteer Toolkit (Recruit, Retain & Recognize* and the *Main Street Volunteer Handbook)*
- *Cultivating Effective Leadership to Transform Communities*
- PDC Volunteer Templates