

Volunteer Tool Kit

Leadership 2020

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Special Olympics
Pennsylvania



Agenda



- Purpose of a Volunteer Management Plan
- Recruitment Planning Worksheet
- Recognition Planning Worksheet
- Retention Planning Worksheet
- Tip & Tricks
- Sphere of Influence Worksheet
- Planning for success

Purpose of a Volunteer Management Plan



This document is designed to serve as a guide for volunteer management, but should not be considered exhaustive.

As there is no “one size fits all” solution, we encourage you to seek a variety of volunteer management resources.

This plan addresses several key volunteer categories and gives programs the ability to look closely at how they currently work with volunteers and how to make a plan for the future.

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Terminology



RECRUITMENT: Recruiting is the act of identifying groups and individuals for service and asking them to volunteer.

RECOGNITION: Recognition is the act of thanking you volunteers for all they do for your program. These acts can be as simple as an email, card, or email and as elaborate as an award ceremony or picnic.

RETENTION: Retention is the act of volunteers returning to your program once a current volunteer experience is over. It also lends itself to advancing a volunteer to new leadership positions within the program

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RECRUITMENT

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RECRUITMENT PLANNING



TEAM POSITIONS:

- Are your Program team positions filled?
- What positions need to does your program require?

COACHES:

- Number of current active/trained coaches
- Number of New active/trained coaches

GENERAL VOLUNTEER:

- Number of current general chaperone volunteers
- Number of new general chaperone volunteers

RECRUITMENT PLANNING



COMMUNITY PARTNERSHIPS:

- List any current community partnerships
- Community partnership to help with the recruitment of General Volunteers
- Connect with leaders at partner organizations to promote engagement.
- Define and prioritize goals
- Build new partner relationships and strengthen long-standing ones.
- Who in your program could reach out to these partnerships for recruitment opportunities?

RECRUITMENT PLANNING



PART 1 – RECRUITMENT PLANNING WORKSHEET:

Take time to think about what volunteer you will need to have a program that functions across all areas (coaching, events, and management)

TEAM POSITIONS

Are your Program team positions filled?

YES NO

If you checked no – what positions need to does your program require? (Remember you may not need every position filled at this time.)

Look at current volunteer pool; is there anyone who would possible take a position?

COACH & GENERAL VOLUNTEER POSITIONS

Do you have other Volunteer needs within the program?

YES NO

Coaches

Number of current active/trained coaches

Number of New active/trained coaches

General Volunteers

Number of current general chaperone volunteers

Number of new general chaperone volunteers

Look toward Community partnership to help with the recruitment of General Volunteers

- Connect with leaders at partner organizations to promote engagement.
- Define and prioritize goals
- Build new partner relationships and strengthen long-standing ones.

List any current community partnerships

Who in your program could reach out to these partnerships for recruitment opportunities?

RECOGNITION

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RECOGNITION PLANNING

Take time as a team to develop a program recognition plan for your volunteers. If you already do recognition consider reviewing this process every year to develop new ideas.

Answer these questions to come up with your desired
Volunteer Recognition plan





RECOGNITION PLANNING

PART 2: RECOGNITION PLANNING WORKSHEET:

Take time as a team to develop a program recognition plan for your volunteers. If you already do recognition consider reviewing this process every year to develop new ideas. Answer these questions to come up with your desired Volunteer Recognition plan

Do you have a budget for Volunteer Recognition? YES NO

What's the Recognition approach? - *For example, try this sample framework:*



INSPIRE: _____

IMPACT: _____

CELEBRATE: _____

Your discussion should include how to gather resources to begin implementing these practices with volunteers. What team members will take the lead on this task?

RETENTION

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RETENTION PLANNING

- Do you have accurate volunteer job descriptions?
- Do they know the level of commitment of volunteering per position?
- Do you train volunteers in the specific task or position? Do volunteers know who they should turn with questions?
- If you answer no to any of these questions, your discussion should include how to gather resources to begin implementing these practices with volunteers.



RETENTION PLANNING

LEVERAGE VOLUNTEER SKILLS AND STRENGTHS

- Another benefit to getting to know your volunteers is uncovering their hidden talents.
- For example, one of your volunteers may be a talented web designer — but if they only help out at your events, your program may be missing out on a huge opportunity.



RETENTION PLANNING

FOLLOW-UP AND STAY IN TOUCH

- Thank them. Your volunteers are donating their time and skills to Special Olympics. Make sure they know they're appreciated!
- Illustrate their impact. Provide volunteers with data or stories that show the difference they've made.
- Promote future volunteer opportunities. While you're telling volunteers how awesome they are, be sure to include any upcoming volunteer opportunities. Hearing about their impact may inspire them to sign up again!
- Get to know more about them. If you weren't able to talk about their interests before a project, this may be a great time to get to know more about your volunteers. Consider sending a survey, or set up a quick phone call or meeting.



RETENTION PLANNING

PART 3 – RETENTION PLANNING WORKSHEET:

Take some time to gauge how you give volunteers the ability to evaluate themselves and their position in SOPA.

PROGRAM PROCESS:

Do you have accurate volunteer job descriptions?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Do they know the level of commitment of volunteering per position?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Do you train volunteers in the specific task or position?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Do volunteers know who they should turn with questions?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

If you answer no to any of these questions, your discussion should include how to gather resources to begin implementing these practices with volunteers.

TIPS & TRICKS

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TIPS & TRICKS

Articulate Your Volunteer Needs: Identify Your Prospective Audience

- Think about the people who would be well suited to serve in this role and might enjoy doing it. Consider the skills, experience, emotional intelligence, situational factors, passion, and commitment needed to ensure success.
- Based on your prospective list, how might you find applicable candidates? Think about work settings, organizational affiliations, leisure time activities, personal contacts you or they might have, publications they might read, locations in which they might frequent, etc.
- Think about the desires of your prospective volunteers. The more you can connect the 'what's in it for me' viewpoint, which is innate in all people's thinking, to what you need from the volunteers, the more effective you will be at getting the desired responses.



TIPS & TRICKS

Articulate Your Volunteer Needs: **Draft Your Recruitment Message**

A recruitment message should aim to capture the attention, answer basic questions about the opportunity, alleviate any potential barriers, and inspiring them to take further action. Be sure to communicate the mission and goals of the project in a clear, straightforward manner and then connect the dots to what this means for prospective volunteers.

- Start with a hook. Consider including a catchy title and a brief summary of the opportunity with just enough fodder to compel the reader to keep reading.
- What is the need in the program for this work? What negative impact will happen if this role is not fulfilled?



TIPS & TRICKS

Articulate Your Volunteer Needs: **Get the Word Out**

First and foremost capitalize on using word of mouth through the volunteer base of your organization. These are people who are already excited about what you have to offer and can speak to it with authenticity and excitement. When you put those two together the message is contagious.

- Provide these people with informational flyers that they can give out to their friends and relatives.
- Other forms of communication include: newspapers (and weeklies), printed materials such as flyers and posters, social media, local outlets (television, radio, churches, service groups, schools, universities, corporations, organizations, etc.), online platforms and more.

SPHER OF IINFLUENCE

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SPHER OF IINFLUENCE

Recruit within a Volunteers "Sphere of Influence"

Have each recruiter create a list of potential contacts, including:

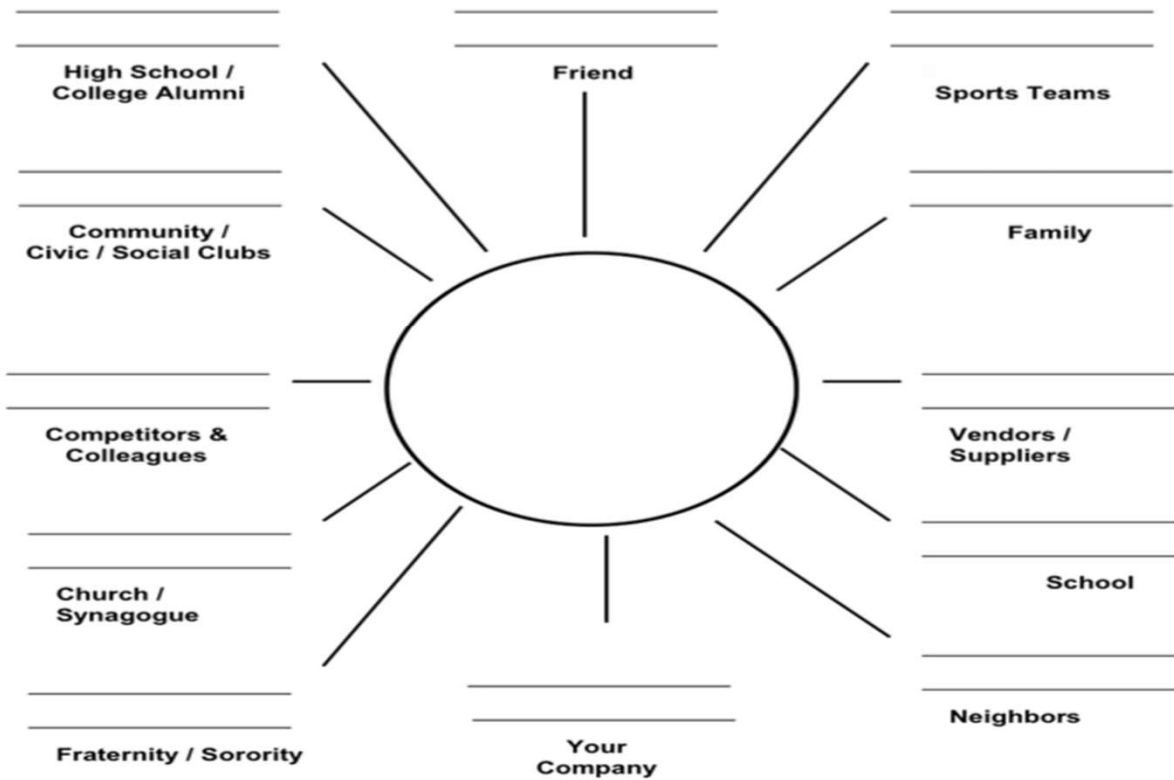
- Friends
- Family
- Co-workers
- Neighbors
- Community members (at church; clubs; sporting teams, etc.)

The central idea follows a basic line of reasoning: Who better to recruit as a volunteer than people who are already connected to you via some other relation. All an organizer has to do is move out in concentric circles through an existing framework of family, friends, coworkers and acquaintances

SPHER OF IINFLUENCE



Your Sphere of Influence



PLANNING FOR SUCCESS

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PLANNING FOR SUCCESS

- What makes a volunteer project successful?
- With every goal, you should identify the actions Program volunteers will carry out in order to achieve the intended outcomes.
- Planning your actions, or activities will help you focus efforts, and to make sure your team is consistently working to meet these goals.
- The following table illustrates one-way goal-setting can lead to an actionable plan.



PLANNING FOR SUCCESS

Goal	Activities	Team Member	Means of Measurement
3 more Soccer coaches for next season	Social Media Campaign	PR Coordinator	Run paid Facebook add for 6 weeks. Keep track of data from FB and follow up with interested Parties.
	Reach out to Community Partnership XYZ	Outreach Coordinator	Set Up a meeting to work with XYZ on a recruitment campaign within their organization. Track for 3 months.

QUESTIONS?

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