Mobilizing Your Volunteer Army

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Objective

- How to get the most out of the volunteers you currently have – and how to recruit new volunteers that align with your mission and vision.

You have your volunteers. You have your event or project. Now what? This session will discuss the ways to mobilize your group of volunteers to accomplish the tasks and meet high expectations set forth by event directors and board members.
Why do people get involved as a volunteer in an organization?

What is the motivation for people to take their time, money, and talent to become involved?

What does it take for volunteers to get involved and stay involved?

The question is WHY?
The basic level of recruiting is self-serving.

- People often join an organization because it meets their needs. That need may be for business, for friendship, for belonging, or many other self-serving needs.

- Networking
  - Get a discount if you offer a service that the nonprofit needs.

- Get new business
  - If they are looking to make new business or get new clients, they are not going to do a poor job.

Examples include: Political volunteers and Interns

When we recruit at the basic level, we stress the personal benefits volunteers will receive when they work for our organization.
The next level of recruiting is Relational.

- People also volunteer because of friendship. When a friend personally asks someone to volunteer, it is often hard to say, “No.” If the friend is excited about a certain cause, he or she is the best person to do the recruiting. Relational marketing is one of the most effective marketing tools (Invest in Relationships – IIR marketing).

- Harry Truman and Bill Clinton
  - Truman – Shaking hands and kissing babies
  - Clinton – Excitement about the person

Many people volunteer or join an organization because they were recruited by a friend. The advantage of having a recruiting team is that the synergy of brainstorming increases because we have just increased our sphere of influence. Two people only have so many contacts; however, a recruiting team of ten people can introduce hundreds of potential volunteers.
The Third level of recruiting is Belief.

- This is the strongest level of commitment. When people volunteer because of their passion for a cause – when they believe in our cause, we have their strongest level of commitment.

- Personal Sacrifice is not an issue
  - Time, money, resources

- True believers
  - What we do is right and for the good of the community.

Within our organization, we recruit volunteers at all of the levels. But in time, we want every recruit to be a believer. This is our goal as staff, donors, and board members.

In our organizations we find recruits at all three levels, and we can use each kind of motivation to enlist volunteers.
You have your recruits ... Now What?!?!
When trying to get your volunteers ready to plan or execute your **EVENT**, here are some helpful tools:

1) Volunteer List – Who do you have, who are you missing? Do they add value???

2) Committee Structure

3) Roles and Responsibilities

4) Communication Discussion

5) Time Commitment

6) Orientation

**Army of Support**
When trying to get volunteers to become **BOARD MEMBERS**, ask yourself these questions:

1) Can they help me recruit top talent?
2) Will they help provide governance?
3) Do they have contacts in the community that they can help connect me with?
4) Can they set and evaluate strategic goals?
5) Will they help provide marketing and operational expertise?
6) Do they solve problems and support the management team?
When trying to get volunteers to become **BOARD MEMBERS**, you DO NOT want these kinds of volunteers:

1) Cause CEO or E.D. to leave

2) Cause Internal Confusion

3) Cause Internal Animosity

4) Cause damage to the reputation of the organization in the community

Thank you for voicing that terrible idea and making this meeting last even longer.
How do you engage **YOUTH** volunteers?

1) Need to explain the WHY
2) Let them be a part of the solution
3) Why are they so important?
4) Let them have a voice

**The Next Generation of Donors and Volunteers**
How do you engage **ONE-and-DONE** volunteers?

1) Make them feel important.
2) Explain the impact.
3) Gather their information.
4) Tell the story.
5) Inspire them so they will return.

One-And-Done
Top Ten Reasons Why People Volunteer

• It is good for you
  Relieves stress and makes you healthier

• It saves resources
  Estimated value of a volunteer is $15.36

• Volunteers gain professional experience
  Allows people to test out a new career or path

• Brings people together
  Diverse people working together for a common goal

• Promotes personal growth and self esteem
  Fosters empathy

• Strengthens the community
  Support families, improve schools, support youth, beautify the community

• Learn a lot
  Volunteers discover hidden talents.
  Learn about new functions within the community – city government, nonprofits, etc.
  Gain knowledge about other resources to solve community needs.

• Chance to give back
  Learn about other resources to help those in need.

• Encourages civic responsibility
  Investment in the community.

• Make a difference!
  Every person counts!
QUESTIONS?