

## Information from Volunteer Management Workshop

Sponsored by Bozeman Area Community Foundation, August 28, 2019, Shannon Stober, presenter

Day-long program, held at Bozeman Public Library. Estimate 35-40 people attending, from organizations like HRDC, Montana Conservation Corps, Habitat for Humanity, etc. These organizations use volunteers differently than UUFB does, so some content not directly applicable. OUTSTANDING presenter!

**Vision:** What is our vision for the role of volunteers in UUFB? Is leadership bought in? (Yes)

Have a volunteer handbook with policies, procedures, job descriptions, training. (May be more than or somewhat different from what UUFB needs?)

In Montana, volunteer time is valued at \$25/hour.

“Culture eats strategy for lunch.”

**Volunteer demographics:** college age lowest, parents more than non-parents, religious organizations more than other types. **41.6% came forward** in response to a call, **41.2% were asked individually to participate**. Word of mouth helps.

**Volunteer recruitment:** Can think of this in Maslow’s terms. First tier of volunteer motivation is self-serving (“what’s in it for me?”); next is belonging; third is belief/self-actualizing/mission. Good recruitment messages combine all three motivations: benefit to you, sense of community, worthy cause. “We don’t HIRE by putting out a flyer.”

Ideas for UUFB created by Program Council 12/1/19

Benefit to you: good way to meet people, fun, seems that it would meet your interests, chance for you to use your \_\_\_skills, chance for you to share your talent to UUFB, could be used on a resume

Sense of community: You will like the people on this committee, you will fit with this group, share names of other committee members, feel a part of the larger Fellowship, a way to learn how things work around UUFB, get to others who share your same commitment, we can find a place for your skills and talents

Worthy cause: work of this committee fits our mission statement in this way ....., I know you are committed to these ideas

Guilt does not work as a recruitment tool

### Recruitment Strategies

**Broad-based**, like outreach, using flyers, general announcements. Upside: good outreach. But not very effective. Good marketing/outreach, but poor recruitment.

**Concentric circle:** Who do I know, who do they know? The most powerful tool. “Same old people” can reach or suggest their friends. “Same old people” is not *necessarily* a sign of failure—that’s how it’s done. Downside is burnout.

**Targeting:** Know what type/skills needed, go find them and bring them in. Use the concentric circle to target out. Powerful but need to know what you're looking for. Prepare ahead.

Create a list of skills needed on your committee and use it to recruit.

### **No guilt!**

#### **Why do volunteers quit? (from notes)**

Burnout, not feeling needed, it's not fun anymore, life happens, it didn't meet my expectations, my input wasn't valued. The organization is not organized. I didn't get to contribute as I wanted. I was told what to do. Closed group—no room for new people or ideas. Emotional exhaustion.

#### **Why do volunteers quit? (from hand-outs)**

Not vetting volunteers properly, unclear expectations

Asking too much OR too little of volunteers. There can be developmental stages of involvement.

Unhealthy or unprofessional environment

Lack of proper training, including how the volunteer effort fits with the organizational mission

No flexibility in opportunities

Lack of or disorganized communication

#### **Good things to do**

Provide an orientation to the committee – relationship to mission statement, committee description – need to know what they are getting into

Allow five minutes at beginning of activity to “gather and settle” (like our check-in). Have a volunteer kick-off party. And do more *visible* volunteer recognition.

**Communication** must be clear, regular/reliable, consistent, with check-ins and follow-up.

**On-boarding** should be recognized as a distinct process, even involving an interview to understand the role & commitment, the volunteer's motivation, etc. Need permission for background checks.

**“Supervision”** may be overkill for us, but it involves things like a position description and documentation in case “it doesn't work out.” Volunteers can be “coached out.” They *can* charge discrimination.

## **Questions for UUFB Committees**

1. Does your committee need volunteers for specific roles *in addition to* committee membership?
2. What do you need volunteers (and committee members) for? Projects, specific tasks, special activities, etc.?
3. Are these episodic (show up once or twice) or recurrent (longer-term, predictable)?

4. What skills and/or characteristics are needed for your committee? (They are probably *not* all found in any one person.)
5. How can you tell if someone has any of these?
6. What skills/characteristics are not well-represented on your committee right now? What do you need to look for as you recruit new members to fill these gaps?

**Suggestions: Make a list of the skills needed by your committee – for ex. a detail person or someone who knows about finances. Committees don't necessarily need just bodies, they need the right bodies. This can also be a recruiting tool. "We need someone with your financial skills to help us on our committee." List would be used internally by the committee but could also be shared with the Leadership and Governance committee to help them with their planning.**

7. Are there developmental stages in work on or for your committee? This can help ease people in and/or it allows you to reduce the ask: instead of being a member of our committee, would you help us with this or that task or project? **This is often an effective way of getting people involved**
8. What, if anything, does the leader of this committee need that is different from other committee members?
9. What orientation or background do new members or volunteers need to get started?
10. What numbers are important? We can't manage what we don't measure. Examples: projects completed, services provided, attendance, number of volunteers, number of hours, etc. This will be helpful for the Annual Report.
11. What seems to be the main reason people leave the committee or quit volunteering?