

The logo for Oregon Volunteers! features the word "oregon" in a green, lowercase sans-serif font, followed by "volunteers!" in a pink, lowercase sans-serif font. A blue arc curves over the text from the top left to the top right.

oregonvolunteers!

A close-up photograph of several hands of different skin tones being painted with bright colors. One hand is being painted with red, another with yellow, and others with blue. The background is a soft-focus mix of red, green, and blue.

Volunteer Management Advocacy Kit

Inside

- Commit to professional development
- Keep open dialogue with decision-makers
- Celebrate and recognize successes
- Find your networks and support
- Action list and helpful links

Educate. Engage. Inspire. Act. Advocate.

The profession of volunteer management is often undervalued. Its limitless benefit often overlooked. However, as volunteer managers, we know that without this profession, volunteer programs across the world would struggle to meet their full potential and likely would suffer due to lack of structure, guidance and the skill and knowledge a trained volunteer manager provides. This kit serves to equip volunteer managers to advocate for their profession, offering strategies, tools, resources and connections.

Get the facts

statistics, research & reports

Oregon Volunteers: Resources

Oregon Volunteers has compiled some of the most valuable research and resources on its website including resources for volunteer managers, and data and reports on volunteerism and civic engagement (nationwide and Oregon specific). These resources are easily accessible for your use 24/7.

www.oregonvolunteers.org/resources/managers

Civic Life in America Report

Through this website, you can access trends, statistics, tools, resources, and information on civic participation for the nation, U.S. regions, states, and major cities. You will also be able to see how states rank on different factors related to various aspects of civic life, including volunteering and voting. This report is distributed through the Corporation for National and Community Service (CNCS) and the National Conference on Citizenship (NCoC).

<http://civic.serve.gov/>

Volunteering in America Report

The Volunteering in America research is produced by CNCS as part of its efforts to expand the reach and impact of America's volunteers. It is the most comprehensive data on volunteering ever assembled, and includes volunteer data profiles on all states and hundreds of cities, with data on volunteer rates, rankings, area-specific trends, and analysis. The report is used by elected officials and nonprofit leaders to develop strategies to mobilize Americans in service.

www.VolunteeringInAmerica.gov

The New Volunteer Workforce

This is a report by the Stanford Social Innovation Review. Nonprofits rely heavily on volunteers, but most CEOs do a poor job of managing them. As a result, more than one-third of those who volunteer one year do not donate their time the next year--at any nonprofit--adding up to an estimated \$38 billion in lost labor. This report discusses how Nonprofit leaders must develop a more strategic approach to managing this overlooked, undervalued talent pool.

www.oregonvolunteers.org/resources/



Commit to professional development

Continue to expand upon your education and skills through volunteer management trainings, keeping up with new and emerging trends, exploring new helpful tools and resources for volunteer managers, and earning your volunteer management certification. Subscribe to industry newsletters, blogs, publications to stay abreast on what's happening in the profession.

Coordinate a volunteer management training

Across Oregon, volunteer managers help shape the success of an organization, relying on unique, highly developed skills and tools in government agencies, private industry, and mission driven/non-profit organizations. However, many volunteer managers are not always given the training and tools necessary to improve their effectiveness and results. This is where Oregon Volunteers' Volunteer Management Training 101 can help. More than 40 highly skilled trainers are available to deliver the critically acclaimed 12-module volunteer management training curriculum by industry expert Betty Stallings. Participating in Volunteer Management Training 101 not only a benefit to volunteer managers but also staff members who regularly work with volunteers. Training can improve volunteer recruitment and supervision efforts, provide tools to more effectively place volunteers, help organizations better leverage volunteer capacity, address problems, and provide more rewarding experiences for volunteers. Begin by submitting an application for training to Oregon Volunteers. Learn more at www.oregonvolunteers.org/volunteer/training

Become a certified volunteer management trainer

The Volunteer Management Trainer Certification Program (VMTCP) offers advanced volunteer managers in Oregon the opportunity to become recognized Volunteer Management Trainers, delivering Volunteer Management Training 101 modules throughout the state. Volunteer Management Trainers receive specialized training which prepares them to conduct training based on the Betty Stallings curriculum. If you desire to help cultivate better volunteer management practices in Oregon, pass on your skills and experience, and further your professional development, Volunteer Management Trainer Certification could be for you. Learn more at www.oregonvolunteers.org/volunteer/training



Expand your knowledge and skills

Are there areas in which you can expand your knowledge and skill level? Connect more with the other departments in your organization to gain a better understanding of their goals and capabilities. Think about learning more about marketing and public relations, grant writing or fundraising. Schedule a sit-down meeting with someone from that department who can provide you with a solid representation of its function and goals. The greater your understanding of all the departments in your organization, the better you can cultivate a volunteer program that most effectively utilizes and benefits the entire organization. Plus, increasing your skills in each of these departments elevates your value to the organization. When you are able to step back from your function in the organization to take a look at the big picture--examining how all departments, functions and goals work together--you are more prepared to make deeply strategic decisions and pursue thoughtful programming within your own department that further moves the organization to best uphold its mission and meet its goals.

Engage in online or on-the-ground learning

Whether you're interested in attending an international conference on volunteerism or you'd like to log-in from your desk to learn some new skills, continuing your professional development through learning opportunities is important. Search out and participate in trainings, webinars, volunteerism conferences and workshops that allow you to keep growing in your career as a Volunteer Manager. Choose the opportunity that most fits your interest, time availability and needs. The more informed and up-to-date you are on current trends in the volunteer management, resources and tools, the more successful you will be in achieving your goals.

Here are some great groups and organizations that offer great web-based professional development opportunities, listings and resources:

- www.oregonvolunteers.org
- www.techsoup.org
- www.nationalserviceresources.org/
- www.volunteermatch.org/nonprofits/learningcenter/
- www.handsonnetwork.org/tools/handsonuniversityonline
- www.idealists.org/info/VolunteerMgmt

Get the facts

statistics, research & reports

Independent Sector

Independent Sector is the leadership forum for charities, foundations, and corporate giving programs committed to advancing the common good in America and around the world. It serves as the meeting ground for America's charitable and philanthropic leaders and sponsors ground-breaking research, fights for public policies that support a dynamic, independent sector, and creates unparalleled resources so staff, boards, and volunteers can improve their organizations and better serve their communities.

www.independentsector.org

The AARP Research Center

The AARP Research Center provides national and state-based research on the needs, concerns and interests of midlife and older adults.

www.aarp.org/research

Reimagining Service

Reimagining Service is a self-organized community of individuals from nonprofits, government, and the private sector that is inspired by the renewed call to service. Here you will find resources including the Nonprofit Service Enterprise Research Summary conducted by Deloitte, Corporate Service Enterprise Research Summary by Commongood Careers and Nonprofit and Corporate Diagnostic Tools developed by Taproot Foundation.

www.reimagining-service.org

Reinventing Aging

The Harvard School of Public Health—MetLife Foundation Initiative on Retirement and Civic Engagement has launched a national media campaign using news coverage, advertising, and prime-time entertainment programming to promote healthy aging, reshape cultural attitudes toward the older years, and encourage Boomers to volunteer their time, skills, and experience to help strengthen communities. The campaign is an outgrowth of a major report published by the Initiative in June 2004: Reinventing Aging: Baby boomers and civic engagement.

www.reinventingaging.org

Visualization Tools

Axiis

Axiis is an open source data visualization framework designed for beginner and expert developers alike, providing both pre-built visualization components as well as abstract layout patterns and rendering classes that allow you to create your own unique visualizations. Axiis is an open source project, under an MIT license which means you can use it for personal projects, commercial work, and pretty much anything you can think of with no restrictions, so long as you keep the product's copyrights and license within the code.

www.axiis.org

Wordle

Wordle is a toy for generating "word clouds" from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery, use to demonstrate key words/concepts represented in text or simply share with colleagues.

www.wordle.net

Google Analytics

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With the information gained from Google Analytics, you're more prepared to write better-targeted messaging, strengthen your outreach initiatives and better engage your audiences.

www.google.com/analytics/

ClickHeat

ClickHeat is a visual heatmap of clicks on an HTML page, showing "hot" and "cold" zones of a web page that represent which spots users click on most and which spots are being ignored. ClickHeat is an open source software released under the GPL license and is free of charge.

www.labsmedia.com/clickheat/



Keep open dialogue with decision-makers

Keep a regular schedule for check-ins with your supervisor or organization leaders to keep them informed on your successes and challenges. It will help them better understand your role and what you need to achieve the best results.

Customize your communication

Different audiences respond to different communication approaches and messages. Learn what is important to each of your audiences and then customize your messages to align with their concerns. Position your organization's volunteer program successes in unique ways to capture the attention of your target audience. Design your messages to include storytelling, economic impact, volunteers as donors, impact on mission, statistics, community outreach and public relations.

Talk the talk

Reimagining Service (see page 3 sidebar) has established four principles to creating a Service Enterprise, a nonprofit or for-profit organization that fundamentally leverages volunteers and their skills to successfully deliver on the social mission of the organization. Let the principles guide your presentation to executives and stockholders to support and foster the success of your program.

Find more detail on these principles at www.reimagining-service.org

- Principle 1: Make volunteering fundamental, not an add-on.
- Principle 2: Volunteering changes the core economics of organizations
- Principle 3: Don't let supply dictate your volunteer programs.
- Principle 4: In order to get a return, you have to invest.

You can also support your message with volunteerism data from IndependentSector.org

Develop your visual message

Think outside the box when delivering your strategic message to your audience. Visualization tools often help a message better permeate the audience. Explore visualization tools to support your messaging. For example:

- create a custom Google Map to represent communities across your state your program impacts
- develop a pie chart to represent how volunteer time is spent
- design a bar or line graph to demonstrate the impact of your program in the past five years



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L-R: Gwen Curran of AARP and Danny Santos of the Governor's Office present the Outstanding Lifetime Achievement Award to Sharon Straus at the 2009 awards ceremony

Celebrate and recognize successes

Be the cheerleader for your volunteer program and its great accomplishments. If you're not excited about your success, who will be? Create an arsenal of achievement. Recognize your volunteers. Make your successes known to those most closely invested in your organization and invite them to participate in your events and celebrations!

Create an arsenal of achievement

Collect stories, photos, evaluation feedback, media coverage, etc. to have readily available to use on the web, social media, marketing, newsletters, annual reports and beyond. Don't forget to inform your internal organization audience by submitting stories to be included in newsletters, annual reports and other shareholder and supervisor communication. Remember to include Oregon Volunteers on your submission list--we always strive to include stories on volunteerism throughout the state along with a special feature on national service stories.

Create a volunteer recognition process or event

If you don't already have one, create a volunteer recognition process or event. Not all volunteers want to be recognized in a grand way--some volunteers prefer a handwritten card on their desk, and others feel most appreciated with an award at a grand event. Understanding your volunteers and how they would prefer to be recognized is a vital element to consider when designing a volunteer recognition process. If you opt for a large scale event, this is a perfect opportunity to not only give gratitude to the invaluable volunteers who dedicate themselves to your cause, but to also highlight the successes of your volunteer program and the positive impacts it has on your organization.

Involve staff, board members, stakeholders in recognition

Often times we forget to invite those nearest to us to participate in our activities and events. Remember to invite those with a vested interest in your organization including staff, board members and stakeholders. Volunteer recognition events are excellent opportunities for these key individuals to gain greater understanding of your volunteer program and become more connected with it. These events don't need to cost a fortune. Leverage partnerships and in-kind donations to create the most cost-conscious recognition events. Trainings about developing cost-efficient recognition events are available. Visit www.oregonvolunteers.org for upcoming training events and topics.

Recognize and celebrate International Volunteer Manager's Day

Celebrated each year on November 5. We urge you to mark your calendar and, whether you are an administrator, a volunteer, a community leader or someone who receives the benefit of volunteer help, to make sure the people who act as leaders and catalysts get the recognition they deserve!

www.volunteermanagersday.org/

Recognize Your Volunteers

Here are some ideas...

Nominate a volunteer for an Oregon Governor's Volunteer Award
Each year, Oregon Volunteer hosts the Governor's Volunteer Awards to recognize outstanding volunteers and organizations throughout the state. Nominate your outstanding volunteer for this prestigious honor. Learn more at www.oregonvolunteers.org/events/gva

Celebrate National Volunteer Week
Honor your volunteers with a special event or gesture during National Volunteer Week. Check Points of Lights Institute or HandsOn Network for yearly dates for the holiday. www.pointsoflight.org

Give a handwritten card
Show your thanks by dropping a heartfelt, handwritten card on the desk of your volunteers. Tell them how much their work impacts the organization and how much they are appreciated.

Plan an internal recognition party
Invite staff and volunteers to gather for a fun filled event to honor the volunteers. Whether a barbecue, happy hour outing or catered lunch, be sure the volunteers feel appreciated.

Create Volunteer Wall of Fame
Recognize volunteers within your building on a "Wall of Fame" that features the volunteers' pictures along with a few sentences about them and their role with the organization.

Plan an Awards Recognition Program
Offer staff, board members, volunteers and the outside community to nominate special volunteers for an award ceremony. This works best with large organizations with a large number of volunteers. Then host an awards ceremony event to recognize the awardees with a certificate and/or gift.

Include a volunteer recognition page on your website
Recognize volunteers on your website by creating a dedicated page that features volunteers with photos and short bios, information on what they do for your organization, and opportunities for others to become involved with your volunteer program.

Network & Support

Oregon Volunteers

Get involved! Oregon Volunteers is comprised of up to 25 governor-appointed commissioners from Oregon. You could also serve as a member on the volunteerism, civic engagement or AmeriCorps program committee.
www.oregonvolunteers.org

NOVAA

Northwest Oregon Volunteer Administrators Association (NOVAA) is a professional association for people who manage volunteers--striving to support and further educate. They offer professional development opportunities, resources, tools awards and more.
www.novaa.org

Mid Valley Volunteer Managers Assoc.

The Mid-Valley Volunteer Managers Association promotes the professional role of the volunteer manager and encourages active participation of volunteers in Oregon's mid-Willamette Valley area.
www.mvma.org

ALIVE

The Association of Leaders in Volunteer Engagement (ALIVE) is a national membership organization of leaders and professionals in volunteer engagement. ALIVE serves to enhance and sustain the spirit of volunteering in America by fostering collaboration & networking, promoting professional development, & providing advocacy for leaders in community engagement.
www.volunteeralive.org

Blogs & Wikis

Blogs are intrinsically opinionated, so search out the ones that speak to you. Wikis serve as a hub for collaborative dialogue among visitors. Energize, Inc. offers a great list of blogs and wikis focused on volunteer leadership:
www.energizeinc.com/prof/blogs.html

CyberVPM

CyberVPM is the international discussion group for volunteer managers. Debate the topic of the moment, share resources, get answers to your volunteer management questions and find a community of support for challenges and triumphs unique to volunteer management.
groups.yahoo.com/group/cybervpm/



Find your networks and support

Connect with other professionals in the volunteer management field. These connections help facilitate the free flow of ideas and equip you with relationships that enhance your job performance and capacity. Build face-to-face relationships along with social network connections. When our networks become stronger, we become stronger as individuals.

Connect with volunteer managers in your area

Find and connect with fellow volunteer managers throughout your local area and the state. Find these connections through local volunteer center or through professional organizations like NOVAA, Mid Valley Volunteer Managers Association or the Corporate Volunteer Council.

Collaborate and share ideas

Learn from one another and work to align your advocacy strategies with one another to strengthen your message of the importance of volunteer management. When volunteers are able to create an open dialogue amongst themselves, when experience and knowledge can be shared freely, it can result in more well-rounded outcomes.

Remember to connect with the volunteer center in your area. Oregon Volunteers maintains an up-to-date list of volunteer centers throughout Oregon--you can access that list by visiting:
www.oregonvolunteers.org/volunteer/opportunities/

Become a representative of your organization and its volunteer program by getting involved with community groups, boards, and committees. Serve as a resource for community members in your volunteer management role. Your closer ties to the community will allot unique opportunities to educate and advocate for volunteer managers.

Connect on the Web

Be sure to keep up-to-date with news, events and happenings in Oregon's volunteer management community. The success of the volunteer management profession relies on you taking an active role in its growth which includes forming and maintaining dynamic relationships throughout the field. Share your own knowledge and gain from others.

- Connect to individuals, organizations, causes through social media (Facebook, Twitter, LinkedIn)
- Follow interesting blogs; contribute to wikis
- Comment on news articles
- Share your event photos with media
- Join relevant discussion groups or listservs
- Sign up for the Oregon Volunteers Newsletter and connect on Facebook and Twitter

Action List

Use this list to help complete the action steps discussed in the previous sections:

Commit to Professional Development	Keep Open Dialogue with Decision Makers	Celebrate and Recognize Successes	Find Your Networks and Support
<p>1 Find out more about Oregon Volunteers' Volunteer Management Training 101 and sign up to host a training at www.oregonvolunteers.org/volunteer/training</p> <p>2 Consider becoming an Oregon certified Volunteer Management Trainer through Oregon Volunteers. Find out more at: www.oregonvolunteers.org/volunteer/training</p> <p>3 Set up a face-to-face meeting with someone in the human resources department or marketing department and find out more about their role within your organization.</p> <p>4 Find a training opportunity that interests you and sign up! Find these trainings at any of the great sources listed above.</p>	<p>1 Keep a regular schedule of check-ins with your supervisors and organization's leaders to keep them informed of your program's successes.</p> <p>2 Develop a strong message customized to each of your audiences. Remember to include what will be important to them, from storytelling to economic impact.</p> <p>3 Strengthen the structure of your message by visiting reimaginingservice.org and exploring the four principles listed, then aligning your message accordingly.</p> <p>4 Help convey your message and keep your audience's attention by including visual elements in your presentation such as graphs, maps and wordles.</p>	<p>1 Ask your volunteers to send you a story of service. Collect stories and photos to use for marketing purposes or to send to the media. Remember to get the appropriate photo permissions!</p> <p>2 Write thank you cards or plan a recognition luncheon. Whatever you choose, find a way to recognize your volunteers on a regular basis.</p> <p>3 Have a volunteer recognition event coming up? Send special invites to your organization's leaders, your supervisors, stakeholders and board members.</p> <p>4 Make sure your volunteers feel appreciated by celebrating National Volunteer Week. Also, be sure to celebrate International Volunteer Manager's Day on November 5 each year.</p>	<p>1 Find the volunteer managers network in your area and attend a meeting. These organizations provide great opportunities to connect with other volunteer managers in your area.</p> <p>2 Visit oregonvolunteers.org to find the volunteer center in your area. Connect with that volunteer center and find opportunities to network with volunteer managers in your area.</p> <p>3 Join listservs, follow relevant blogs, contribute to wikis. Make sure you're connected with the people, organizations and agencies engaged in volunteerism and civic engagement.</p> <p>4 Connect with Oregon Volunteers! Follow us on Twitter. Become our Facebook fan and visit our website to join our email list. These are all ways to keep up-to-date with news and happenings in Oregon's volunteerism community.</p>



oregonvolunteers!

Thank You to the Oregon Committee on Volunteerism and our partners for their work in the development of this kit. Visit the Oregon Volunteers website to view a list of the dedicated committee members and our partners.

Helpful Links

www.energizeinc.com

Energize, Inc., is an international training, consulting, and publishing firm specializing in volunteerism. This Web site is full of resources to strengthen volunteer programs.

www.handsonnetwork.org

HandsOn Network inspires, equips and mobilizes people to take action that changes the world through a network of more than 250 HandsOn Action Centers.

www.idealists.org

Idealist is an interactive Web site where people and organizations can exchange resources and ideas, locate opportunities and supporters, and take steps toward building a world where all people can lead free and dignified lives.

www.independentsector.org

Independent Sector is the leadership forum for charities, foundations, and corporate giving programs, committed to advancing the common good in America and around the world.

www.nationalserviceresources.org

The Resource Center, administered by ETR Associates, is the knowledge management, training, and technical assistance provider to the Corporation for National and Community Service. It is the best source for connecting service programs with targeted training & info.

www.networkforgood.org

Network for Good makes it easy to donate and volunteer online, keeping it simple and affordable for nonprofits of any size to recruit donors and volunteers via the Internet.

www.pointsoflight.org

Points of Light Institute includes three business units—HandsOn Network, MissionFish, and Civic Incubator. Their mission is to inspire, equip and mobilize people to take action that changes the world.

www.serve.gov

This Web site, managed by the Corporation for National and Community Service, is a comprehensive clearinghouse of volunteer opportunities and online resources.

www.servicleader.org

Servicleader.org offers specialized resources for volunteers, leaders and managers of volunteers, and instructors and thought leaders.

www.techsoup.org

This Web site offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support.

www.volunteermatch.com

VolunteerMatch strengthens communities by making it easier for good people and good causes to connect. The organization offers a variety of online services to support a community of nonprofit, volunteer, and business leaders committed to civic engagement.

www.worldvolunteerweb.org

The World Volunteer Web, hosted by the United Nations Volunteers program, supports the volunteer community by serving as a global clearinghouse for information and resources linked to volunteerism that can be used for campaigning, advocacy, and networking.

Oregon Volunteers

is the Commission for Voluntary Action and Service in the State of Oregon. We are committed to providing AmeriCorps funding opportunities to organizations and individuals across the state. We work diligently to deliver a best-practices volunteer management training program with consistent, comprehensive support. We strive to provide promotion and recognition for volunteerism and civic engagement across the state. As a convener, catalyst, educator, and advocate, we work to engage citizens in service and strengthen Oregon communities.

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[OREGONVOLUNTEERS.ORG/
FEEDS/LATEST/](http://OREGONVOLUNTEERS.ORG/FEEDS/LATEST/)

Oregon Volunteers is not responsible for the content contained within outside resources listed in this document. We have thoughtfully chosen these resources as ones we feel would benefit readers but their inclusion in this document does not suggest any affiliation. A special thank you to Energize, Inc. and Idealist.com for providing information and resources to help develop this Volunteer Managers Advocacy Kit. © 2011 by Oregon Volunteers