

# Nonprofit Center of Northeast Florida Mission

*The Nonprofit Center connects, strengthens and advocates for a strong nonprofit community.*



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# Essentials Series: Volunteer Management

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# Meet the Speaker!

Callan Brown

*(She/Her/Hers)*

Program Director

Nonprofit Center of Northeast Florida



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# Agenda

- The Who, What, and Why of Volunteering
- Creating Meaningful Volunteer Opportunities
- Communicating Your Volunteer Needs
- Managing Volunteers
- Next Steps



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# Stronger Nonprofits Framework



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# What is Volunteering?

- An interest, desire, and/or willingness to do good
- Contributing time, skills, and energy towards something that doesn't benefit only oneself, friends, or family
- Not expecting any sort of reimbursement or payment in return for one's efforts.



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# Volunteer Service vs Board Service

<b>Volunteer Experience (VALUABLE)</b>	<b>Board Experience (VALUABLE)</b>
Short-term	Long-term
Specific goal in operations or governance	Governance
Events, programs, planning, etc	Fundraising
Little to no legal responsibility	Legal responsibility



# Who Volunteers?

- Nationally, about 30% of the population
- Florida ranked last in 2018 (22.8%)
- Jacksonville ranked 33rd of 50 large cities (27%)
- Florida ranked 7th in Top 20 States for Veteran Volunteer Rate
- Women more likely than men
- The more educated, the more likely to volunteer
- 80% of volunteers also donate



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# Why You Need Volunteers

- Talent, complementing paid staff
- Resources, both human and financial
- Knowledge of the community
- Advocates for your mission
- The cost of NOT retraining volunteers:
  - In Florida = **\$2.7 Billion**



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# Why People Volunteer

- Achievement
- Recognition and feedback
- Growth and new skills
- Giving something back
- Bringing about social change
- Family ties
- Networking, friendship, support, bonding and a feeling of belonging
- Associated with 27% higher odds of employment
- Physical and mental health benefits



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# The Million Dollar Question

How do we align what **we need** with  
what **they want** to give?



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# Identifying Your Volunteer Needs

- What do you use volunteers for now?
- What is on your “wish list”?
- What is in your strategic plan or vision?
- Are there virtual opportunities?
- What do you struggle with?
- What works okay but could be better?



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# Managing Volunteer Risks

- How much trouble can volunteers really get in to?
  - A lot
- Are we responsible?
  - Yes
- How bad can the damage be?
  - Pretty bad
- What are the chances of something actually happening?
  - Pretty high
- Is insurance the same thing as risk management?
  - No



# To Mitigate Your Risks

- **Plan**
- Waivers
- Insurance
- Technology protections
- **Screen**
- **Train**
- **Supervise**
- Equip
- Maintain



# Fair Labor and Standards Act

- Interns can be volunteer, but be careful about offering “stipends”
- Intern work should not displace the work of an employee (if you would typically hire someone to do the work, you should not use an unpaid intern)
- Keep equity issues in mind when planning internships
- Volunteer interns may not be covered under worker’s compensation insurance
  
- Staff generally are not able to legally volunteer their time for their employer nonprofit; Employer must compensate
  - Volunteer service must be aimed at mission work with no promise or expectation of compensation
  - Employer must not require or coerce the volunteer service
  - The volunteer service must not be the same type of services performed by the employee in their regular position



# Volunteer Job Descriptions

- Responsibilities
- Time commitment (# of hours and time of year)
- Skills required
- Experience necessary
- People to coordinate with
- Code of Conduct/expectations
- Recruitment of new volunteers



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# Screening Volunteers

- Adopt screening criteria and process
- Use it the same way every time – the process and the results
- Background checks
  - Establish what levels you need and why (be consistent!)
  - Obtain permission
  - Use an outside service
- If screening fails, act quickly and consistently



# Evaluating Your Volunteer Opportunities

Volunteer Opportunities We Provide	Interesting and/or Engaging?	Provides relationship experiences?	Supportive of the mission?	Has measure in place to keep volunteers safe?



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# Communicating Your Needs

Introducing potential volunteers to your organization is a resource raising activity – treat it and value it as such!

- Website
- Newsletter
- Social Media
- Traditional media outlets
- Events
- Other volunteers



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# Recruiting Volunteers

- Make it a Priority
  - Devote the time
  - Add it to your agenda
  - Consider exit interviews
- Develop a Culture of “Asking”
  - Commitment forms
  - Ask in many different ways
  - Make individual asks
  - Have your board/current volunteers sign a commitment: *“I will ask three new people to take on a job before I do it myself.”*



# Finding Volunteers

- VolunteerMatch.org
- VolunteerHub.com
- AllForGood.org
- Catchafire.org
- United Way of NEFL
- St. Johns Volunteers!
- Fun 4 First Coast Kids
- Schools
- Library
- Where else?



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# Recruiting Volunteers: Tabling

- Location, Location, Location
- Grab their attention!
- 30 Second Elevator Pitch ready:
  - Mission
  - Services
  - Clients/Constituents
  - Call to Action – ONE Urgent Need
- People like **Free** stuff
- People like **Pictures**
- Be a Nonprofit Sector Networker/Promoter



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# The Keys to Keeping Volunteers

- **Knowledge philanthropist vs. Unpaid Staff**
- Match them with appropriate jobs
- Train them in strong volunteering practices
- Provide leadership and management
- Give them a good bonding experience
- Recognize their work



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# Volunteer Profiles

- Ask volunteers about their skills and motivation
  - What are your skills and talents?
  - What do you enjoy doing?
  - What would you like to learn more about?
  - Do you prefer to work in teams or alone?
  - How many hours a month are you willing to donate to our organization?
  - Do you have a time of year that is better for you?
- Methods of collection: interviews, paper surveys, online surveys, google docs



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# Volunteer Training

- **Pre-orientation requirements**
  - Completed paperwork
  - Background screening
  - Safe driver
- **Orientation**
  - Mission and messaging
  - Responsibilities and reporting
  - Policies and procedures
  - Safety briefing
  - Protocol for reporting problems, concerns, and improvements
  - Tour
- Does one-on-one or groups make more sense for you?
- Not necessarily the time to introduce to clients
- Educate with grace and without judgment
- What do they walk away with?



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# Volunteer Support

- Staff partners or mentors assigned
- Strategically use your voicemail and email!
- Performance reviews and feedback
- Talk about their value and your respect for them
- Provide opportunities to “move up” or take on leadership roles
- Communicate effectively and two ways
- Manage expectations
- Conduct exit interviews
- Always be prepared – i.e. Volunteer “Go” Bag



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# Virtual Opportunities

- Known as virtual, micro, remote, online, crowdsourcing
- Pros for volunteers: service without barriers
- Pros for organizations: extends resources, modern, efficient, environmentally friendly
- Considerations:
  - Regular, ongoing, reliable access to technology and workspace
  - Limited distractions
  - Deadlines and deliverables
  - Communications
  - Self-motivated
  - Expertise



# Major Events

- Create an event layout and give copies to volunteers
- Have designated volunteer parking
- Day-of volunteer job assignments with times, locations, shift hours (**avoid the panicked:** when can I eat!?)
- State the numbers – how many people are needed at what locations?
- Phone tree / walkies!
- Designated volunteer attire, tokens, lanyards, etc.
- Volunteers deserve a special snack, goody bag, something!



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# Creating a Volunteer Manager

- Can be paid or unpaid (but think about motivation)
- Must enjoy matchmaking
- Should be primary responsibility
- Must give away operational tasks to a different person
- Should not micro-manage
- Should keep jobs fun and spirits high
- Should balance individual and organization needs



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# Provide of Good Bonding Experience

- **With others**

- Social opportunities
- Creating networks
- Remembering to allow time
- Avoid cliques

- **With the organization**

- Cross-training
- Paths to leadership
- Create ambassadors
- Effective meetings and use of time
- Follow up with thanks and pictures
- Ask them back!



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# Recognize Service

- To the community
- Within the organization
- To the individual



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# Your Turn!

## Start with One

What are your personal action items? Could you...

- Tweak your existing volunteer opportunities
- Develop one Volunteer Job Description
- Create and sign a new volunteer recruitment commitment
- Develop a Volunteer Profile
- Create a Volunteer Orientation
- Create a Volunteer Manager
- Create a survey to measure volunteer satisfaction
- Add 10 minutes of team building to committee meetings
- Develop 1-2 new ways to recognize volunteers
- Talk about your volunteer practices for 10 minutes at your next leadership meeting



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# Resources

- [United Way of Northeast Florida Volunteer Portal](#)
- [National Council of Nonprofits Volunteer Resources](#)
- [AmeriCorps Volunteering in America](#)
- [Independent Sector Value of Volunteer Time](#)
- [Risk Alternatives Solutions for Nonprofits](#)



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# **Thank You!**

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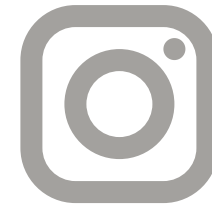
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**Thanks for watching!**  
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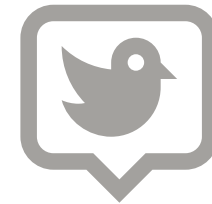
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