



Driving A Successful Volunteer Program

Shannon Cobb

Director, Community Outreach and
Communications

Zachary Swierat

Coordinator, Volunteer Referral

*If you want to build a ship, don't drum
up the women and men to gather wood,
divide the work, and give orders.
Instead, teach them to yearn for the
vast and endless sea.*

*Antoine de Saint-Exupery, The Wisdom
of the Sands*

www.volunteer-center.org

What We Do

Increase the quality and quantity of volunteers in Westchester and Putnam.

Nonprofits



Volunteers



Corporations



Today's Objectives

- ▣ Key elements of a successful volunteer program
- ▣ Avoiding unnecessary risk
- ▣ How to gain the most out of The Volunteer Center services
- ▣ Set up preferences for next topic we cover

Key Elements of a Successful Volunteer Program

- ❑ Assess Agency Volunteer Needs and Capacity
- ❑ Develop Job Descriptions, but Leave Flexibility
- ❑ Create Program Policies and Procedures
- ❑ Create a Marketing (Recruitment) Plan
- ❑ Interview to Ensure a Good Match
- ❑ Provide Adequate Training
- ❑ Keep Them Engaged
- ❑ Recognize Them!
- ❑ Evaluate



Key Elements of a Successful Volunteer Program

Volunteer Needs Assessment

- Keep it mission-focused
- Look at areas that can be *improved*
- Logistics & Capacity –When & where (enough chairs and computers?)
- Client Needs – ask them!
- Long-term and short-term goals
- Plagiarize
- Attitudes – Support from the top down
- Risk Management

Key Elements of a Successful Volunteer Program

Volunteer Needs Assessment



Take 1.5 minutes to write down all the roles volunteers can play in a driver program.

Key Elements of a Successful Volunteer Program

Volunteer Needs Assessment

- ❑ Drivers
- ❑ Speakers Bureau
- ❑ Special Events
 - Planning, set-up, registration, media/VIP watchdog, children's crafts, face-painting, etc.
- ❑ Friends Programs
 - All ages (Kids for Wish Kids)
- ❑ Advocacy Volunteers
- ❑ Pro-Bono Consulting Work
 - Marketing, Financial, Strategic Planning, Technology Planning, Graphic Design, Writers, Photographers, Video Editor, Web Designers, Project Development
- ❑ Partnership Council/Advisory Council
- ❑ Support
 - Office, database, phones, mailings

Key Elements of a Successful Volunteer Program

Creative Job Descriptions

- Title
- Duties & expectations
- What is the Need/Goal of position
- Training
- Supervisor
- Time Commitment
- Qualifications: skills, minimum age etc.
- Location
- Security, background, health screening

Key Elements of a Successful Volunteer Program

Policies and Procedures

- ❑ Dress code
- ❑ Criminal Records and DUI's
- ❑ Minimum hours and times, absentee rules
- ❑ Screening and risk management
- ❑ Record-keeping and evaluations
- ❑ Confidentiality
- ❑ Supervision, grievances and termination
- ❑ Insurance coverage
- ❑ Equal opportunity

Key Elements of a Successful Volunteer Program

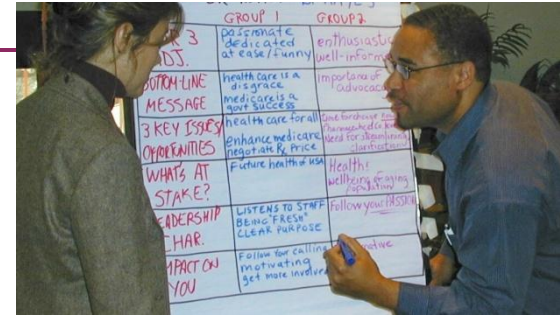
Interviewing and Screening

- ❑ You do not have the same restrictions as staff interviews. Ask what you really *need* to know
- ❑ Better to say “no” now than fire later
- ❑ Don’t catch warm-body syndrome
- ❑ Be flexible
- ❑ Background checks & references
- ❑ Google searches



Key Elements of a Successful Volunteer Program Training

- ❑ Orientation vs. training
- ❑ On-the-job vs. formal
- ❑ Use as screening tool
- ❑ Remember to focus on the mission
- ❑ Include overview of fundraising activities
- ❑ Questions your volunteers should know how to answer:
 - What is one story that has touched you personally about the agency?
 - What does your agency do?
 - What is the need that the agency serves?
 - What does the agency spend their money on?
 - How can I get more involved?



Key Elements of a Successful Volunteer Program

Recruitment

- The Volunteer Center, One-Stop-Shopping:
 - Online: www.volunteer-center.org
 - Special postings: Youth Volunteer Guidebook, National Connections Online, LoHud.com
 - Media: special features
 - Specialized Volunteers
 - Volunteer Internship Program
 - Board Bank
 - Experienced Volunteer Executives and Professionals, Job Readiness, Board Resource Team
 - E-Newsletter goes out to over 6,500 people each month
- Other Recruitment: NY State, national etc.

Key Elements of a Successful Volunteer Program

Keep Them Engaged

- ❑ Worst thing you can do is to have nothing for them to do
- ❑ Don't underestimate their value
- ❑ Give feedback – good and constructive
- ❑ Remind them how important they are to the mission
- ❑ Communicate expectations



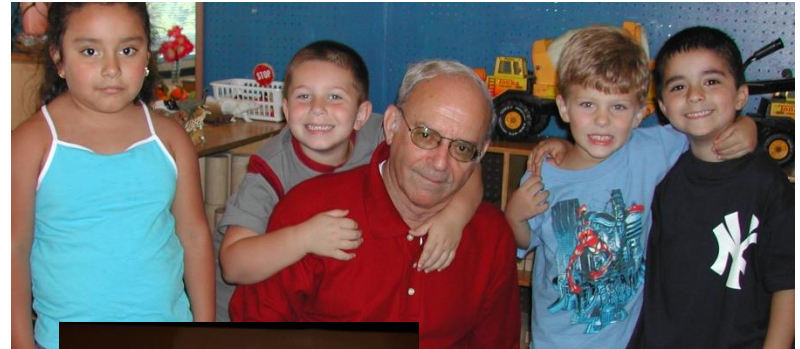
Key Elements of a Successful Volunteer Program

Recognize and Motivate Them

Affiliation: likes to help people, have friendly contact with others

Achievement: wants to accomplish goals, make things more efficient

Influence: likes to impact, influence, lead and advise



Key Elements of a Successful Volunteer Program

Recognize & Motivate Them, Cont

□ **Affiliation Volunteers like:**

- Lunches, teas, social time (RSVP luncheon)
- Birthday cards
- Greeted by name

□ **Achievement Volunteers like:**

- To know impact of their work
- See results and how effected the mission
- Work on tasks with marked goals

□ **Influence Volunteers like:**

- Awards: Volunteer Spirit Awards - Someone Special
- Introduction at events
- Badges & uniforms

Key Elements of a Successful Volunteer Program

Evaluation

- ❑ Short-term, longitudinal, statistical analysis, comparative study, subjective, observation, anonymous
- ❑ Evaluate: volunteer performance, program success, client satisfaction
- ❑ Measuring *impact* vs. numbers
- ❑ What would help “sell” your program to a funder or board member
- ❑ The estimated dollar value of volunteer time in NY is \$28.52/hour for 2009 (Independent Sector)
- ❑ Look at studies from other nonprofits

Register with The Volunteer Center

The screenshot shows the website of The Volunteer Center of United Way. The browser title is "The Volunteer Center of United Way - Microsoft Internet Explorer". The page features a navigation menu with "Home", "About Us", "Support Our Work", and "Login". The main header includes the logo "THE VOLUNTEER CENTER OF UNITED WAY" and the tagline "60 Years of Inspiring Meaningful Change" next to a photo of an elderly woman and a younger woman. Below the header is a navigation bar with four tabs: "Volunteers", "Nonprofits", "Corporations", and "Programs". The "Volunteers" tab is selected. The page is divided into several sections: "Find Volunteer Opportunities" with a search form for keyword, location, and distance; "Sign Up For Emails with the Latest Volunteer Options" with an email registration form; and "News/Events/Announcements" featuring three articles: "Join Our Great Team! Job Openings", "Tips for Volunteering During the Holidays", and "We Are Moving Our Office, November 19-23, 2009!".

The Volunteer Center of United Way - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Home | About Us | Support Our Work | Login

THE VOLUNTEER CENTER OF UNITED WAY

60 Years of Inspiring Meaningful Change

Volunteers Nonprofits Corporations Programs

Find Volunteer Opportunities

Keyword(s)

City & State or Zip Code *

Distance

City

Search HandsOn NETWORK

Sign Up For Emails with the Latest Volunteer Options

Enter email:

Go

View our Most Recent E-Newsletter

News/Events/Announcements

Join Our Great Team! Job Openings

The Volunteer Center has a wonderful team of staff and volunteers. We are currently seeking to fill three positions: *Executive Director*, *Coordinator*, *Community Outreach*; and *Manager*, *Volunteer Navigation*.

[Read more...](#)

Tips for Volunteering During the Holidays

Caring people all over Westchester and Putnam want to keep the holidays in perspective by helping others. This is a wonderful way to share the joy of the season, and to make the experience even better, [here are a few holiday volunteer tips...](#)

We Are Moving Our Office, November 19-23, 2009!

The Volunteer Center will be moving to a new office late in November. You will find us at a beautiful Mack-Cali building at 220 White Plains Road, Tarrytown 10591. You will still be able to reach us on our main line, 914-948-4452. We look forward to seeing you at our new home!

Objectives

- ❑ Understand the tools and resources available to you through the Volunteer Center
- ❑ To be able to create a profile for your organization and create volunteer job postings
- ❑ To be able to use the website to communicate with and manage your volunteers

The Volunteer Center Resources

- 1-800 Volunteer
 - An national, online database which links Volunteer Centers across the county
 - Volunteers can use it to search for service opportunities in their area, manage their placements and track their hours
 - Volunteer groups can use it to manage their membership and refer themselves as a group
 - Nonprofit organizations can use it to post volunteer opportunities, receive volunteer referrals and manage their corp. of volunteers
 - It is free

Volunteer Center Resources

- How can you use 1-800 Volunteer?
 - The database can be used to recruit volunteers, from the internet as well as from the volunteers who call in or interview at the Volunteer Center
 - The database can be used to actively reach out to potential volunteers from the active volunteers listed in our database
 - The database will allow you to quickly send messages and updates to your volunteers, track their placements and manage them based off of their availability

Volunteer Center Resources



How to begin

- Visit www.volunteer-center.org and follow the "LogOn" link at the top right hand corner
 - Click on "Create Free Account"
- Call Zachary Swierat at 914-227-9301 or at zachary@volunteer-center.org

Search

Keyword(s)

Examples: education, writer, Habitat

City & State or Zip Code *

Example: Washington, DC

Distance

Search

[Advanced Search](#)

* Required

[Home](#)

[Login](#)

[Calendar](#)

[Advanced Search](#)

[Browse Organizations](#)

[About Us](#)

[For Nonprofits](#)

[Help](#)

CREATE AN ACCOUNT

Volunteers & Groups

Create a free volunteer account that lets you:

- Signup for volunteer opportunities
- Keep a record of your service hours
- View your schedule of opportunities
- Enter your skills and availability for volunteering in times of disaster
- Create opportunity email alerts
- And more!

[Sign Up as Volunteer](#)

Your volunteer account also lets you create groups so you can:

- Express interest on behalf of your group
- Send e-mails to your group's members
- Enter service records for your groups

[Sign Up as Group of Volunteers](#)

Organizations

Create an organization account that lets you:

- Post opportunities searchable by over 100,000 registered volunteers
- Schedule and keep track of your volunteers
- Run comprehensive reports
- Leverage support of local volunteer centers
- Receive national membership benefits
- **And more!**

[Sign Up](#)

-  [Create New Opportunity](#)
-  [Create New Event](#)
-  [Create New Volunteer](#)

My Account ▼

[Profile](#)

[Users](#)



[Opportunities](#)

[Activities](#)

[Events](#)

[Emergency Events](#)

[View Calendar](#)

[Volunteers](#)

[Volunteer Groups](#)

[Referrals](#) ▼

[Volunteer Matches](#)

[Reporting](#) ▼

[Resources & Training](#)

ORGANIZATION HOME

View and manage your Events, Opportunities, Activities from your admin homepage. Quickly view Volunteers and Service Hours that need confirmation. [Learn more about Events, Opportunities, and Activities.](#)

Awaiting Renewal

| Opportunity/Activity | Renew Date | |
|---|------------|---|
| Volunteer Greeter | 06/25/2008 |  |
| Volunteer Placement Assistant | 06/25/2008 |  |

Showing 1 to 2 of 19. [1](#) [2](#) [3](#) [4](#) [5](#)

Events [Opportunities](#) [Activities](#) [View Full Calendar](#)

Upcoming Events Date Status

Nothing found to display.

Recent Events Date Status

Nothing found to display.

Recent Activity

[Opportunity referrals](#)

[Activity referrals](#)

Quick Links

[Go to Opportunities and Activities](#)

[Go to Events](#)

[Find a Volunteer](#)

[View Pending Referrals](#)



[New Opportunity](#)

My Account ▾

Opportunities

Activities

Events

Emergency Events

View Calendar

Volunteers

Volunteer Groups

Referrals ▾

Volunteer Matches

Reporting ▾

Resources & Training

OPPORTUNITIES

From this page you can manage your Opportunities. Search for individual Opportunities by status, ID number, keyword, or Zip code. Options include creating, editing, scheduling, and previewing individual Opportunities.

| | | | | |
|-----------------|--|--------------------|--------------------|----------------------|
| All (51) | Awaiting Approval (0) New (0) Updated (0) | Active (11) | Expired (0) | Archived (40) |
|-----------------|--|--------------------|--------------------|----------------------|

Narrow List [Clear](#)

Opportunity ID Keyword
 City & State or Zip Code City
 Event

+ More Options

Title Alpha **All** | 0-9 **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Filter Your Search Results

Showing 1 to 10 of 51. Results per page: **10** [25](#) [50](#) [100](#) [250](#)

| | |
|--|---|
| <p>At-Home Placement Specialist</p> <p>Volunteer Center: The Volunteer Center of United Way Posted By: TVC - The Volunteer Center of United Way Volunteers are needed to do phone work from home assisting people find volunteer opportunities. These Volunteer Placement Specialists will use the internet to access information on hundreds of agencies throughout Westchester and Putnam Counties. Through phone appointments, the Placement Specialist will collect basic information like skills and interests from people seeking volunteer opportunities. Placement Specialists help refer the person t...</p> | <p>ID: 95026 Zip Code: 10591 Duration: Ongoing Dates: 04/01/2003 - (Ongoing) Status: Archived</p> |
| <p>Total Volunteers Needed: 4</p> | |

General Details

English

Español

Volunteer Job Title *

Description *

Special Requirements

Volunteers Needed

Flexible

Opportunity Location

Copy

Copy location information from profile to this form

Address *

City *

State *

Zip *

Country

Opportunity Contact

Copy

Copy contact information from profile to this form

Volunteer Center Resources

- Notes about posting opportunities
 - All organizations and job postings must be approved by the Volunteer Center
 - Opportunities can be either one-time or long-term
 - In addition to opportunities, you can also post
 - Activities – volunteers can attend but not receive hours
 - I.E. Training sessions, recruiting nights, etc.
 - Events – Used to organize multiple events and opportunities under one goal
 - I.E. A special event which has multiple positions to fill

My Account ▼

[Profile](#)

[Users](#)

Opportunities

[Activities](#)

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[Find a Volunteer](#)

[View Pending Referrals](#)

Events [Opportunities](#) [Activities](#) [View Full Calendar](#)

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Recent Events Date Status

Nothing found to display.

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Volunteer Groups

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Volunteer Matches

Reporting

Resources & Training

Manage your Volunteers. You can add new Volunteers or edit existing Volunteer profiles.

Narrow List

Clear

Volunteer ID Username

First Name E-mail Address

Last Name Home Zip Code

Last Name Alpha **All** | 0-9 **ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Showing 1 to 10 of 2,013. << 1 2 3 4 5 >> Results per page: 10 25 50 100 250

| ID | Username | Last Name | First Name | Reg. Date | Zip Code | |
|--------|----------|-----------|------------|------------|----------|--|
| 545669 | | | | 12/15/2007 | 10538 | |
| 727305 | | | | 09/26/2009 | 10704 | |
| 672499 | | | | 02/09/2009 | 10530 | |
| 649776 | | | | 11/17/2008 | 10463 | |
| 687181 | | | | 04/10/2009 | 10801 | |
| 482609 | | | | 09/24/2001 | 10710 | |
| 703126 | | | | 06/23/2009 | 10710 | |
| 704001 | | | | 06/25/2009 | 10605 | |
| 706394 | | | | 07/07/2009 | 10607 | |
| 594950 | | | | 05/30/2008 | 10533 | |

Showing 1 to 10 of 2,013. << 1 2 3 4 5 >> Results per page: 10 25 50 100 250

Icon Legend

From this page you can manage your Opportunities. Search for individual Opportunities by status, ID number, keyword, or Zip code. Options include creating, editing, scheduling, and previewing individual Opportunities.

All (51)

Awaiting Approval (0)
New (0) | Updated (0)

Active (11)

Expired (0)

Archived (40)

Narrow List

Clear

Opportunity ID Keyword

City & State or Zip Code City

Event

More Options

Title Alpha All | 0-9 **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z** Find

Filter Your Search Results All (51) [?]

Showing 1 to 10 of 51. Results per page: 10 25 50 100 250

At-Home Placement Specialist

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ID: 95026
 Zip Code: 10591
 Duration: Ongoing
 Dates: 04/01/2003 - (Ongoing)
 Status: Archived

Total Volunteers Needed: 4

Referrals: 0



Reporting

Resources & Training

Narrow List

Date From [Clear](#) Name

Date To [Clear](#) Volunteers With

Day(s) of Week Sun Mon Tue Wed Thu Fri Sat

Time of Day Morning Afternoon Evening [Find](#)

Showing 4 of 4. 1

| Referral | Start | End | Availability |
|--------------------------|-------|-------------------------|---|
| <input type="checkbox"/> | | 04/01/2003 - 06/30/2011 | Hours: 0 (per session) Times: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Days: <input type="checkbox"/> M <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> | | 09/03/2009 - 06/30/2011 | Hours: 0 (per session) Times: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Days: S M T W T F S |
| <input type="checkbox"/> | | 09/28/2008 - 06/07/2009 | Hours: 4 (per session) Times: <input type="checkbox"/> <input type="checkbox"/> Days: S <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> S |
| <input type="checkbox"/> | | 09/26/2009 - 06/30/2011 | Hours: 0 (per session) Times: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Days: <input type="checkbox"/> M <input type="checkbox"/> <input type="checkbox"/> T <input type="checkbox"/> <input type="checkbox"/> S |

[Check all on this page](#) | [Check all on all pages](#) | [Uncheck all](#)

With Selected: [Add Service Hours](#) [Remove from List](#) Total selected: 0

Export: [PDF](#)

 Create New Opportunity  Create New Event  Create New Volunteer

My Account ▾

Opportunities

Activities

Events

Emergency Events

View Calendar

Volunteers

Volunteer Groups

Referrals ▾

Volunteer Matches

Reporting ▾

System Reports

E-mail Reports

Custom & Saved Reports

Resources & Training





E-MAIL REPORTS

Use "E-mail Reports" to send volunteers or organizations e-mail directly from the 1-800-Volunteer.org system.

E-mail Reports

E-mail Opportunity/Activity Participants  - E-mail volunteers signed up for a specific opportunity.

E-mail Volunteers  - E-mail all volunteers or selected volunteers by filtering with other criteria.

Contact Emergency Volunteers  - E-mail volunteers signed up for a disaster emergency event.

My Account ▾

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[Volunteer Messages](#)

[Reporting](#) ▾

[System Reports](#)

[E-mail Reports](#)

[Custom & Saved Reports](#)

[Resources & Training](#)



SYSTEM REPORTS



Contact Information

Volunteers - Name, Address, Phone, Email, and basic demographics for volunteers.

Volunteer Groups - Name, Address, Phone, Email, and basic demographics for volunteer Groups.



Opportunities

Opportunities - All opportunities in summary or detailed view.



Referrals and Service Hours

Sign-In Report - Volunteer signups by date(s) available.

Volunteer Service Summary - Registration date, service hours, and referrals by volunteer.

Volunteer Service Details - Opportunity service records and hours by volunteer.

Volunteer Group Service - Registration date, service hours, and referrals by volunteer group.

Opportunity Referrals - Individual opportunity referrals by organization.



Additional Reports

Volunteer Center Resources

- Notes about managing your volunteers
 - If a volunteer refers themselves to an opportunity online, they are not admitted until you approve them
 - This can be changed to automatically confirm volunteers
 - Volunteer lists can be exported to PDF or excel documents

Volunteer Center Resource

- Other notes about posting
 - Although it is best if you actively monitor and manage your organization's profile, you can post directly by sending your information to the Volunteer Center
 - It is still important to post as that it will tell the volunteers and the referral agents of your need
 - Your contact information is only accessible to registered volunteers
 - This is done to prevent spammers from contacting you
 - You can set multiple administrators for your account however please be sensitive to you volunteer's information
 - Administrators should be someone within the organization you trust with personal files

Volunteer Center Resource

- Other notes about posting
 - Advanced tools for recruitment
 - Volunteer Match
 - 1-800Volunteer Sorts through the list of 12,000+ active registered volunteers and sends a custom invitation to participate in your service opportunity
 - Setting limits for opportunities
 - If you have a cap for a volunteer position, you can set an automatic cut off to have the opportunity pulled from the database
 - Volunteer Feedback
 - Volunteers can provide feedback on the opportunity to help you develop the program

Volunteer Center Resources

Questions?

Next Session topics?

Contact Us

The Volunteer Center of United Way

(914) 948-4452

www.volunteer-center.org

volunteer@volunteer-center.org