

New trends in volunteer management

1

DONNA ANN HARRIS
HERITAGE CONSULTING INC.

Heritage Consulting ©2012 Donna Ann Harris

Agenda this section

2

- Dealing with episodic volunteers
- Pro/cons of episodic and temporary volunteers
- Defining tasks for them
- New role of the committee chair
- Micro volunteers vs. cyber volunteers

Heritage Consulting ©2012 Donna Ann Harris

3

Episodic volunteerism

- Long term commitments are out
- Short term opportunities are in
- Often called ad hoc volunteers
- Not adjusting to these changes spells failure for your volunteer effort
- An issue with recruitment AND retention

Heritage Consulting ©2012 Donna Ann Harris

Episodic volunteers

4

Pro	Con
<ul style="list-style-type: none"> • Prime for younger people/families • Focused energy • Clear expectations • One and done! • If description is done well everyone feels satisfied 	<ul style="list-style-type: none"> • No time to build relationships • Staff may perceive not worth training for short term benefit • Perceived as unreliable • Resources focused on long termers • Risk management issues

Heritage Consulting ©2012 Donna Ann Harris

Types of Ad Hoc/episodic Volunteers

5

- **Temporary**
 - a few hours or up to a day.
- **Interim**
 - less than six months. An example is an intern or someone doing community service work.
- **Occasional**
 - regular intervals for short periods of time, less than a day

Heritage Consulting ©2012 Donna Ann Harris

Charity auction temporary volunteers—job descriptions

6

1. Bid runner
 - In a silent auction, a bid runner takes the bids to the announcer after bidding is closed. Transmitting accurate information is essential. Must be mobile and energetic, with lots of stamina.
2. Product runner
 - A product runner stands near the front of the room during the live auction and delivers merchandise or certificates to highest bidder as designated by the auctioneer.
3. Clean up
 - Volunteer stays for two to three hours after the auction to assist in packing auction related supplies for return to the organization

Heritage Consulting ©2012 Donna Ann Harris

Committee chairs=Key Volunteers

7

- Provides the glue
- Understands how to break events/activities down into chunks
- Develops job descriptions for these people
 1. Occasional volunteer—hourly
 2. Temporary volunteer—daily
 3. Continuous or interim volunteers--monthly

Heritage Consulting ©2012 Donna Ann Harris

Break jobs down

8

Task	Continuous KEY	Interim > 6 months	Temporary Daily	Occasional Hourly
Promo Committee leadership	Monthly meeting			
Event leader	Per event activity	Per event		
Event task leader		Per event	For entire event	
Day of event supervisor			Specific c task	
Hand out water				2-4PM
Clean up team				4-6PM

Heritage Consulting ©2012 Donna Ann Harris

Motivations

Episodic volunteers

- Great for young people
- “Their involvement would be of a more individual, short-lived, and noncommittal nature, and less driven by altruistic and social motivations”

Key volunteers

- Want more satisfaction
- Build job skills
- Want to make connections
- Reconnect in their towns
- Great fit with new retirees

Heritage Consulting ©2012 Donna Ann Harris

Key volunteers are the committee chairs

- Often just a handful in any MS org
- Committee and event chairs
- Become “unpaid” staff
- Interns/really really regular volunteers
- Treat like staff
- Take time to supervise and work with.

Heritage Consulting ©2012 Donna Ann Harris

Work Plans are essential

Recruitment does not stop—EVER!

Job descriptions vital to keep on task

Good communication



Still need good volunteer management systems and reporting

Heritage Consulting ©2012 Donna Ann Harris

Helping committee chairs lead

- Start with one activity in the work plan
 - Not a task that the committee chair leads
 - Find a willing activity leader
- Break down tasks for specific time frames
 - Temporary—less than a day
 - Interim –less than 6 months
 - Occasional –less than a day
- Try recruiting specifically for these jobs
- Check in/check up with activity leader

Heritage Consulting ©2012 Donna Ann Harris

What happens at a committee meeting then?

13

- Committee chair gets reports from activity leaders when there is news to report
- Some activity leaders won't come to meetings for months
- Committee chair has more work between meetings than at meetings
- Allow people to call in to meetings?
- Strong chair is necessary to be the glue

Heritage Consulting ©2012 Donna Ann Harris

Micro volunteering and Cyber volunteering

14



Heritage Consulting ©2012 Donna Ann Harris

Live vs. cyber-volunteers

15

- Cyber volunteering is NOT that different than volunteering on-site:
- People management issues
 - setting and communicating goals
 - assessing progress
 - giving regular feedback
- Best situation is both live AND cyber volunteers, with flow back and forth

Heritage Consulting ©2012 Donna Ann Harris

Differences

16

Cyber volunteers

- Non local
- No local norms
- Motivations
- Known mostly on line
- Known by "handle"
- Potentially huge number available

Regular/live volunteers

- Local
- Local norms
- Motivations
- Personal touch
- Know by name/sight
- Porous relationship with organization
- Potentially small number

Source: www.VirtualVolunteeringProject.org

Heritage Consulting ©2012 Donna Ann Harris

Cyber-volunteers: Pro/Con

17

- Can be done at any time, day/night/weekends
- From any location-local, national, world
- Great for short term projects
- Access to many different skill levels
- Not urgent turn around
- No personal contact with volunteer
- Motivation may be difficult
- Still requires phone consultations
- Retention is particularly hard
- Volunteer may not feel connected/proud
- Safety

Source: [www.Virtual Volunteering Project.org](http://www.VirtualVolunteeringProject.org)

Heritage Consulting ©2012 Donna Ann Harris

Do not start one if:

18

- Weak existing face to face volunteer program in place
- No support from the Board, manager or committees
- No job descriptions and immediate things for people to do
- No written code of conduct (see handout)
- No commitment to turn around of 48 hours

Heritage Consulting ©2012 Donna Ann Harris

Best tasks for cyber volunteers are:

19

- That can be evaluated primarily by qualitative rather than quantitative results;
- Tasks that do not involve high security or handling of sensitive information;
- Information-handling jobs that require computers



Source: [www.Virtual Volunteering Project.org](http://www.VirtualVolunteeringProject.org)

Heritage Consulting ©2012 Donna Ann Harris

Sparked.com

20

- Crowdsourcing for volunteers
- Great for opportunities where you need a lot of advice.
- VERY VERY TINY JOBS



Heritage Consulting ©2012 Donna Ann Harris

Sparked.com

Heritage Consulting ©2012 Donna Ann Harris

22

The importance of Thank you

- Can never say it enough in Main Street
- 3 times 3 ways
- In person
- In writing
- In front of their peers

Heritage Consulting ©2012 Donna Ann Harris

Saying thank you on line

The Design Team has been working on two important projects these past few months. Project Team volunteer Wilbur Sanders has begun taking photographs of each of the buildings along the avenue. These are important for the committee's use because we need "before" photos of the Avenue. These will be helpful in records of the condition of the buildings as well as along Terrestrial Avenue from Old House to Station. Wilbur is having fun in the occasional buildings at the south end of the avenue. The earlier photo.

- In the case of cyber volunteers or Microvolunteers
- Say thanks—A LOT
 - ✦ On Twitter
 - ✦ On Facebook
 - ✦ On your web site
 - ✦ On your blog
 - ✦ In the annual report

Heritage Consulting ©2012 Donna Ann Harris

Summary

- Committee chair as “unpaid staff”
- Work plans are even more essential if you are managing
- Contact must be regular
- Thanking never stops

- Try breaking down tasks into time available
- This method may suit some and not others
- Need for a highly functioning ORG Team essential
- Recruitment and Orientation still matter

Heritage Consulting ©2012 Donna Ann Harris

Questions?

25

Heritage Consulting ©2012 Donna Ann Harris