How to Grow a Volunteer Crop

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Volunteer Plants

“Like wildflowers, unbidden edibles usually appear wherever they'll have the best chance to survive and reproduce . . . that is, where the soil has the necessary nutrients, the proper pH balance, and just the right amount of drainage to satisfy the needs of the plant in question.”

Overview

* Today’s Volunteers
* Motivation
* Technology
* Leading the Team
Do you recognize people like this?

- Very busy
- Volunteer for multiple organizations
- Want flexibility
- Expects to be empowered
- Won’t tolerate incompetence
- Tech-savvy
- They want to make a difference
- No micromanagement!
“Both philanthropy and volunteering are roughly twice as common among Americans as among the citizens of other countries.”

(Bowling Alone; based on The Ladd report)
Today’s Volunteers

Retiring professionals-
• Significant role, making a difference
• Need flexibility

Young Professionals-
• Expectations
• On their time

Gen Y -
• I Googled it!
• Media multitaskers
When I get older, losing my hair
Many years from now...
You can knit a sweater by the fireside
Sunday mornings, go for a ride
Doing the garden, digging the weeds,
Who could ask for more...
When I’m sixty-four
New Breed of Volunteer

The Profile -

• Call the shots

• Passion for the cause, but can’t make it work in the old mold or pattern

• Need flexibility and the ability to customize the job

• Simply, they want to drive the program!
Motivating Them!

Offer special privileges and perks

• Provide perks – let them know you value them
• Don’t make them spend their own money

Send them to conferences

• Training is essential
• Provides motivation
Motivating them!

Activity

“Without feedback you don’t know where you stand.”

• Thank you notes!
• Text messages
• Email
• Phone call
• Pat on the back
• High five
Motivate Them!

Provide tangible incentives
• Logo apparel
• Gift certificates
• Flowers
• Awards
• Write ups in newsletters
• Plaques
• ???

Have fun
• Groups that play together, stay together
• Don’t forget to laugh!
The Arts Center team kicked off the year with a party, a little project planning and then watched the most wonderful documentary about a great gardener and topiary artist. We recommend the movie, A Man Called Pearl
Motivate Them!

Be available to your volunteers
• They will want “chat time” with you
• Means the world to them!
• Communicate

Provide food
• Food motivates people
• Special luncheons
• Younger generations really like food
• Helps in retention
Motivate Them!

Accountability
- Through a little competition

Positive Gossip
- Praises on one, go to another
- Second-hand compliments

Huddles
- Quick meeting, but not called a meeting
- Quick overview of the day
- Don’t sit down

Thanking families of volunteers
Leaders set the vision for where an organization is going.

Managing paves the road to get there.”
No man ever steps in the same river twice, for it’s not the same river and he’s not the same man.”

~Heraclitus
Luddite

a. Why Thank You!

b. How Dare You! I am NOT!

c. Huh?
Luddite

A person opposed to increased industrialization or new technology.

“a small minded Luddite resisting progress”
Technology

* Email
* Websites
* Blogs
* Tweet
* Smartphones
* Apps
* Youtube
Great Volunteer Teams

* Passion
* Focus
* Strategy
* Team/Community
* Training
Passion

“Volunteers do not necessarily have the time; they just have the heart.”

~Elizabeth Andrew
Focus
* Mission statement states your cause. It states why you exist and the service you provide for the people you serve.

* Vision statement states your future. It declares where you want to go. ...it puts strategic legs on the mission statement to capture the energy of your volunteers.
Community: Building Team Spirit

* Don’t leave community building to chance

* Tell your stories
Training
Leaders as Leaders

Lead by Example

• Make others feel important
• Promote the vision
• Follow the golden rule
• Admit mistakes

• Criticize/Critique quietly
• Stay close to the action
• Make a game out of competition
When I’m 64