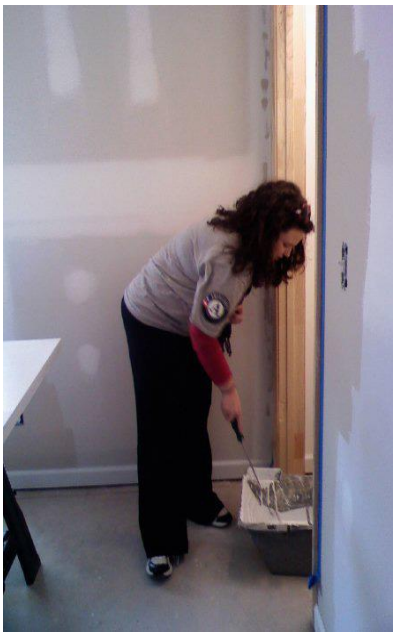
Volunteer Management Toolbox



Corporation for NATIONAL & COMMUNITY SERVICE

LIVE UNITED.

United Way

Volunteer Management Toolbox

As with any profession, in order to be successful as a Volunteer Resource Manager, it helps to have the right tools to get the job done.

The Volunteer Management Toolbox is a dynamic, ever-growing document that seeks to capture and share best practices, expert recommendations and lessons learned in the field of Volunteer Resource Management. The following strategies and resources are based on responses from volunteers and volunteer managers throughout the state of south Carolina to address the various needs and elevate the practice of volunteer management. This toolbox will be updated periodically as we attempt to keep up with the continuous improvements and strategies that are being developed and applied by knowledgeable professionals in this important field.

RECRUITMENT

- Recruitment of volunteers should be inclusive and diverse to mirror the rich resource population of the community:
    - A Guide to Involving Young Disabled People as Volunteers (Scope, a UK-based organization)
    - Working with Online Volunteers and with Disabilities (ServiceLeader.org) Provides tips about working with volunteers with disabilities
    - The Denver Foundation's Inclusiveness project – A project based in Denver aimed at helping nonprofits become more inclusive of people of color
    - Reaching Out to Spanish-Speaking Volunteers: A Guide to More Inclusive Community Building (Points of Light Foundation)
- For those organizations with military bases in their communities, recruit the military spouses and their families. They are often seeking meaningful activities while their spouses are deployed.
- Connect with leaders in the community as advocates to help with recruitment efforts (e.g., reach out to pastors, Chambers of Commerce, economic development staff, etc.). Identify people who have the power to inspire others to volunteer for your cause.
- Establish forums or coalitions for like-minded organizations with similar missions or community populations (i.e. small, rural, health) to share common issues/resources (e.g., transportation, decent volunteer pool, etc. – issues that are unique to that group)

RETENTION

- Communication to volunteers about community impact is critical. Survey results indicate that most organizations communicate impact or results through newsletters, reports, informal updates, etc. However, something is missing – volunteers are often not clear about how their efforts have contributed to the organization's success. Volunteers should understand how their specific tasks (e.g. stuffing envelopes, reading to a young student) contribute to the mission of the organization.

- Host one-time, yearly volunteer events for families (a majority of volunteers recalled that their first volunteer experience occurred when they were children). Organizations in need of volunteers and who desire to sustain volunteers well into the future should look for collaborative and creative ways to host at least one one-time yearly event for families to participate as volunteers, thus planting the seed of volunteerism for the next generation. See http://www.librarysupport.net/librarylovers/eventips.html

- Volunteer skills-based assessment is critical to matching the right volunteers to the right position. http://www.handsonnetwork.org/nationalprograms/skillsbasedvolunteering

- Volunteer managers should provide a feedback system for volunteers throughout the volunteer's tenure. It is important to gain the volunteer's buy-in to the project or task at hand. The volunteer should be empowered with enough information to sufficiently complete the project or assignment and be held accountable to the quality of the assignment.

- Volunteers must be educated on the organization's mission as well as the program goals. Volunteers overwhelmingly reported finding opportunities by word-of-mouth. Also, if they fully understand an organization's mission and how they contribute to it, they will become informal volunteer recruiters and advocate for your cause.

RESOURCES, PARTNERSHIPS, AND COLLABORATIONS

- Volunteer Managers should use the existing recruitment and volunteer management resources that exist:
    - Best Practices in Leadership of Volunteers – *Nine Best Practices to Follow*, from Volunteer Management Practices and Retention of Volunteers, The Urban Institute, June 2004

    - Energize, Inc., has a great list of recruitment tools, articles and books – www.energizeinc.com
    - Sign up for a Community Leader subscription through Volunteer Match and receive a full suite of recruiting tools – www.volunteermatch.org
    - Corporation for National & Community Service: Resources for Recruiting Members and Volunteers – www.cncs.gov
    - Local Volunteer Resource Management resources (i.e. Trident United Way has downloadable 'components of successful volunteer resource management", monthly e-newsletters to support nonprofits, etc.)
- Share volunteers with organizations that have similar missions to keep those volunteers engaged (e.g., volunteers who are interested in beach clean-up are also likely interested in national park clean-up). Volunteers who are interested in categories of issues (such as environmental preservation) will appreciate the collaborative efforts of like-minded organizations and will feel more invested in the collective cause.
- Trident United Way's Day of Caring model for successful service events include utilizing a volunteer team made up of project managers to help design the development and implementation of projects for multiple organizations or for complex volunteer events. This use of skills-based project planning/management can be extremely helpful in single agency projects as well.

CREATING A CULTURE OF VOLUNTEERISM

- Organizations must ensure that their mission and vision are inclusive of volunteers and their worth to the organization. This means making an intentional effort to include discussion of volunteers at every board meeting (see "Creating a Statement of Philosophy on Volunteer Engagement" by Betty B. Stallings with Susan J. Ellis https://www.energizeinc.com/art/altw.html.
- For additional information on volunteer resources and area workshops, contact the South Carolina Association for Volunteer Administration – www.scava.org
- For information regarding local training opportunities for volunteer managers, contact the Director of Volunteer South Carolina, lynne.ford@uwasc.org.

ADDITIONAL RESOURCES

Professional Development Resources

Association of Fundraising Professionals – AFP - **www.afpnet.org**

Corporation for National & Community Service Resource **www.nationalserviceresources.org**

Nonprofit Quarterly - Don't have time to scour the Internet and a wide array of publications for the latest news that applies to your work? Let the *NPQ* Newswire do it for you.
https://nonprofitquarterly.org/

SCANPO (SC Association of Nonprofit Professionals) **www.scanpo.org**

Standford Social Innovation Review - covers best strategies for nonprofits, foundations and socially responsible businesses **www.ssireview.org/**

Volunteer Centers, HandsOn Action Centers **www.handsonnetwork.org/actioncenters**

Recognition Resources

President's Volunteer Service Award **www.presidentialserviceawards.gov**

The Jefferson Awards

SCAVA Governors Awards for Volunteerism – www.scava.org

Technology Resources

Beth Kanter Beth's Blog:How Networked Nonprofits Leverage Networks and Data for Social Change **http://www.bethkanter.org/the-networked-nonprofit/**

IdealWare Helping Nonprofits Make Smart Software Decisions www.**idealware**.org

Nonprofit Technology Network **www.nten.org**

Tech Soup **www.techsoup.org**

VolunteerMatch **www.volunteermatch.org**

Our Shared Resources **www.oursharedresources.org**

Volunteer Statistics

Corporation for National & Community Service Volunteering **www.volunteeringinamerica.gov**

Deloitte Volunteer Impact Reports **www.deloitte.com/dtt/article/0,1002,cid%253D162408,00.html**

Independent Sector Giving and Volunteering Reports**www.independentsector.org/programs/research/gv01main.html**

US Department of Labor Volunteer Reports **www.independentsector.org/programs/research/gv01main.html**

Websites of Interest

Seasons of Service calendar **www.servicewire.org/calendar**

Websites about volunteer resource management

ALIVE Association of Leaders in Volunteer Engagement **www.volunteeralive.org**

Blue Avacado **www.blueavocado.org**

Electronic Gazette for Volunteerism **www.volunteertoday.com**

Energize, Inc. **www.energizeinc.com**

Idealist.org's Volunteer Management Resource Center **www.idealist.org/vmrc**

National Service Resource Center **www.nationalserviceresources.org**

Points of Light **www.PointsofLight.org**

VolunteerMatch **www.volunteermatch.org**

VolunteerResource.org **www.volunteerresource.org**