TOGETHER for SMITH

Managing Volunteers
Smith College
November 2016
Who are our 21st Century Volunteers?
7 shifts in the last 20 years that have changed volunteer management

1. Loyalty shifts
2. The team of one
3. Generational shifts: Aging boomers and the new millennials
4. Cyberspace
5. The rise of the knowledge worker
6. The recruiting shift from people to position to project
7. The shift from management to leadership

by Thomas W. McKee
We are the leaders of today, not the leaders of tomorrow. We have volunteered, we have worked hard, we have studied hard, we have graduated from college and graduate school, and we have our Ph.Ds. We are eager and ready to lead—now.
5% of our volunteers do 95% of the work.
Five years ago I saw a need, so I recruited some volunteers from my church, procured grant money, and created an organization to help children deal with the grieving process from losing a family member or friend.
Understanding Volunteer Motivations

1 – The perfect match! Smith and the prospective student have a need that is filled by the volunteer.

2 – Good match. Smith has a need and the volunteer fills it.

3 – Potential match. Smith and the prospective student have a need, but it is not ideal for the volunteer.

4 – DANGER zone. Here is where inappropriate and impromptu job expansion happens.
Find new volunteers

Look for new leaders

Start off right!

Communication

Recognition

Ongoing training and development
Communication
big picture –
levels of
intimacy in
communication
What’s important to communicate

• Expectations
  • Rules
  • Time commitment
  • Follow-up
• Changes
• Successes
• Problems / issues
How to communicate with volunteers

• Communicate early
• Communicate often
• Know the diversity of your volunteers
• Use multiple tools and methods
  • Volunteers have different communication styles
Communication ideas that work

• Mission-based
• Minutes / Notes
• Phone calls
• Stories / Case Studies
• Social events
• Social media
Women aged 35 to 54 are the most active group in mobile socialization.
Using Social Media

• Don’t take on the entire internet!
• Keep it up to date.
• Pay attention to comments.
  • If needed, call or meet in person.
• Facebook is easy to start with
  • Twitter
  • Pinterest
  • Instagram
  • SnapChat
Tips to be a better volunteer leader

• Start them off right
• Do their job
• Deal with problems swiftly
• Be patient
• Be flexible, even when you’ve planned everything out
Tips to be a better volunteer leader

• Have a balance between fun and serious
• Respect the opinions of volunteers
• Partner with volunteers in planning events and activities
• Regularly express appreciation
Their niceness will let you recruit a volunteer, but your competence will let you keep them...

- Steven McCurley and Rick Lynch