



Volunteer Development Project

Interim Progress Update

Date: April 22, 2016

Work Group: Volunteer Cultivation and Recruitment

Work Group Members:

- Ricardo Garcia, Chair, ACA Northern California LCOL Member
- Bill Tubbs, ACA, Evergreen Chair
- Frances "Annie" Warner, ACA Heart of the South Chair
- Andy Shlensky, ACA Wisconsin Member
- Amanda Block, ACA, Evergreen District Chair

Assigned Tasks:

- Create a list/menu of Volunteer Opportunities (incl. Micro-Volunteerism) w/ time commitments.
- Create a list/menu of casual and connected opportunities/initiatives (e.g. Social Networking, staff recruitment, professional development, etc.). This will allow us to share best practices across the country.
- Utilize volunteer TRACKING system to capture Volunteer participation below the committee level
- Create tools and methods to recruit volunteers.
- Create strong volunteer value proposition, which communicates the value and benefits of volunteering through audience appropriate media channels.
- Begin collecting volunteer interest using an online Volunteer Matching Form.

Progress: Items We're Ready to Make Recommendations About:

- Clearly defining Staff and Volunteer Roles.
- Categorizing volunteer opportunities by skill level, maturity, and experience
- Create Maslow's Hierarchy of Volunteering(ism) as framework to communicate with and identify potential volunteers.
- Crafting a value proposition for appropriate media channels to communicate the value of volunteering to the potential volunteer categories.

Progress: Items We Are Still Working On:

- Crafting Volunteer Matrix which, defines volunteer and staff tasks, committees and opportunities.
- Defining a campaign/theme to drive nation-wide volunteer recruitment.
- Categorizing volunteer types and identifying value proposition for each.

Progress: Items That Have Surfaced That Will Be Directed Elsewhere For Consideration

- Volunteer TRACKING will play a big role in cultivating volunteers. Having an understanding of how people have volunteered with us in the past can inform us how we can continue and develop volunteers' work in the future.
- Crafting value propositions and making corresponding collateral materials is necessary to promote the benefits and features of volunteer positions. This workgroup recognizes that ACA's Communication Staff will have to deliver finished products in this area.

Other Comments:

Attachments:

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