

SUPPORTING EXCELLENCE IN VOLUNTEER MANAGEMENT

- ***Be the leader who empowers your organization to have the best volunteer engagement possible: What does your organization need to be successful?***
 - ***Is volunteering part of your organization's strategic initiative?***
 - Need to understand and own your program
 - How are you using volunteers now?
 - What is the impact of volunteer engagement to your organization?
 - Volunteer in-kind donations
 - www.independentsector.org/volunteer_time
 - \$22.14 for 2012
 - Monetary or other donations
 - Need to cast the vision "I see in my mind a fantastic potential volunteer engagement program."
 - Be future-focused: to get people excited you have to take them to a new place. To take them to a new place you have to make them dissatisfied with the status quo.
 - Talk about the potential roles volunteers can play
 - Be inclusive- use the "our" word instead of "my" word or "his/her" word
 - Drop the word "program" and use "engagement" instead
 - You don't have a volunteer program- volunteers are staff and should be integral part of your staff. Volunteers help run programs and/or deliver services within existing programs
 - Need a strong, positive philosophy- a commitment statement guiding the organization's involvement with volunteers
 - What is the impact of the volunteers you engage with?
 - ***Are you interacting with your (volunteer) board?***
 - Are they in your system? Do you log their hours? Have you presented the program to them?

- ***Be the leader who empowers your volunteer director/ manager/coordinator to have the best volunteer engagement possible: What does your volunteer engagement manager need to be successful?***

- **Respect**

- Volunteer management has been listed in the American government's Dictionary of Occupational Titles since the 60s.
- An appropriate Title:
 - Coordinator- coordinating volunteers
 - Manager- coordinating volunteer coordinators
 - Director- building volunteer engagement in your organization
- Working with volunteers should not be an "add-on" to a busy job
- An appropriate pay grade
 - If a volunteer manager is supervising 200 volunteers; what would an employee manager supervising the same number of staff get paid?
- Time
 - Need time to adequately build or restructure your volunteer engagement plan
 - Need time to research best practices
 - Need adequate time to run the program
 - If volunteer coordination is ¼ of his/her job- then that is all you can expect for a return on your investment
- Supervisors to understand and advocate for the program:
 - Your volunteer coordinator does not have a ready pool of volunteers just waiting to be called into service (unless purposely built. ex: refugee apartment set-up people). Every need requires recruitment.
 - Any old volunteer can't be a volunteer coordinator- it takes a specific skill set and those with those skill sets are working in the field
 - Volunteer capacity is limited by the number of volunteer coordinators
 - Not every person who wants to volunteer is suited for your agency

- **Tools and Finances**

- Tools
 - Office space & supplies
 - Computer & telephone
 - File management & storage
 - Volunteer Management Software

- Access to social media
- Clerical support
- Money: Volunteers are not free!
 - Recruitment plan resources
 - Background checks
 - Trainings
 - Volunteer Fairs
 - Recognition
 - Clerical help
 - Producing literature
 - Money for professional development

○ **Support and Training**

▪ **Training in Human Resources**

- Your volunteer engagement should be built on top of your human resources program: everything from application to files to supervision
 - Needs to have access to and involvement with the Human Resources person in your organization
 - Match paperwork and processes
 - Trained in supervision
 - Volunteer files
 - Need to understand the state & federal laws

▪ **Training in Professional Volunteer Management**

- Volunteer Management Proficiency
 - Kinds of volunteers
 - Casual, occasional
 - Group volunteers
 - Regularly scheduled / vulnerable population
 - Interns
 - Virtual volunteers
 - Volunteer who completes a task off-site from the organization
 - Micro-volunteers (episodic)
 - Do not take long to complete, do not involve high security or data, do not require much supervision

- Crowd sourcing volunteers- when a task or question is offered up online to anyone who would like to take it on (Wikipedia)
- Employee Volunteer Programs
- Skills based volunteers
 - Leveraging specialized skills to strengthen the infrastructure of non-profits
- AmeriCorp/VSTA; RSVP
- Social Media Volunteers: www.join365.org
- Voluntourism
 - Travel which includes volunteering for a charitable cause
 - Medical Tourism (volunteers who travel overseas to deliver medical care)
- Voluntolds: Community Service, School service learning programs
- Understanding volunteers, program planning, paperwork and processes, marketing and recruitment, screening, placing, orienting, training, supervising, retention, program evaluation, dealing with problem volunteers, staff/volunteer relations, producing annual volunteer reports, restructuring programs, using surveys, using volunteers in different generations, file audits, retiring volunteers, terminating volunteers

▪ Personal and Professional Development

- Personal Development
 - Leadership
 - Creativity
 - Building/maintaining relationships
- Professional Development
 - How to make a power-point or Prezi
 - Designing flyers, brochures
 - Public Speaking (Toastmasters)
 - Train the Trainer
 - Grant-writing
 - How to talk to the media
 - Working with a PR firm
 - Capturing Volunteer Stories
 - Fund-raising

o Access to Resources for Volunteer Management Support

• Local Support

- o DOVIA, DAVIA (may have other names)
 - These are associations of leaders of volunteer programs who meet regularly to exchange information and ideas, host workshops and speakers, and plan collaborative activities.
- o What DOVIA does:
 - Promotes volunteer management
 - Shares timely information (new TB regulations) + trends
 - Promotes professional and personal growth
 - Provides training: Prezi, software, etc.
 - Provides a forum for networking and sharing ideas
 - Announce job openings/careers
 - Makes friends & business relationships
 - Builds a bridge between non-profits
 - Builds a bridge between non-profits needing volunteers and corporations with volunteer programs looking to serve
 - Celebrate personal and professional wins
- o The DOVIA Directory for North America: www.energizeinc.com/prof/dovia.html
- o DOVIADM www.doviadm.org
- o The local United Way
 - The United Way has a long history of supporting volunteer management. In Iowa they began over 30 years ago to raise the bar for volunteer management. They have a powerful match web-site for recruitment. www.volunteertruist.org

• State Resources

- o State Offices & Associations, Volunteer Centers
 - o These are state-level professional organizations of individuals who lead volunteer programs. Some states have both a State Office and a State Association, while others have one or the other, and some states have neither. State associations generally sponsor self-training events, link members with each other, publish a newsletter, etc. <http://www.energizeinc.com/prof/dovia/stateassoc.html>
 - o The Iowa Commission on Volunteer Service (ICVS) is composed of talented, dedicated commissioners who share a passion for volunteerism and national service. State Commissions have the responsibility of developing and communicating a statewide vision and ethic of service and promoting that

vision throughout their state. The ICVS and its partner agencies work with volunteerism on two main fronts. The first is to help agencies develop quality programs that use service as a strategy to fulfill their missions and address Iowa's greatest areas of need. The second is helping to engage Iowans in their communities by facilitating service opportunities.

<http://www.volunteeriowa.org/>

- ICVS hosts an annual conference: The Iowa Nonprofit Summit is an exciting, educational and invaluable conference for Iowa nonprofits and volunteer management professionals. This annual conference is part of our continuing efforts to promote the exchange of information and resources among nonprofit and volunteer management professionals. In 2013 renowned volunteer management expert Betty Stallings is the keynote speaker
- <https://www.regonline.com/builder/site/Default.aspx?EventID=1200808>
- Volunteer Centers. The Volunteer Centers of Iowa is a statewide network that connects, builds, promotes and mobilizes Iowa Volunteer Centers. Volunteer Centers of Iowa meet on a monthly basis via conference call and in-person a couple of times a year. The meetings serve to provide training, networking and information-sharing opportunities for the membership.
http://www.volunteeriowa.org/volunteer_centers.aspx

• National Support

- National: Alive, Points of Light, Building Better Skills
- 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 and networking, promoting professional development, and providing advocacy for leaders in community engagement. <http://www.volunteeralive.org/>
- The Points of Light is the world's leading volunteer organization with more than 20 years of history and a bipartisan presidential legacy. Our mission is to inspire, equip and mobilize people to take action that changes the world. We connect people to their power to make a meaningful difference by providing access to tools, resources and opportunities. We equip volunteers to use their time, talent, voice and money to meet the critical needs of our communities
- Points of Light's annual Conference (Conference on Volunteering and Service) provides attendees an opportunity to learn, connect and be inspired through a wide range of exciting and informative plenary sessions, workshops, immersion learning, special events, service projects, exhibits, specialized tracks and more and is the world's largest gathering of volunteer and service leaders from the nonprofit, corporate and government sectors, <http://www.volunteeringandservice.org/>

- HandsOn Network is a network of over 250 volunteer action centers that extend to 16 countries around the world.
 - www.handsonnetwork.org/tools/library
- Betty Stalling is the President of Building Better Skills whose mission is to inspire and empower people to effectively attract and utilize volunteer and financial resources to achieve their organization's mission. She gives out free training resources on her web-site and carries some of the best books and resources supporting volunteerism and fund development. She also has a program called Training Staff to Succeed with Volunteers: The 55 Minute Series which is twelve interactive 55-minute workshops to prepare all staff/leadership volunteers for partnering with volunteers. www.bettystallings.com

• International Support

- Energize, Inc. is an international training, consulting and publishing firm specializing in volunteerism. Susan Ellis is the President. Susan has been in the volunteer management business for 36 years. She is the author of 12 books
 - The *Everyone Ready* Volunteer Management Skill-Building Program delivers quality training and regular communications to learners within your network. Learners can access all resources on their own, at anytime. The program was developed by Energize, Inc., recognized around the world for providing exceptional resources for leaders of volunteers since 1977.
 - Volunteer Management Audit tool
 - www.energizeinc.com
 - <http://www.everyoneready.info/>
 - <http://www.energizeinc.com/art.html> is a Volunteer Management Resource Library covering a wide range of topics
- Idealist (Action without Borders/Idealist) is an international multipurpose, multilingual site that serves people who wish to volunteer, agencies seeking volunteers and people seeking jobs in either human resources or volunteer management.
 - www.idealists.org
 - <http://www.idealists.org/info/VolunteerMgmt/ProfDevelopment#Degree>

▪ Local and International Volunteer Management Certification

- Local: *Excellence in Volunteer Management* (material developed by the Points of Light)- collaboration of the United Way and DMACC; Volunteer Management Specialist Certificate
<https://go.dmac.edu/conteddesc/Documents/volunteermanagement.pdf>
- International:
 - National: Council for Certification of Volunteer Management: Certified in Volunteer Administration" (CVA)

- Association for Healthcare Volunteer Resource Professionals (AHVRP): Certified Administrator of Volunteer Services (CAVS) Credential
- <http://www.cvacert.org/>

▪ Volunteer Recognition/Service Days

- International Volunteer Day: Friday, December 5th 2013
 - Established by the UN General Assembly- about telling the world what volunteers and volunteer-involving organizations achieve for peace and sustainable development
 - UN Volunteers match web-site: www.onlinevolunteering.org
- National Volunteer Week: April 6th – 13th, 2014
- MLK Day of Service- January 20th, 2014
- Make a Difference Day- October 26th, 2013

▪ Volunteer Awards

- Wikipedia: List of Volunteer Awards (by country)

▪ Volunteer Match Web-sites

- www.volunteertruist used to be volunteersolutions.org)
- www.volunteermatch.org
- www.Christianvolunteering.org
- www.1-800-volunteer.org
- www.allforgood
- Craig's List and Your own organization's web-site
- For a complete list of national and international web-sites go to energizeinc.com

- ***Be the leader who empowers your volunteers to have the best volunteer engagement experiences possible: What do your volunteers need to be successful?***

- **Things to Know about Volunteers**

- What motivates them to join organizations? www.volunteerpower.com
 - Basic Level: Self-serving drive
 - Business, friendship, networking, want a job, resume
 - Secondary Level: Relational drive
 - Recruited by a friend or family member
 - Highest Level: Belief drive
 - The level of belief- true inner motivation- is the strongest level of commitment. Even if that cause will cost them a great deal of personal sacrifice and pain
- 10 Ways to Make Your Volunteers Happy about.com
 - They want
 - You to be prepared for them
 - to feel welcomed
 - good training
 - to do interesting work
 - to know up front how much time the job will take
 - to be appreciated
 - you to communicate with them well and often
 - to know that they are helping to make the world a better place
 - to be socially connected
 - to learn something new
- Generational Views on Volunteering
 - Silent Generation
 - Trust hierarchical systems and chain of command
 - Quick to volunteer and do assigned tasks
 - Motivations: Your experience is respected
 - Baby Boomers
 - Grew up wanting to impact “Great Society”- to make a difference
 - Team players, include in meetings
 - Motivations: You are valued and needed
 - Generation X

- Entrepreneurial but want structure and direction
- Must respect the leader to follow
- Motivates: Do it your own way, forget the rules
- Generation Y
 - Technologically savvy
 - Multi-tasking, fun should be part of volunteer experience
 - Motivations: you will work with other bright people, friends

Volunteer Management Quiz

1. Can you name the 9 things that are illegal to ask on an interview?

- a. Race, color, sex, religion, national origin, birthplace, age, disability, marital/family status

2. If a volunteer seems to be a male but self-identifies as a female and wants to use the female bathrooms, can you deny that request?

- a. No, according to the Iowa Civil Rights Act of 2007, what is it illegal to discriminate against a person because of
 - i. Sexual orientation
 - ii. Gender identity: whether *actual* or *perceived*

3. Can volunteers who serve on governmental bodies be held legally liable for unintentional violations of Iowa law?

- a. Iowa law protects volunteers who serve on governmental bodies from legal liability “except for acts or omissions which involve intentional misconduct or knowing violation of the law or actions in which they receive improper benefits”.
 - i. Context: Members of a regional planning commission in northeast Iowa violated the open meetings law by holding a secret vote to purchase property
 - ii. <http://www.omaha.com/article/20130608/NEWS/706089906/1707>
- b. The Iowa volunteer health care provider program affords protection to health care providers by considering them employee of the state and shall not be subject o payment of claims arising out of the free care provided.

http://www.idph.state.ia.us/hpcdp/common/pdf/local_public_health_services/iowa_code_13_524.pdf

4. Can volunteers get a tax exemption for their volunteer service?

- a. Federal- no; but they can expense their mileage
- b. State- no but Governor Brandstad just signed a bill into law in 2013 allowing volunteer firefighters, in recognition of the valuable services they provide, a \$50 annual tax credit.

5. Is it mandatory for background checks to be done on volunteers?

- a. No but starting July 2013 volunteers working at schools and/or operating a business (like an ice cream truck) in a school zone will be subject to background checks as it is illegal for someone on the sex offender registry to be in a school zone.

- b. <http://www.openonline.com/Home/News-Events/News/News-Article-View/ArticleId/389/Iowa-Law-Background-Checks-Mandatory-for-Volunteers.aspx>

6. Can an employee be terminated because they joined a volunteer emergency services organization?

- a. No! Iowa Code Sec.100B.14
- b. What if they are absent or late because of their duties?
 - i. If they have provided the proper notice, they cannot be fired

7. Can employees be asked to volunteer at their work?

- a. According to the Fair Labor Standards Act an employer cannot force you to volunteer for anything on your own time nor can they discipline you for not volunteering or reward you for volunteering (raise, etc.). An employee can volunteer *in a capacity different from their paid employment* but it is wisest for the employer not to ask or make a request for volunteers as it may give the appearance of favoritism.

b. Can an organization fire an employee and fill the position with a volunteer?

- i. No

8. Can you terminate a volunteer?

- a. Yes, Iowa is an at will state
- b. What are some things you should do before you fire a volunteer?
[http://www.casaforchildren.org/site/c.mtJSJ7MPlsE/b.5466409/k.E368/How to Fire a Volunteer and Live to Tell About It.htm](http://www.casaforchildren.org/site/c.mtJSJ7MPlsE/b.5466409/k.E368/How_to_Fire_a_Volunteer_and_Live_to_Tell_About_It.htm)
 - i. Re-supervise, re-train, re-assign, re-vitalize (burned out- give a sabbatical or temporarily assign them to something less draining), refer (to another organization), retire