

2017 LIVE WELL ADVANCE

VOLUNTEERISM TRACK RECAP

November 2017



LIVE WELL
SAN DIEGO

LIVEWELLSD.ORG

UP YOUR ATTRACTION = GETTING THE RIGHT VOLUNTEERS

Attract stellar community stewards. Build relationships with qualified applicants. Maintain a solid group of go-to volunteers. Create opportunities to boost volunteerism and your bottom line.

- **How do you best market volunteer opportunities for:**
 - **Youth:** Focus on youth and their generational needs; emphasis on mentorship and opportunities to grow and develop
 - **Retirees and Seniors:** Support retired business professionals by sharing their expertise. Many prefer simple clerical work. Retired/seniors age range is broad therefore do not have a stereotype of an age group. Provide flexible schedules and opportunities
 - **Military:** collaborate with organizations
- **What is the biggest challenge you face in attracting volunteer groups and how you work to overcome it?**
 - The onboarding process: provide an application process as well as an open house for volunteers to learn about the organization and volunteer opportunities - this weeds out those who are committed to the organization and opportunities
 - Retirees and seniors tend to not use social media, therefore use feet-on-the-ground organization to share potential volunteer opportunities
- **What specific tools do you utilize for recruitment?**
 - Online and in-person advertisement, campaigns, social media, and flyers, to name a few
 - Get your organization's name out on all volunteer listing sites; promote as much as possible
 - Include volunteers in recruitment activities so they can provide their experience
 - Utilize the "HandsOn San Diego" portal
 - **Resource sites:** "Volunteer Match;" "Idealists;" "Network for Good;" and the "Nextdoor" and "Meetup.com" app/website for community involvement
 - Collaborate with business chambers, colleges, and universities
 - "Target marketing"— partner with like-minded organizations to promote your organization
 - Ask current volunteers how they learned about your program and build off of those responses/experiences
- **What are general procedures for attracting the RIGHT volunteer?**
 - Utilize referral programs- they will know your organization's values
 - You need consistency with your program: outline your expectations with a program manual
 - Structure programs like internships (such as longer term programs that occur six months or longer)
 - Monetize what volunteers contribute towards the organizations; show what the organization was able to save with their support and service

PREPPING YOUR TEAM TO KEEP VOLUNTEERS ENGAGED

Prepare properly. Evaluate and recognize with intent. Develop mutually-beneficial solutions that keep your business, and your volunteer base, happy.

- **If you do not already utilize volunteers in your agency, how might you prepare staff and board to engage volunteers as a strategy for growth and program development?**
 - Utilize volunteers in different capacities
 - Listen to concerns and validate them
 - Always be respectful of a volunteer's time
 - Perform a needs assessment — talk to coworkers and see where there are gaps and develop volunteer job positions (with clear descriptions and expectations)
 - Investing in an initial volunteer concept will save money in the long-run
 - It is estimated that volunteers provide services equivalent to \$24/hour (at the national level) and \$27/hour (at the state level)
 - Bring volunteer engagement to the forefront by allowing them to participate at Board of Directors meetings, staff meetings, etc.

- **How can I prepare myself or a team member for new volunteer support?**
 - Provide an environment so volunteers feel welcome and part of the organization
 - Provide sufficient and ongoing training opportunities
 - Support staff that support volunteers — do check-ins
 - Recognize your volunteers' efforts
 - Try a probationary period of a new volunteer/program before fully investing
 - Establish a customer service culture by providing prompt responses to all inquiries related to volunteer opportunities

- **Once someone decides to dedicate their time to your agency, how do you convince them time after time that they should continue to do so? How do you encourage continued participation in a volunteer program?**
 - Encourage staff to share the value of volunteers' within the department/program and overall community
 - Send thank you cards and continued service recognitions
 - Provide a birthday list for staff to recognize their volunteers
 - Make sure the time/money that volunteers save are transparent to show impact
 - Share figures and results so they know how they contributed to the big picture
 - Highlight their service in newsletters

- **How do you share volunteer impact across the agency and in the community?**
 - Reports, newsletters, social media, and volunteer of the month spotlight

LIVE WELL ADVANCE 2017

Volunteer Panelists Contact Information

November 8, 2017 | Town and Country Resort and Convention Center

Breakout Session 1 (1:45pm – 2:45pm)

Attracting the Right Volunteers

“Up Your Attraction Getting the Right Volunteers”

	Name	Title	Organization	Email
Moderator	Meg Storer	Vice President of Government and Community Relations	2-1-1 San Diego	mstorer@211sandiego.org
Panelist	Tanja Schroeder	Senior Manager, Volunteer Programs and Training	Fleet Science Center	tschroeder@rhfleet.org
Panelist	Debbie Krakauer	Volunteer Coordinator	San Diego Rescue Mission	dkrakauer@sdrescue.org
Panelist	Lucy Lu	Program and Operations Manager	HandsOn San Diego	lucy@handsonsandiego.org

Breakout Session 2 (3:00pm – 4:00pm)

Engaging Volunteers

Prepping Your Team to Keep Volunteers Engaged

	Name	Title	Organization	Email
Moderator	Meg Storer	Vice President of Government and Community Relations	2-1-1 San Diego	mstorer@211sandiego.org
Panelist	Christina Meeker	Volunteer Program Manager	Words Alive	christina@wordsalive.org
Panelist	Cheryl Wegner	Volunteer Coordinator, Department of Parks and Recreation	County of San Diego	cheryl.wegner@sdcounty.ca.gov
Panelist	Melinda Wilkes	Director of Volunteer Engagement	Special Olympics Southern California	melindabellwilkes@gmail.com
Panelist	Casilda Pagan	Regional Alumni Club Manager	UC San Diego	casildapagan@ucsd.edu