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STRATEGIES TO
IMPROVE THE
EFFECTIVENESS
OF YOUR
VOLUNTEER
PROGRAM



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IMPRESSIONS

 **LEARNING OUTCOME**

After participating...


...you will be able to implement strategies that improve tracking and overall experience for your young alumni volunteers.


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AGENDA


Improving 4 Key Aspects of Volunteer Management:

1. **Tracking:** Measuring progress and behaviors
2. **Motivation:** Using data and engagement opportunities
3. **Alignment:** Providing growth and other outreach opportunities
4. **Recognition:** Using events, impact reports, and awards

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 **POLL**

Does your institution have a centralized volunteer engagement person/team or is volunteer management decentralized among many program managers?

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■ Impact

- What does impact look like for your organization?
- How big is big?
- High touch - personal experience, interaction with others, systems implemented by people with expertise
- Low maintenance - does not drain staff or volunteer resources (use of technology to streamline)
- High impact - contributes to strategy in a meaningful way



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Measuring progress and behaviors


TRACKING




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■ Why track?

- Data
- Progress report
- Guidance
- Justification/validation
- Organization
- Motivation

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 **POLL**

**Do you currently track volunteers
or code activity in some way?**

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Tracking methods & tools

- Develop a coding system
- What do you need to know?
- Code based on tiers or categories

Volunteer Engagement

Young Alumni On: NO
 Ethnicity Chosen: *** ALL ***
 Citizenship Chosen: *** ALL ***

*** Volunteer Groups ***

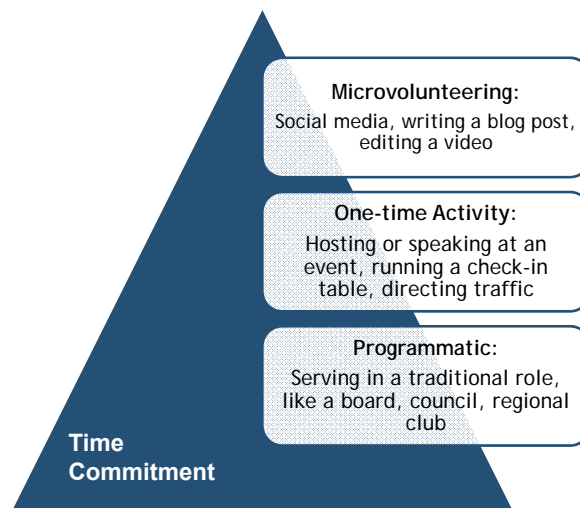
Category: *** ALL *** Activity: *** ALL *** Fiscal Year(s): 2021 2020 CFAE: ALMB ALMG

Volunteer Involvement CFAE(s): *** ALL *** As of: 7/31/2017

Volunteers	% Donors	% Donors without USA	Donors	Value for Donors	% for Donors	FF Credit	DONOR_902_03A
Value 2,082	Value 64%	Value 63%	Value 1,338	Value 780	Value 94%	Value \$16,368,821	Value 1,332

Click & Ctrl for Multiple Selection.
 Click & Shift first and last in a group.

Volunteer categories



Strategies to Improve the Effectiveness of Your Volunteer Program

Existing programs

- Start with the basics:
 - Traditional programs
 - Activity and year
 - Create a legend
 - Essential codes

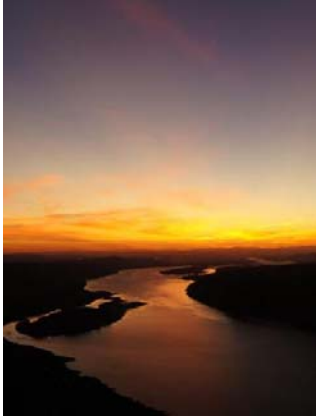
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Evaluation using data

- Scoring system within programs
 - make it clear
 - make it simple
 - make it strategic
- Establish an evaluation process must be two-way


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Evaluation Dialogue



Evaluation Dialogue (written or conversation):

- What were the goals?
- Were they met?
- Did the role meet your expectations? Why or why not?
- What could we do better?
- What could you do better?
- Sunsetting and redirecting an option



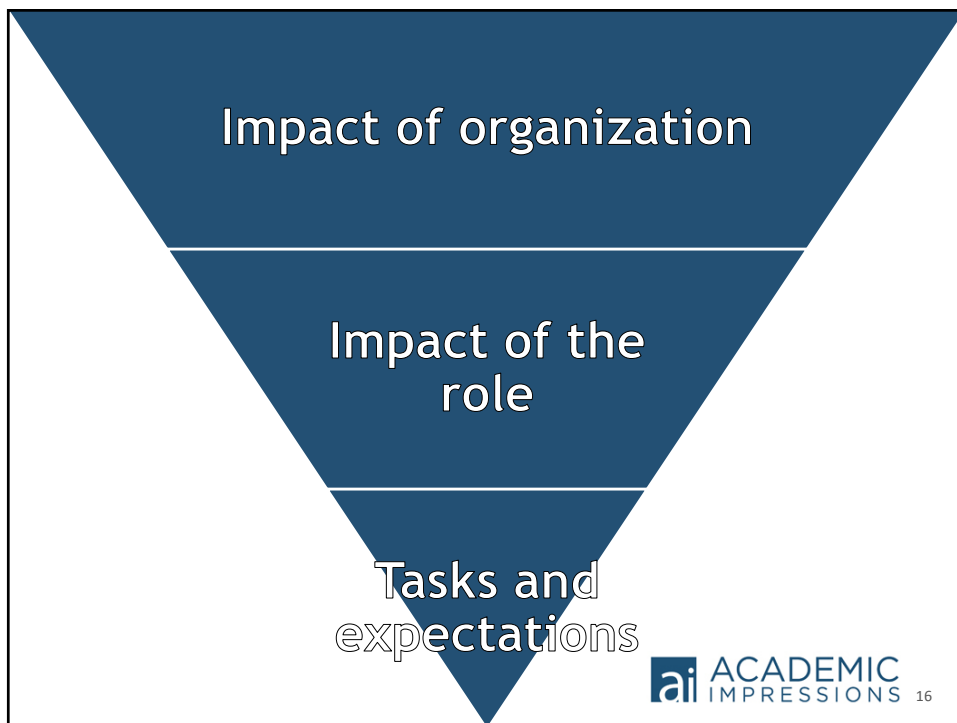
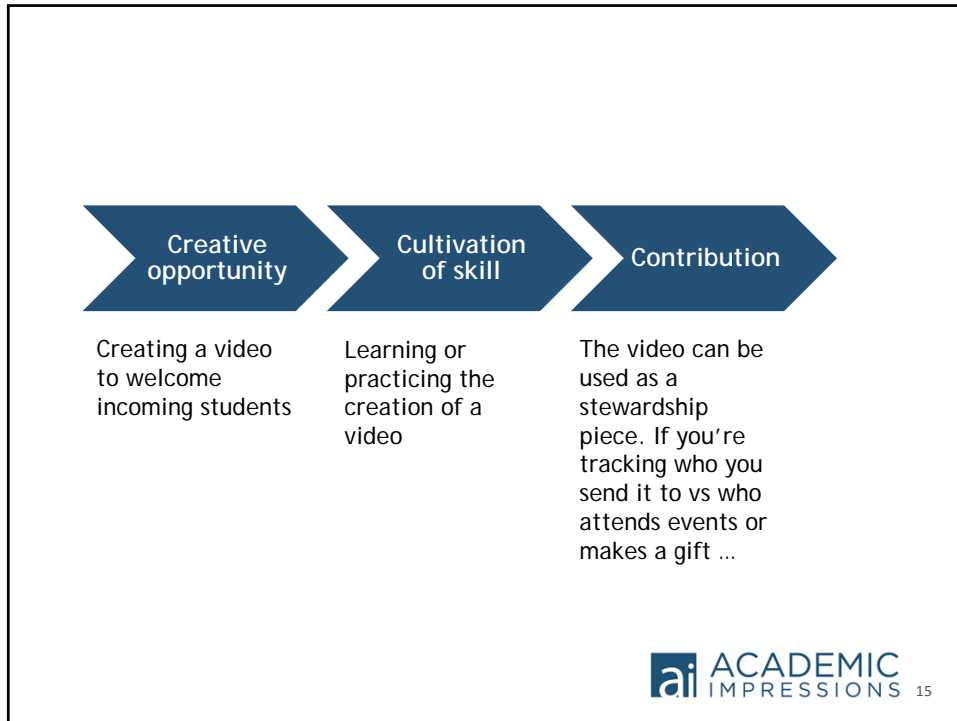
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Using data and engagement opportunities

MOTIVATION



Strategies to Improve the Effectiveness of Your Volunteer Program





RESOURCE

www.Forbes.com

Seriously! I find inspiration in articles about talent management and trends in the workplace. Find a spark and make it your own!



Working from a framework




- Young Alumni Council
- Began as an events-based, programmatic organization
- Managed by the annual fund for purposes of increasing young alumni philanthropic commitment
- Moved into the engagement arm of the operation
- Structure and purpose changed to accommodate high touch, low maintenance, high impact
- Engagement model with empowered group leadership

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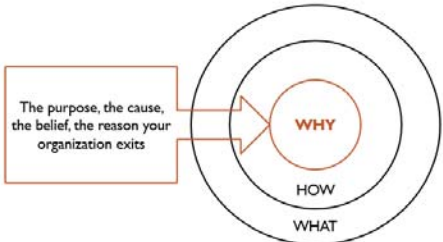
■ Engagement Model - what is it?

- Volunteers complete 10 engagements per year
- Attend two of the three on-campus meetings (2+)
- Complete five visits with fellow young alumni (5+)
- Contribute two posts to the blog (2+)
- Attend alumni events and talk about the role of the YAC (1+)



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■ Engagement Model - what is it?




The purpose, the cause, the belief, the reason your organization exists

WHY
HOW
WHAT

Other expectations:

- Watch (live or recorded) two training webinars through the course of the year
- Make a personally meaningful gift to the Lehigh Fund
- Prepare a personal “elevator pitch” about the YAC role (see, [Simon Sinek’s “Start with Why” Ted Talk](#))



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Engagement Model

The screenshot displays two web forms from the Lehigh University Volunteer Management System. The top form, titled "Search Criteria", includes a warning: "Please DO NOT use the web browser BACK and FORWARD buttons to navigate. Only use buttons or tabs within this tool." It features several dropdown menus for filtering by "Preferred Club", "College", "Student Activities", "Alumni Activities", "Preferred Class", and "Major". The bottom form, titled "Record a Contact with", also includes the same warning and contains fields for "Date of Contact", "Type of Contact", "Result of Contact", and "Amount of Gift Requested". It also has a "Description of Contact" text area and a "Check for Errors Before Saving" button.

Tracking strategies for progress and behavior

- Volunteer Tool
- Tracking Tool
- Personal check-ins from fellow volunteer



QUESTIONS



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Providing growth and other outreach opportunities

ALIGNMENT



■ Dream it, build it,
then welcome
volunteer partners

BUILD FOR STRATEGY

Advocacy marketing - using advocates
(volunteers who've had a great experience) -
to bring others to the table



■ Scarcity vs. Abundance

- Plan - be visionary
- Produce - bring it to reality
- Partner - those who want to be a part of a larger vision for the institution will join ... and improve it
- Don't forget to ensure a space for volunteers!

■ That's all great, but how do I apply it?

Assessing Needs

Prompting Questions:

1. Why do you need volunteers?
2. How does your program fit with Lehigh University's plan/mission?
3. What are your program goals?
4. How do you plan to meet/exceed goals?
5. What is it that you need volunteers to do?
6. How would you outline roles that will address what you need from volunteers?
7. Why aren't full-time staff filling these roles?

Assessing the needs of your program involves identifying the roles and resources that will help you, Advancement, and Lehigh meet our goals. To help you begin assessing your needs, try completing the statement, "If we had more time or bandwidth, we would . . ." Develop a list of projects, items, ideas, that will contribute to the success and growth of your program. From there, you will need to determine which projects should be staff-driven and which may be a good project for a volunteer or volunteers to take on!

Potential projects/roles to contribute to the success of your program:

1. _____

2. _____

Developing & Planning

Now that you've assessed your volunteer program needs, you'll want to create a plan that will help you to implement the projects. Depending on how you like to organize your thoughts, you may want to try utilizing one or a few of the below planning resources. Help yourself stay organized with an outline that lists the mission and goals of your program, how you will achieve them, who will do it and when it will be done.

Goal/Need to be addressed

- ↳ Project
- ↳ Tactics
- ↳ Tactics timeline
- ↳ Point person
- ↳ Resources needed for completion
- ↳ Follow-up

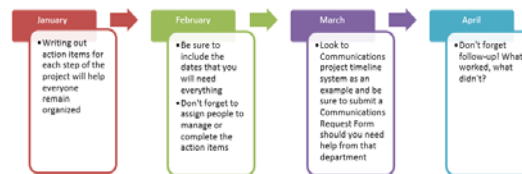
Example

Goal/Need: recruiting new volunteers

Project: Multi-faceted social media campaign

Tactics: Meme on Facebook, flowchart, "tell us why you volunteer in 140 characters or less"

Tactics Timeline:



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Case Study

- Your institution is entering a campaign
 - It will benefit the organization and the goals for the organization if all volunteers involved
 - You work with a volunteer, Amanda, who believes that your institution has "enough money" and doesn't understand why she's expected to give while she's still paying back her loans.
 - She has told you that she "refuses to ask her friends for money."
- What do you do?

■ Case Study

- It's our job as volunteer engagement professionals to recruit volunteers and to keep them motivated
- Never miss an opportunity to educate about philanthropy!
- Becoming a donor is a form of engagement
- Engage Amanda in stewardship activities
- Can she edit student thank you notes to donors?
- How about designing an info-graphic about what the annual fund does?
- Can she help with the volunteer impact report?
- The more Amanda can be exposed to the impact of philanthropy, the more likely she will be to contribute financially in addition to her volunteer work

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QUESTIONS



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Using events, impact reports, and awards

RECOGNITION

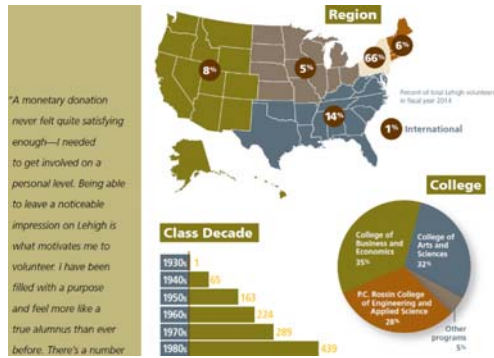


■ Baseline recognition

- List servs are your friends!
- Communicate to your department, to the campus community when possible, the alumni community, and the volunteer group
- Both the success of individuals and the program
- Incentivize - a VIP experience at an event? An opportunity to meet with the president? Discount to Reunion?
- Leverage events and programs - announcing contributions and awards

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Impact Reports



- Keep them interesting
- Share widely
- Try new things
- National Volunteer Appreciation Week (April)
- Consult donor relations and make applicable to volunteers
- A way to promote involvement

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RESOURCE

www.threadinternational.com/our-impact/

Thread International creates beautiful interactive impact reports!

Awards vs. Recognition

- Awards can add to recognition, not sustain it
- Recognize milestones and steps along the way
 - Completing the first year
 - Completing a term
 - Hitting an important point in a project
 - Halfway through their goals
- Acknowledge and celebrate contributions at every turn - keep it fun! Healthy competition is good!
- Named awards are difficult, awards reflective of organizational goals resonate and educate

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CHAT

What recognition practices have you found successful?



TAKEAWAYS

- High touch - personal experience, interaction with others, systems implemented by people with expertise
- Low maintenance - does not drain staff or volunteer resources (use of technology to streamline)
- High impact - contributes to strategy in a meaningful way



TAKEAWAYS


From the volunteer perspective

Creative opportunity, cultivation of skill, opportunity to contribute.

Understand the impact of the organization, impact of the role, THEN the tasks and expectations



QUESTIONS






EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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