

# RECRUITING AND MANAGING SKILLED VOLUNTEERS

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# About Becca

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- 6+ years of volunteer management and nonprofit management experience
- 5+ years of leadership training and coaching
- Manage monthly & yearly small to large volunteer projects at nonprofits in LA with varying missions
- Served as an AmeriCorps member in San Francisco
- Currently employed at L.A. Works, a nonprofit volunteer action center
- Former Board of Directors for the Young Nonprofit Professionals Network (YNPN) and the LA AmeriCorps Alums Chapter

# Today's Objectives

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- ❑ Introduction to volunteer management 101
- ❑ Defining skills-based volunteering
- ❑ Benefits of skills-based volunteering
- ❑ Volunteer management best practices for effective skills-based volunteering
- ❑ Identifying risks and challenges
- ❑ Access to practical volunteer management tools & resources



Handouts

# Introductions

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- Name
- Organization
- Your role working with volunteers or ways that your organization works with volunteers

# Volunteer Engagement Roadmap

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- Assessment
- Recruitment
- Matching
- Onboarding
- Management/Supervision
- Tracking/Reporting
- Retention/Engagement
- Recognition
- Evaluation



Volunteer  
Engagement  
Roadmap

# Volunteer Engagement Roadmap

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Volunteer  
Engagement  
Roadmap

# Types Of Volunteer Service

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Direct  
Service

General  
Tasks

Admin.

Skills-based

Leadership

Infrastructure

How can you engage volunteers to meet growing community needs or develop new or diverse programs?

# What is Skills-Based Volunteering (SBV)?

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**Skills-based volunteerism leverages the skills, experience, talents and education of volunteers and strategically matches them with the needs of nonprofits to increase the impact on the community.**

## ***What does that look like?***

- Individual community volunteers, corporate volunteers, groups, loaned executives, graduate students, interns
- One-day to longer-term projects
- Activities performed during working hours or on individual time
- Planned in advance or spontaneous (such as disaster response) projects
- Application of all types of skills/talents from business professional experience to hobbies



# Types of SBV Roles

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- Counseling
- Web development
- Graphic design
- Gardening/landscaping
- Strategic planning
- Educator
- Health profession
- Event planning
- Fundraising
- Engineering
- College Internships
- Grant writing
- Policy making
- Cooking
- Writing

# Benefits of Skills-Based Volunteering

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## **For Nonprofits:**

- ❑ Increased impact and sustainability for future
- ❑ Can do more at no extra monetary cost
- ❑ Connections with the business community

## **For Volunteers:**

- ❑ Increased satisfaction when expertise applied successfully
- ❑ Networking and developing new talents
- ❑ Opportunity for employment

## **For Companies:**

- ❑ Reputation as socially responsible
- ❑ Diversify service project portfolio
- ❑ Job seekers interested in company's community engagement

## **For Funders:**

- ❑ Stretch grant dollars by replacing high cost contracts with skilled volunteer services

# Checklist: Preparing for SBVs

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## The Volunteer Engagement Roadmap

- ❑ **Assessment:** What projects do you need done?
- ❑ **Recruitment:** Who is your target audience?
  - ❑ Writing service descriptions
- ❑ **Matching:** How are you going to screen them?
  - ❑ Creating an application
- ❑ **Onboarding:** What do they need to know to get the job done?
  - ❑ Confidentiality and liability release
- ❑ **Management:** What is in place to ensure project is moving forward?
  - ❑ Supervisor and check-in methods

## What are new areas to consider?

- ❑ **Project Scope**
- ❑ **Communication**
- ❑ **Relationships**



Elements of a Vol. Ser. Descr.  
SBV Screening Questions  
Behavioral Questions  
Sample Project Workplan

# Challenges To Consider

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- Staff buy-in on a project
- Screening procedures
- Ensuring clear guidelines and expectations
- Balancing various opinions on direction of project
- Decision-making structure
- Supervision and working remotely
- Confidentiality and rights to information
- Clarity on meaning of “success” for the project
- Integrating a completed project into the organization

# Community Resource: HandsOn Network (HON)

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- ❑ HON inspires, equips and mobilizes people to take action that changes the world. They put people at the center of change and connect them to their power to make a difference.
- ❑ 250 nonprofit volunteer action centers globally
- ❑ Resources on volunteer management and training
- ❑ Posting volunteer opportunities on websites
- ❑ L.A. Works is the Los Angeles affiliate
  - ❑ Creates hands-on community service projects to support nonprofits and mobilize volunteers
  - ❑ Provides resources, coaching and training to nonprofits to increase their capacity to deliver on their missions

# Recruitment Resources

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- HandsOn Network affiliate
- Corporation for National & Community Service
- AmeriCorps
- All For Good
- VolunteerMatch
- Idealist.org
- ivolunteer
- Network for Good
- Volunteer Solutions
- Executive Service Corps
- Sparked
- Catchafire
- Taproot
- Your own volunteer base & networks
- Newsletters
- Social Media
- Neighborhood Councils
- Rotary Clubs
- Schools/Universities- career centers, departments, clubs
- Alumni associations
- Business/professional assoc.
- Community centers

# Q & A

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- Comments
- Ideas
- Questions

# Thank you!

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# Cited Sources

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- ❑ HandsOn Network/Points of Light
  - ❑ <http://www.handsonnetwork.org/>
  - ❑ <http://www.pointsoflight.org/skills-based-volunteering>
- ❑ Corporation for National and Community Service (CNCS)
  - ❑ <https://www.nationalserviceresources.gov/files/SBV-a-new-generation-of-service.pdf>
  - ❑ <https://www.nationalserviceresources.gov/links/nonprofit-readiness-toolkit>
- ❑ L.A. Works and Service Enterprise Initiative
  - ❑ [http://www.laworks.com/service\\_enterprise](http://www.laworks.com/service_enterprise)
- ❑ L.A. Works Website Volunteer Recruitment for Los Angeles County
  - ❑ <http://tinyurl.com/bur3zmy>