

**National Council of Leaders**

**Volunteer Development Breakouts Notes**

**February 2016**

**BREAKOUT GROUP TIME 1**

**Group 1 – Facilitated by Brian Crater**

*Examples of organizations:*

* Appalachian Mountain Club
* Youth Opportunities Program – train youth workers to take kids out in the woods.
  + Recruitment
    - Training – 5 day backpacking trip for bonding, skill tracking, leadership development
    - Developed committees thru getting to know people on these trips
  + Recognition banquet

*Examples of what works*

* Engagement – bonding: group experiences make the commitment more relevant to you personally – ACA can draw from this
* Common characteristics for the top 100 companies to work for: credibility, fairness, respect, camaraderie – volunteer organizations can draw from this

*Other thoughts*

* Skill development is a huge benefit of volunteering
* Transfer skills to career – marketable skills
* People want to be connected. How can we get them involved? Ask – what is the passion of this person?
* Emerging professionals want to feel like they are contributing – how can we draw them in
* Look outside the box – find passions

**Group 2 – Facilitated by Andrea Yenter**

*Best practices*

* Lions club – volunteer recruitment – toolkit to talk when recruiting
* Mission and purpose – share why
* Create a menu of volunteer options
* Eye to motivate to volunteer – career/organizational improvement, passion, recognition
* Local connection out in region of country
* Create sense of urgency – required to volunteer schools model – PTO strategy
* Fear of missing out
* Make it important to volunteer – especially during the summer
* Earned pins
* Verbal praise
* More visitors – required/incentive getting visitors – tie to ability
* Staff time in volunteerism
* Send letter to CEO of company thanking them for their staff to volunteer

**Group 3 – Facilitated by Carla Weiland**

* National fraternities and sororities are a great model for engagement support – good with millennials – keep them engaged – short time periods
* USA Hockey – good online orientation and training – but are moving to a staffing model vs volunteer
* Girl Scouts used to hold standard for millennials but it’s been lost. They have struggled to make the shift
* Tapping into emotion – Sanders and Trump campaigns
* People/organizations that succeed are making it simple
* Low initial investment – additional connections grow organically
* Build volunteer opportunities around community
* Build community and bring people in
* Communal eating/drinking together to celebrate
* Sharing knowledge/trainings
* You don’t have to be a leader/staff person to volunteers
* Asking the questions – one on one conversations to attract new volunteers
* Embracing the negatives by rewarding/inducting into a group, rewarding commitment
* Build a community (despite lack of density) by engaging former counselors, assistant camp directors, etc.
* Jr ACA member – camper level
* Tournament of Roses – young professionals – volunteer organized.
* PGA volunteer organized
* Both of the above are short term experiences
* Camp Moves Me – Short term community building
* Low initial investment – short term to get them in the door
* Create/form/extend a sense of community

**Group 4 – Facilitated by Bill Tubbs**

*Organizations that have volunteerism and what they do well*

* Humane Society – recognized that they had volunteers that were gauging 1000 hours. They worked with a company to make a nice jacket as a thank you. Volunteers were motivated to get the jacket and to become a PR plus – so the take away is milestone recognitions
* Theatre Company examples – training of the ushers was created. Patrons viewed them as staff so they wanted to empower them.
* Volunteering after being on a board – create an Emeritus Program
* Volunteer Fire Department: Personal growth opportunities, training, career advancement, uniforms
* Consider difference approaches for different generational groups – Gen X versus millennial – what motivates them
* Include a social aspect to volunteering
* Be able to identify – what does the volunteer get out of it that is meaningful to them. What impact does it have to the world
* “Because I volunteered” campaign

**Group 5 – Facilitated by Tim Nielsen**

* Identify the target – who should be a volunteer
* What is a perfect volunteer
* Prestige – recognized – Incentive
* Initial conversation – get on board – get involved
* Camps good breeding ground for volunteers – part of the job duty/profession
* Passion – convey – direct strengths
* Need emotional connection
* Some new challenge with new generation – help add skills
* Have clear jobs for people to do
* Personal connection – each volunteer reach out make personal connection
* Develop relationships with several people
* Mentoring programs
* Terms – setting expectations and getting new blood
* Identify strengths – plug into correct fit jobs
* Incentives for volunteers

**Group 6 – Facilitated by Mark Orens**

* Cultivation and Recruitment
  + Looking at needs (needs assessment) and match with individuals’ skill sets and then doing a specific personal ask – nomination process
* Orientation and Training
  + Once the “ask” is done and the volunteer has said “yes,” they need to be given the tools and knowledge that will help them best do the job they have committed to – utilizing technology to help deliver these resources – and provide continuous improvement to them
* Engagement and Support
  + Tools need to continue to be made available to help volunteers feel connected to the organization and their role within the organization – there need to be continued “touches”
  + The American Red Cross does a nice job – and has recently made improvements – in how they communicate with their instructors and keep them connected to when they need to update training, etc.; Technology is an important tool to leverage
  + Making tools available – and supporting volunteers in understanding how to use the tools – like “Zoom,” “Adobe Connect,” “Skype,” “GoToMeeting,” for videoconferencing, etc.; Technology again is an important tool
* Recognition and Awards
  + Inviting volunteers to a dinner/party/other event
  + Recognizing milestones of years of commitment – which requires tracking, but technology should be able to help us do that if we will just utilize that tool
  + Boy Scouts have local level service awards, national level service awards, recognition of training and achievement, “patches,” “pins,” etc. that can be added to the “uniform”
  + “Member Since 19…” on nametags at conferences, etc.

**BREAKOUT GROUP TIME 2**

**Engagement and Support:** Andrea Yenter (Facilitator), Tim, Steve, Pearl, Jude, Robyn, Willard, Tom, Colette, Joyce, Mary, David, Kim

*Gold Standard:*

* Face to face
* Connect with folks regionally
* Set aside time at already set events, conferences, gatherings of like groups

*Silver Standard:*

* Online/Calls
* Keep small on calls – limit confusion
* Agendas/advance notice
* Involve board members or “higher ups” to create connections to national level
* Regional conference calls/google hangouts

*Resources – online:*

* Wiki pages – working documents
* Webpage – information
* Slack – conversation app
* Youtube – e.g., video on standards

*Other thoughts*

* Use past leadership – how to use?
* Mentor pairing
* Talk with new volunteers
* “Campy hour” – gathering in an area to get together with local camp folks
* (Idea from Pearl!)

**Cultivation and Recruitment:** Annie Warner (facilitator), Elizabeth Cochran, Marty Beck, John Tilley, Sari Van Otegham, Gordie Kaplan, Heather May, Bill Tubbs, Andy Pritikin

*Tools, Resources, Techniques:*

* Why People Volunteer (What Motivates Them)
  + Helps career
  + Appeal to core motivation (something you care about)
  + Public recognition
  + Extrinsic motivation
  + E.g. – medical camp ---- hospital
* One way does not fit all
* Opportunity to build experiences and share it (e.g., social media)
* Clear definition of benefits
* Relationships, have conversations, make specific goals
* Meet each other regionally and nationally
* Redirect to local networks
* How to turn from a trade org to a volunteer/trade org
* Breakdown us vs them

*Benefits of being an ACA volunteer*

* Access to learning what’s important/tricks of the trade
* Contacts
* Education
* Career development “volunteerism as….”
* ACA community “Volunteerism as networking” – you’re not alone anymore
* Collegial – not competitors
* Bridge from org to wider industry
* Ownership in ACA “Volunteerism is for the greater good”
* Lean in to passion for youth development
* “Why camping is a movement”

*Recruitment (notes from the chart paper on wall)*

* Toolkits to aid in the presentations for recruitment
* Clear expectations of mission
* Recreate local connections
* Create expectation of volunteerism
* Create FOMO
* Create awareness of recognitions in the organization
* Incentivize visitors, e.g.
* Follow up training

**Volunteer Recognition and Awards:** Cathy Scheder (Facilitator), John Dovic, Dan Denov, Sam Thompson, Carla Weiland, Tina LaRoche, Sherri Weidman, Kurt Sumer, Jody Oates

*Examples of memorable awards*

* Publicly recognized by peers
* Note – the more you have, the less important they become
* Note – difference between awards and recognition
* Think about audience? Cc supervisors, cc peers, cc parents, cc media?

*Recognition (vs Awards)*

* Social media
* SWAG
* Explain the recognition too
* Example – gift cards to visitor with handwritten note
* Think about generational differences when choosing recognition
* Let awardees attend conferences for free
* Need to coordinate local and national efforts…. Do we need a framework to sync some awards up

*What works?*

* Volunteer recognition dinner pre-local conferences
* Budget some money for volunteer recognition
* Gift cards for visitors. Reception for visitors at events
* Discount code for volunteers to attend your conferences

**Orientation and Training**

Types of volunteers

* Local
  + What a person needs to do to understand ACA – how to be most effective/get the most out of it – Who is ACA?
  + Volunteer development that turns into marketable skills… we have to set benchmarks for our training and that ties to the next point…
  + What are the outcomes – what is the “why” and “where we’re going” so the volunteer/potential volunteer understands the goals
  + Helping volunteers understand “what is my scope?” (freedoms and limitations of role)
* Field Office
* LCOL
* Committee Chairs
* National Volunteers/NCOL/et.
* Governance Volunteers/National Board

Committed volunteers… Standards Visitor… they start there, they begin as Associate Visitors, then we promote them to Lead Visitor, but how do we continue to support and engage them? Can we do more ongoing community building within this group?

Evaluation of the training programs needs improvement… Visitors should be evaluated… Volunteers in any role should be evaluated – yielding increased accountability.

Improving cohesion and accessibility of training tools/curricula.

Identifying “tracks” for training that may be most relevant to volunteers with specific interests – and for engagement at different levels (local, regional, national, etc.)

Relevant modes of training: technology, etc.

* Balance effectiveness vs. quality
  + Can be influenced by online “live” vs. online “recorded video”
  + MUST always evaluate every training
* Training mode needs to reflect volunteer opportunity

**PARTICIPANTS:**

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