

Identifying & Maximizing Your Program's Unique Skills

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LIFECARE ALLIANCE

Nourishing The Human Spirit.



LifeCare Alliance operates a highly successful Volunteer Program, engaging thousands of volunteers every year, to serve 15,000 active clients throughout 5 Central-Ohio counties—Franklin, Madison, Marion, Champaign, and Logan.

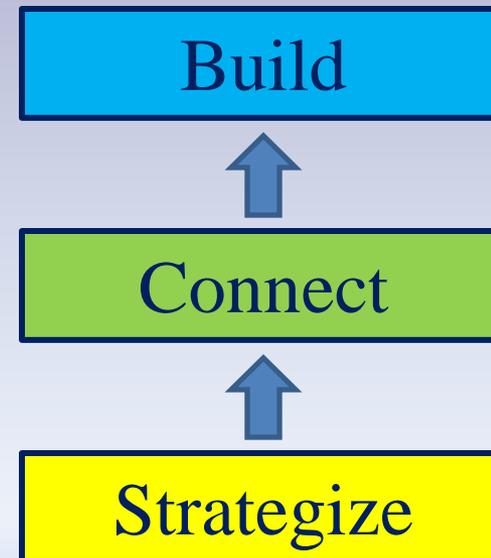
Integral to the Agency's success in volunteer engagement is a commitment to identifying and maximizing the specific opportunities that link directly to our programs' needs, and building our recruitment around those needs.

This impacts the way that we:

- **Build our Volunteer Program,**
- **Strategize our recruitment efforts,** and
- **Make lasting connections** with individuals and groups who volunteer.

WORKSHOP SUMMARY

Volunteers can help nonprofit organizations in a number of ways, but the key to a successful Volunteer Program is connecting volunteer interest with your organization's specific needs and opportunities.



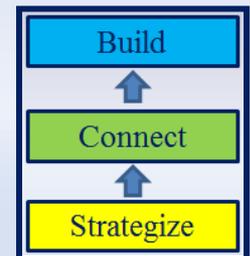
STRATEGIZE

The Planning Phase – What is Feasible?

- Program and Recruitment Goals
 - Mission Driven
 - Where do volunteers fall in organizational structure?
- Wherever you are...start today!

The Dreaming Phase – What is Possible?

- Program and Recruitment Ideas
- Brainstorming to inform future planning



STRATEGIZE

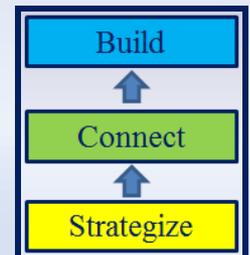
Needs & Opportunities

- S.W.O.T. Analysis – periodic



- Assessing Program Needs

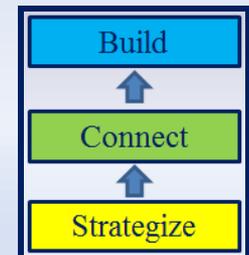
- What can/can't your organization and programs do/accommodate?
- When to make a project work...and when to say the dreaded “no...”?



STRATEGIZE

Approach

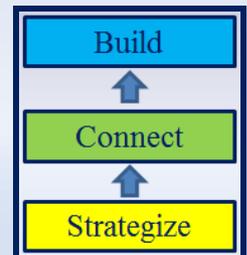
- Leadership Buy-in
 - Existing vision/support
 - What else might they consider?
- Task Force or Focus Group
 - Listening to:
 - Your experts
 - Your programs
 - Your volunteers



CONNECT

Communication! Communication! Communication!

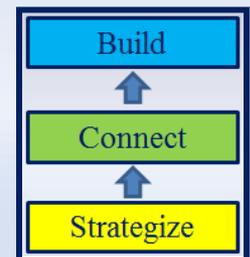
- Internal
 - Set clear expectations and standards
 - Communicate, Clarify, and Confirm
- External
 - Messaging
 - How are you setting the tone for the volunteer experience?
 - How do you target your messaging?
 - Individuals vs. Groups
 - Corporate Partners vs. Community Partners
 - Marketing
 - How to recruit groups/individual volunteers who are likely to engage in your program...
 - Does your volunteer experience market for you?



CONNECT

Delivering a Great Experience

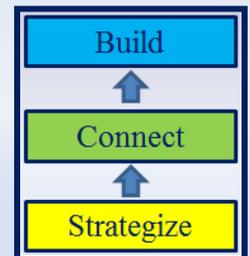
- This is our ultimate goal!
 - For volunteers/donors/constituents
 - For organization
 - For staff
- How do you engage and make meaningful connections with prospects/volunteers?
 - What might you want to add to your task force/working focus group?



BUILD PRACTICALLY

Building Your Processes

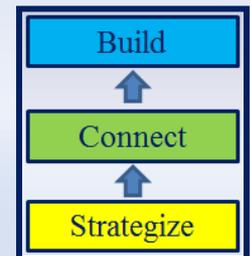
- The Basics
 - Job Descriptions
 - Identify/Create job descriptions that fit your needs
 - This may need to come from your program directors/coordinators
 - Does your team know next steps if/when programs run out of work?
- Streamlining Your Process
 - Allow for accuracy and efficiency
 - Ensure a consistent experience
 - Allow for maximum potential
 - Catch/eliminate potential barriers



BUILD PROACTIVELY

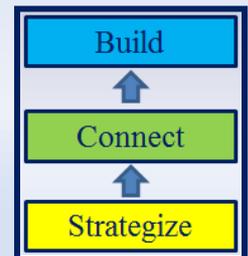
Organization & Planning Ahead

- Failing to plan = Planning to fail!
- Minimize variables, but be flexible...
 - ♪♪ *As we say in the arts, “The show must go on!”* ♪♪
- Use the Process!
 - Build checks/confirmations into your process/system.
 - How templates can help
 - Consistency:
 - Getting team members on the same page.
 - What needs to happen EVERY SINGLE TIME?!



BUILD INTENTIONALLY

- Leadership Buy-In
 - What is the vision for engaging volunteers?
 - How can you implement to maximum potential?
 - What areas still need support/buy-in?
- Program/Department Buy-In
 - Communication is key!
 - How often do you connect with the programs/departments?
 - Rapport building



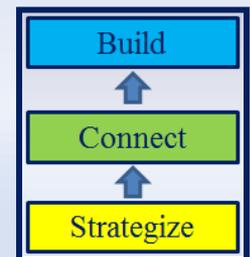
BUILD INTENTIONALLY

Primary vs. Secondary Needs

- Customizing for your organization
 - How does your message reflect this?
- Always goes back to *MISSION!*

Making the most of Days of Service

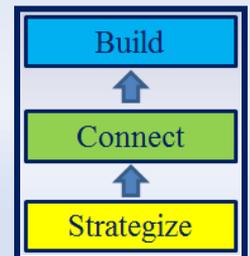
- Making it work!
- Making it run smoothly!
- Making it engaging!



PRACTICAL APPLICATION

Task Force Lite!

- Take 5-10 minutes to draft a list of needs and opportunities (S.W.O.T.)
 - What is your greatest need/problem to solve...TODAY...and how could volunteers help you accomplish the task?
 - Share one practical example with your table to help spark ideas for practical solutions.



WRAP UP

Key Take-Aways

- Communication is key.
- Invest in the process, but be flexible.
- Take time to plan, but don't forget to dream.

Thank you!

