

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
- ❑ L.A. Works Website Volunteer Recruitment for Los Angeles County
 - ❑ <http://tinyurl.com/bur3zmy>