



Volunteer Leaders
How to Engage and Keep them Involved
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“The road to happiness lies in two simple principles: Find what it is that interests you and that you can do well, and when you find it put your whole soul into it-every bit of energy and ambition and natural ability you have.”

-John D. Rockefeller III

Overview

- Benefits of Engaging Volunteers
- Benefits to Volunteering
- Variety of Entry Points
- Why and How Volunteers get Involved
- Why Volunteers Stay Involved
- Strategies for Growing/Developing Fundraising Volunteers
- Gender Issues
- Generational Issues
- Making the Ask
- Effective Partnerships
- Don't Forget ...

Benefits of Engaging Volunteers

- Volunteers help develop and nurture relationships on behalf of the organization
- Connection to the community-introduce friends and/or colleagues to organization
 - Volunteers open doors and provide access to other volunteers and donors
 - People to give to people they know
 - Remember - people give to people first; organizations second
- Volunteers offer different perspective, outsiders point of view; not as close to the issue, staff live it day in; day out
- Volunteers who are emotionally invested are more likely to support the organization
 - Work to help the volunteer establish an emotional connection with the organization
- Opportunity to tap into the individual expertise each volunteer brings to the table
- Additional free people power; more hands on deck
- Volunteers spread the word
- People (especially women) give big money to organizations they have been involved in, in some capacity

Benefits to Volunteering

- Differs for each individual-variety: passion for the mission, social, networking, skill building, etc. - the key: know what motivates your volunteers
- Opportunity to make San Diego a better place to work, live and play for all who live here
- We truly believe our involvement can and will make a difference
- Provides personal development opportunities; opportunity to learn variety of skills- don't assume particular area of involvement based on professional expertise, i.e. Public Relations person-communications, CFO-treasurer, provide opportunity for volunteer to try other areas different from expertise
- Provides opportunity to meet interesting people from a variety of backgrounds
- Opportunity to get to know people with shared values and develop life-long friendships
- Opportunity to learn and grow - life-long learning; live longer!

Variety of Entry Points and/or Types of Volunteers

- Hands on volunteering (serving meals, tutoring, cleaning up the beach, etc.)
- Auxiliaries
- Special events
- Children's activities (museums, Scouts, YMCA's)
- Client/user of services (i.e. parents/senior centers, hospitals)
- Personal experience (disease, cancer, disease, education, etc.)
- Committees

Why and/or How we get involved

- Personal experience
- Out of obligation
 - Parent steps up to be the cookie mom or dad for a Girl Scout troop
 - Stay involved because of the relationships they create and the success they see
- Friends suggestion
 - Friends give to friends first; organizations second

Why we stay engaged

- Believe strongly in the mission
- Believe we can make a difference and/or contribute in some capacity
- Good Communication
- Stay in touch
- Ongoing information
- Good people involved (both staff and volunteers)
- Efforts are appreciated

Strategies for Growing/Developing Fundraising Volunteers

- Identify individuals with shared values
 - Recruit/identify individuals that are mission driven
- Demonstrate the need; make the case (over and over), i.e. testimonials at meetings, mission moments at every gathering, fingertip fact on every agenda
- Bring volunteers along with the organization, maintain relationships over long period of time
- Provide the opportunity for volunteer to see, feel, taste, touch and hear the case, i.e. tours, videos, testimonials
 - Provide up close and personal tour of programs provided; services rendered
 - Provide opportunity for volunteer to hear testimonial first hand-saving lives; changing lives

Strategies for Growing/Developing Fundraising Volunteers

- Engage the volunteer in a meaningful way
- Demonstrate a variety of ways to contribute
- Convene alumni groups, boards, committees, chairs, etc.
- Ways to serve-advisory committees, special event committees, walks, gatherings, advocate
- Acknowledge and appreciate the contributions (time, talent, treasure) of volunteers

Gender Issues

- The majority (86%) of women examine a charity's mission and efficiency for themselves when deciding to give
- Women seek out institutions that deal with the issues they care about and often want a relational tie to the charities they support
- As a rule, women get involved with an organization prior to making a financial gift
- Women now control about half of the investment wealth in the United States, and they are overseeing a majority of the intergenerational transfer of wealth over the next 50 years, which is valued between \$41 trillion and \$136 trillion
- Life expectancy — the average life expectancy for girls born in 1999 was 79.4 years and for boys, 73.9 years — and it's clear that many women will both earn and inherit money in the years ahead

Generational Issues

- Many opportunities presenting itself in volunteer and donor cultivation and stewardship - continue to engage long-standing, more experienced volunteers, while at the same time identify, cultivate and engage next generation of volunteers and donors
- Similar opportunities in fundraising strategies - continue with tried and true fundraising practices (high touch); while at the same time developing viral marketing program
- Identify various Affinity Groups; develop strategies based on profile of Affinity Group
- Need to and/or benefit to mixing it up-engage volunteers in a wide age range, each offer different gifts and perspectives-both are critical to understanding the past, embracing the future

Making the Ask

- Provide tools for volunteer to be comfortable making the case
- Identify individuals that share your values
- Make the Case; Demonstrate the need
- Practice “the speak” and/or talking points
- Staff’s job to set volunteers up for success
 - Staff has to know the facts in making an ask, i.e. qualifications for a grant, criteria
 - Staff to do the research to determine the amount to ask and not leave the money on the table
 - The number one reason people don’t give? They weren’t asked.
 - Nothing ventured. Nothing gained.

Effective Partnerships

- Set each other up for success
- Respect each others roles/responsibilities
- Shared responsibility
- Compliment each other skill sets, supplement and enhance each others strengths
- Work as a team partner, knowing that $1 + 1$ can = 3
- Don't take each other for granted
- Hold self and each other accountable, don't allow "non participants" to drain energy from group

Don't Forget

- Simplify, simplify
- Prioritize, Prioritize
- Cultivate caring and generosity
- When someone is speaking, offer her one hundred percent of your attention
- Develop trusting relationships with your volunteers is key
- Be generous with sincere compliments
 - Say thank you
- No surprises!

“The best way to succeed is to discover what you love and find a way to offer it to others.”

-Oprah Winfrey