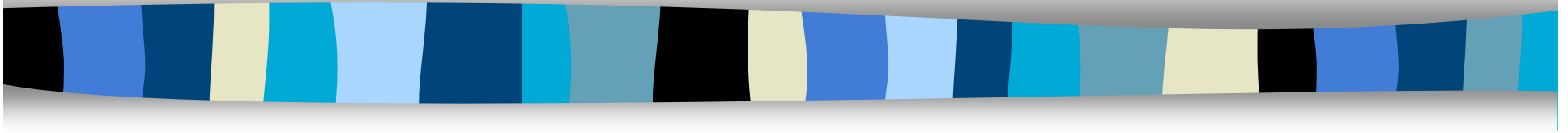


Building Stronger Volunteer Engagement



Leaders as Organizational
Champions

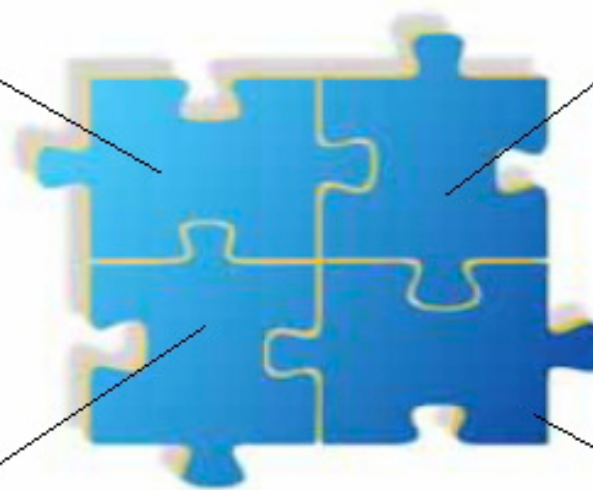
Strategies for Building Volunteer Engagement Capacity

Organizational Readiness
& Management

Communications
& Messaging

Connecting People
to Opportunities

Building Knowledge



Organizational Readiness & Management Capacity



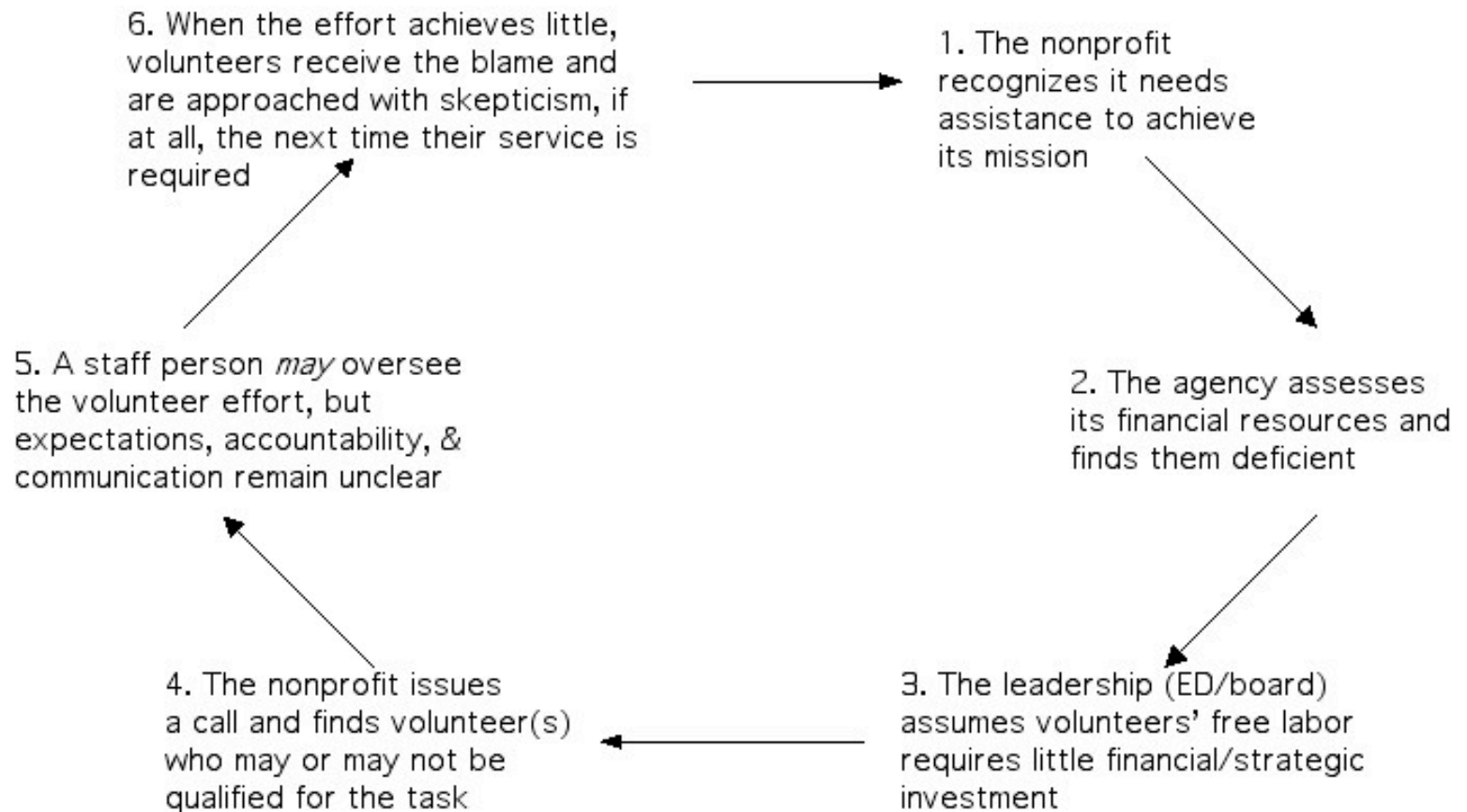
Establish Volunteer Management Core Competencies



Intentional Planning and Vision Setting by leadership

- Maximize diverse volunteer interests and resources
- Facilitate productive relations among, staff, volunteers, and clients
- Protect nonprofits against volunteer-related liabilities
- Ensure volunteer labor connects with the organization's strategic goals

Cycle of Poor Volunteer Management





The Myths Behind The Cycle

- Volunteers are Free
- You can't "invest" in voluntary efforts
- Volunteers want only what you want
- Meeting volunteers half-way is a recipe for trouble
- Volunteer "work" is best defined as that of which staff wants no part



Breaking the Cycle

- Volunteer Involvement Framework enables executive level decision-makers to:
 - Examine the full range of options available for creating a volunteer engagement system tailored to meet the needs of nonprofit organizations



Understanding Volunteer Trends in Oregon

- Number of volunteers: 990.5 thousand
- Percentage who volunteer: 34%
- Total hours volunteered in 2007: 144.3 million
- Average hours volunteered: 48.7
- Average volunteer hours by geography:
 - Urban= 48
 - Suburban = 52
 - Rural = 72



Creating a Vision for Volunteer Engagement

- Begin with an open mind
 - There are NO tasks that a volunteer can't do
 - People from all walks of life volunteer
- Include staff & board in process
 - This is a leadership development opportunity
- Take stock of where you are & where you want to go
 - Where do volunteers fit into the work that must be done to meet the mission and goals of our organization?
- Move from vision to reality
 - Vision, targets, assigned responsibility, allocation of resources



Effective Volunteer Management

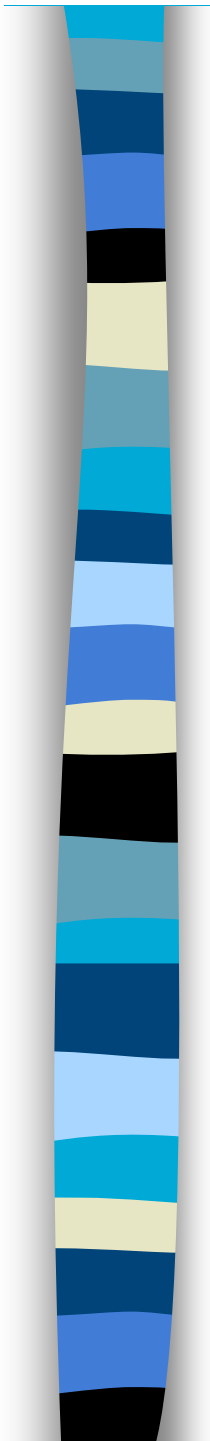
Good volunteer management practices	Percentage of nonprofits that use practice regularly
Matching volunteer skills with appropriate assignments	45%
Recognizing the contributions of volunteers	35%
Annual measurement of volunteer impact	30%
Providing volunteers with training & professional development	25%
Training paid staff to work with volunteers	19%



Maximizing Your Investment in Volunteers

- Volunteer Management function in your organization
 - More than 70% of volunteer managers have additional duties
 - Over 1/3 of all volunteer managers have no formal training in VM
 - Volunteer Management training for paid staff ranks at the bottom of the list of implemented volunteer management practices
 - Volunteer Managers are often not well placed on the Table of Organization

Volunteer Management Training Cycle

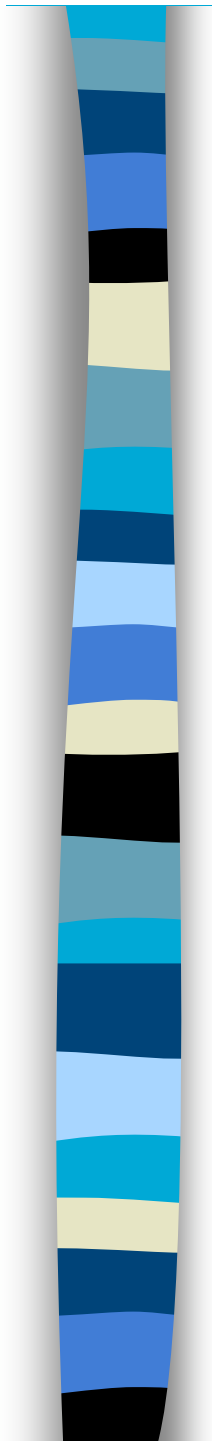
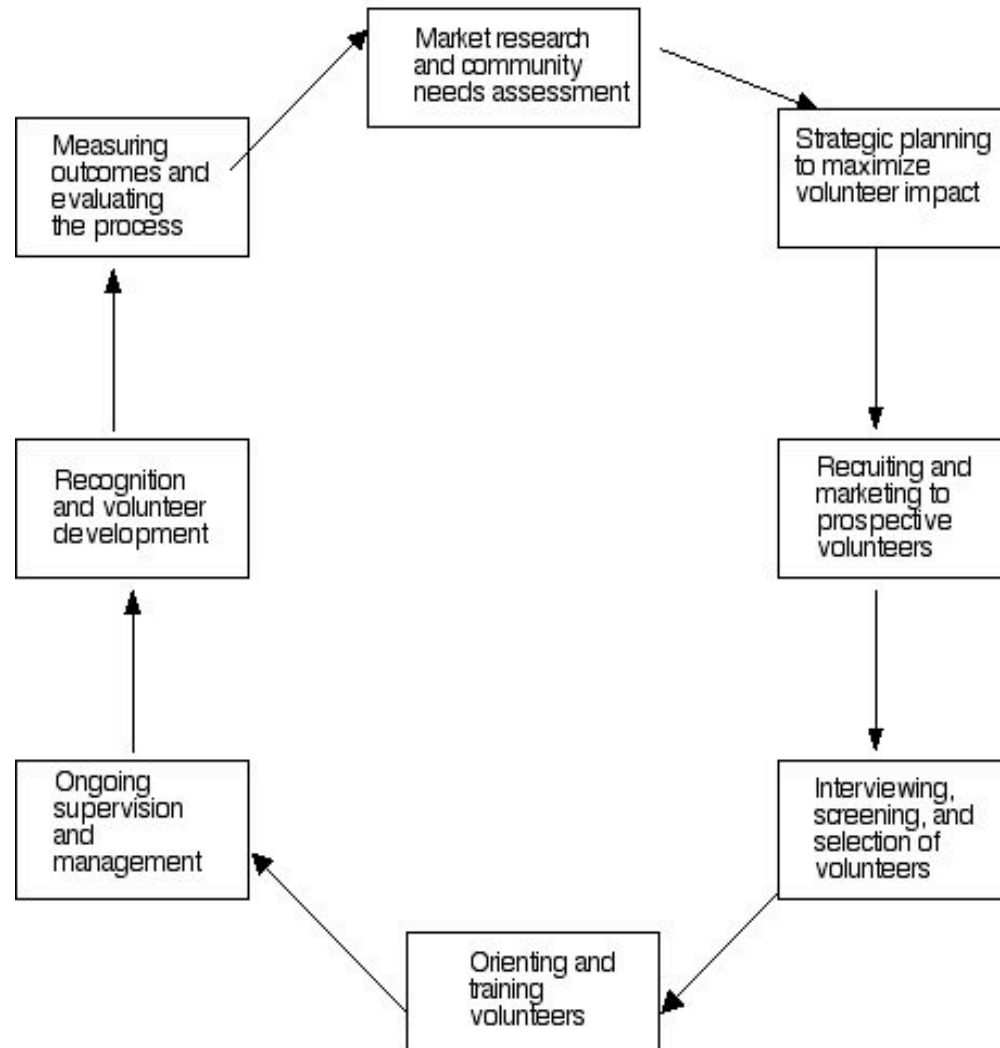




Minimizing Challenges & Embracing Opportunities

- Liability
- Insurance
- Record-keeping
- Dismissal
- Volunteer-staff ratios
- Volunteer/staff relations

Strategic Volunteer Plan





For More Information:

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www.oregonvolunteers.org

(503) 725-5903 or (888) 353-4483