

Start Serving Your Volunteers

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Relā

Better Leaders. Better World.

- Leadership development organization
- Empowering servant leaders
- Connect, grow, serve
- NxGen -- Development for young professionals

Shannon Lee



- **Executive Director, Relā**
- **Creator, NxGen**
- **Sales Leadership, CareWorks**
- **School Principal**
- **B.S. Education**

Michael Shuchter



- Board Director, Relā
- Michael Shuchter Consulting
- Exec. Coach, Lee Hecht Harrison
- Co-founder, investor & business advisor - VC & accelerator
- Corp. Marketing & Sales Leader
- MBA

The Ugly Truth

Transaction vs. Transformation

Win-lose vs. Win-win

Rent vs. Own

Mass vs. Personal

Today's Objectives:

- Create transformational experiences
- Find the win-win
- Develop owners
- Personalize encouragement

Our Hope:

**Serve and lead your
volunteers the way you want
them to serve and lead in
your organization.**

“Leadership is a process of social influence, which maximizes the efforts of others, towards the achievement of a goal.”

-- Kevin Kruse

“Servant Leadership is a **philosophy and
set of **practices** that
enriches the lives of individuals,
builds better organizations and ultimately
creates a more just and caring world.”**

Robert Greenleaf

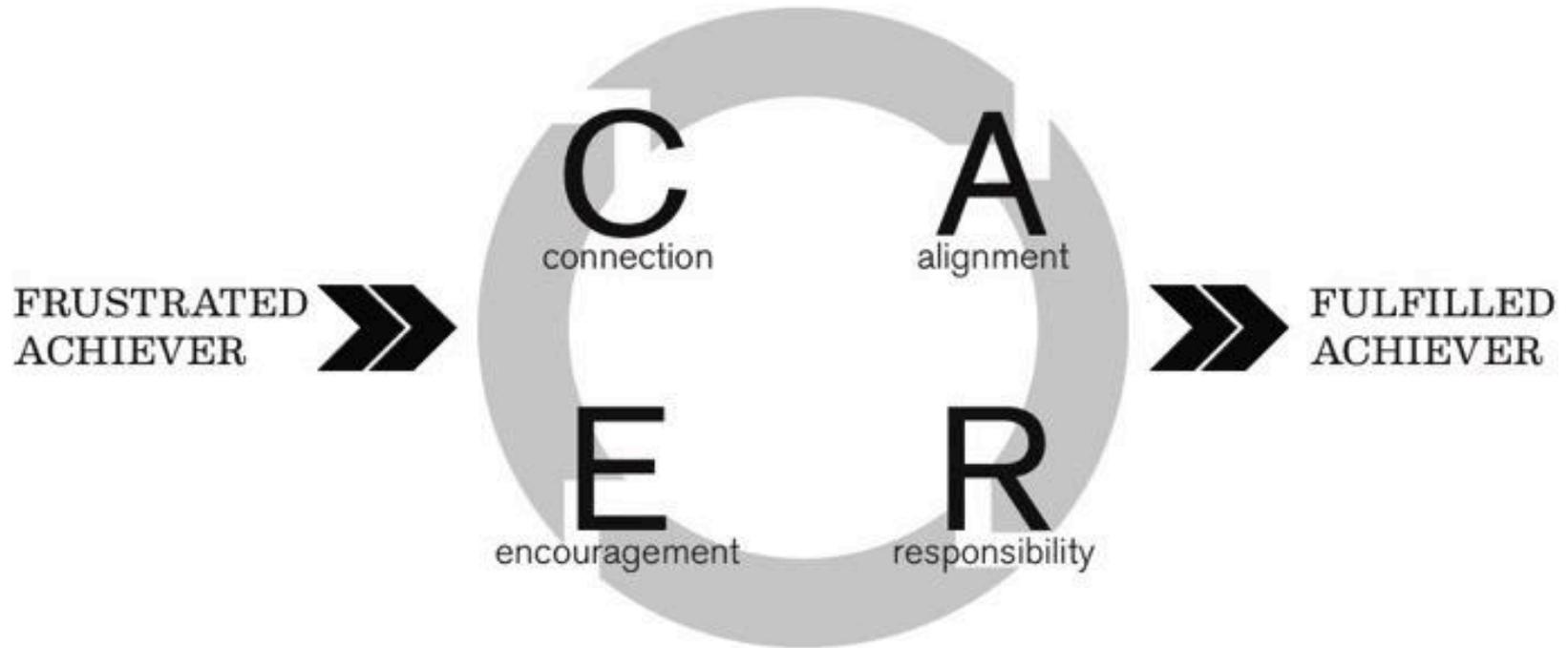
Source: [Greenleaf.org](https://www.greenleaf.org/)



CARE

to **Lead**

Being & Doing



Inner Work & Outer Work

EXPLORATION 1

FRUSTRATED
ACHIEVER



C
connection

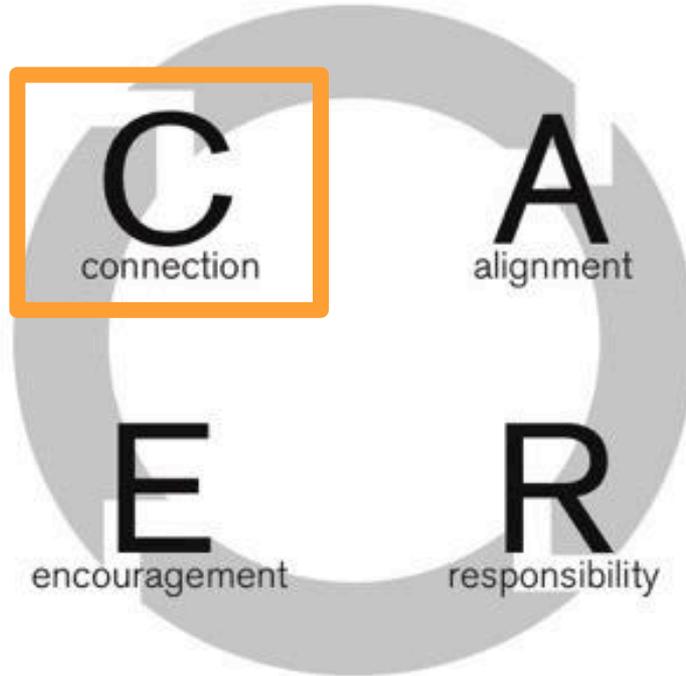
A
alignment



FULFILLED
ACHIEVER

E
encouragement

R
responsibility



What others are saying...

“Getting to know your volunteers on a deeper level can have a number of benefits for your volunteer program and organization as a whole: when you speak to aspects of your volunteers’ personality and their real lives, you’ll see an increase in engagement and excitement. ”

Shari Tishman
volunteermatch.org

“A manager may already know an employee’s strengths, but learning what their passions are can add new meaning and drive.”

Kelly Wolske
Zappos

Challenge

“I am so busy at work, I don’t have the time to connect with my volunteers.”

Disconnected Leaders

Reality

Connecting with volunteers is your work.

KEYS:

- Being: Interested; beyond transaction
- Doing: Social, missional, instructional;
1:1 and groups

WATCH-OUTS: Appropriate, targeted

Take-away

CONNECTION

Transform

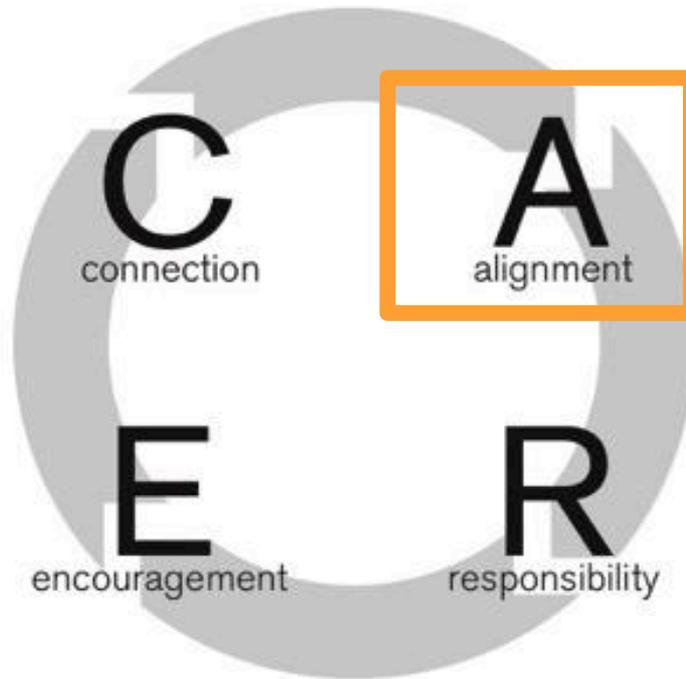
Inner Work: People first

Outer Work: Investing time

CONNECTION
Questions?

EXPLORATION 2

FRUSTRATED
ACHIEVER



FULFILLED
ACHIEVER

What others are saying...

“The most deeply motivated people - not to mention those who are most productive and satisfied - hitched their desires to a cause larger than themselves.”

Daniel Pink

Drive

“Opportunities for personal growth and improved wellbeing as part of the volunteering process and experience will significantly increase the attractiveness of volunteering to people.”

Study Conducted by JoinInUK.org

“Ask volunteers at the outset, what they’d like to get from their experience and look for ways to satisfy that”

Ilona Bray, JD

NOLO.com

Challenge

“I feel bad asking for so much.”

Scarcity-minded Leaders

Reality

Ask for what serves them

KEYS:

- Being: Opportunity-oriented
- Doing: Purpose Role Mission

WATCH-OUT: Don't → assume →

Take-away

ALIGNMENT

Win-Win

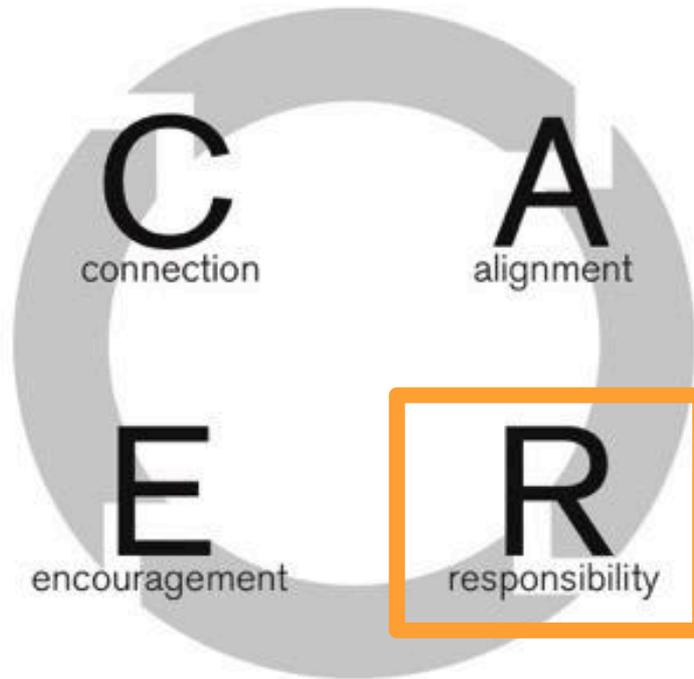
Inner Work: Abundance mindset

Outer Work: Know their why

ALIGNMENT
Questions?

EXPLORATION 3

FRUSTRATED
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What others are saying...

“Delegation allows more tasks to be accomplished than if one person did them alone. The more that is accomplished, the better volunteers feel about their contributions to the whole.”

Mary V. Merrill

worldvolunteerweb.org

“We wanted and needed a higher percent of our volunteer base to step into leadership roles. **Taking a leadership role is the ultimate form of engagement** and is critical to our expansion.”

Colleen Farrell,
Senior Director of Marketing and Communications,
New York Cares

Challenge

“I am the one held responsible, so I need to be sure everything is perfect.”

Overwhelmed Leaders

Reality

Perfect is subjective.

KEYS:

- Being - Accepting
- Doing - P E O

WATCH-OUTS → Meet → expectations

Take-away

RESPONSIBILITY

Share

Ownership

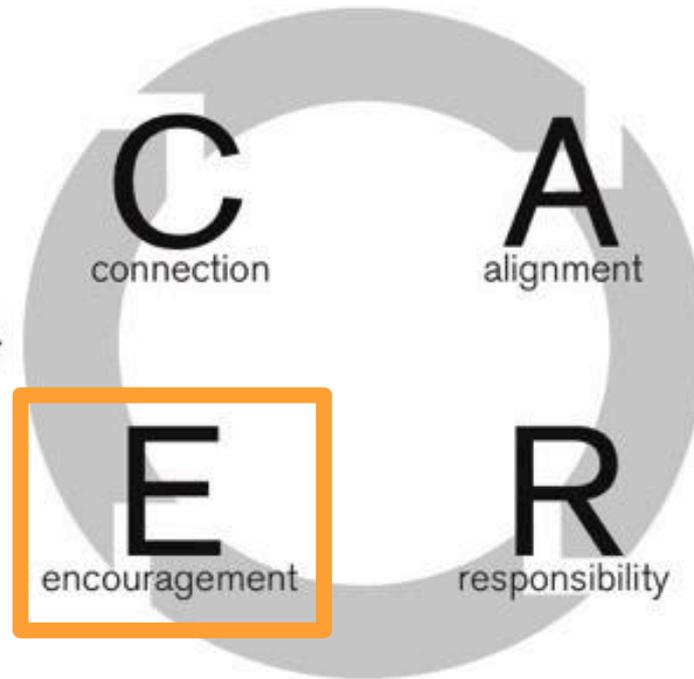
Inner Work: Overcome fear

Outer Work: Ship it!

RESPONSIBILITY
Questions?

EXPLORATION 4

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What others are saying...

“Studies show that most volunteers believe the best form of recognition is to know the impact of their work. Organizations can demonstrate their appreciation by showing volunteers how their individual efforts make an impact on the organization’s mission and in the community.”

Volunteer Canada

Guidelines and Helpful Hints for Volunteer Recognition

“It is important not only to recognize volunteers within an organization, but also to promote their accomplishments in the community”

Christine Litch

Guidestar.org

Challenge

“I say thanks!”

Careless Leaders

Reality

Mass-mailed, mass-communicated thank yous are not enough.

KEYS:

- Being - Grateful for the person
- Doing - Recognize specific contributions

WATCH-OUTS: Make time

Take-away

ENCOURAGEMENT

Make it Personal

Inner Work: See the person

Outer Work: Tailor per PEO

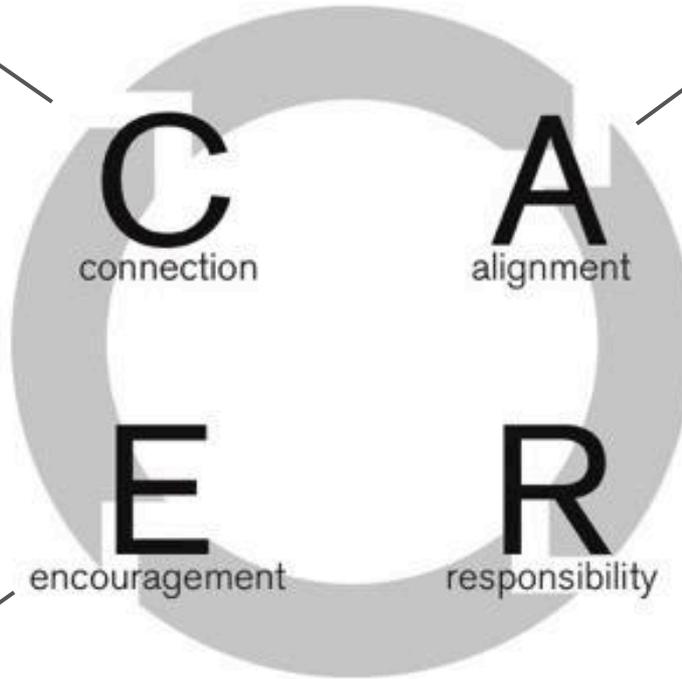
ENCOURAGEMENT
Questions?

Summary

Transform

Win:Win

**FRUSTRATED
ACHIEVER**



**FULFILLED
ACHIEVER**

Make it Personal

Share Ownership

CARING

...about people

All people. All the time.

Challenge Yourself!

Knowing vs. Practicing
Unplanned vs. Purposeful
Occasional vs. Consistent
Forced vs. Habitual

INTEGRATION

PEO Exercise

CARE to Lead
Questions?

More questions?

Unanswered questions from today?

or

Questions/concerns specific to your organization?

Call or email us -- pick up our cards

**“Everybody can be great,
because everybody can
serve.”**

-- Dr. Martin Luther King