

# Refresh or Reboot Your Volunteer Program in an EverChanging World



- By Lori Gotlieb
- [lorigotliebconsulting@gmail.com](mailto:lorigotliebconsulting@gmail.com)
- <https://lorigotliebconsulting.wordpress.com>
- <https://lorigotliebconsulting.podbean.com>



# EMERGING TRENDS

A blue rectangular sign with rounded corners is mounted on a metal pole. The sign features the text "EMERGING TRENDS" in a bold, white, serif font. The sign is attached to the pole with metal brackets and bolts. The background is a bright blue sky with scattered white clouds. The entire image is framed by a dark blue border.



# New Normal

## Evaluating

Quality assurance and satisfaction tracking.  
Identifying program goals and achievements

## Recognizing

Takes on many forms of acknowledgement and opportunities and should be ongoing, educational, celebratory and reach larger audiences.

## Retaining and Supporting

Gathering feedback, noting changes and addressing issues. Support can be offered in-person or online.

## Onboarding

Welcome and technical skill building training. Onboarding can be moved to an online format with resources, policies, content, videos, training and support.



## Strategic Planning

Identify goals and gaps within an organization and building a flexible approach to volunteer engagement through strategic planning.

## Role Designing

Roles should have clear expectations and defined responsibilities that align with the skills and interests of the volunteer in flexible formats.

## Marketing

Recruitment is a component of marketing. Identifying the target audience, messaging, partnerships, and leveraging social media and networking events.

## Screening and Selecting

The selection process should have an online process, such as an application and/or interview with minimum requirements identified and motivation for participation shared.

# Change Management Principles

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- Involve people within the system
- Understand where you/the organization is at this moment
- Understand where you want to be, when, why and how you can get there
- Plan development towards where you want to be
- Communicate, involve, enable and facilitate others

# CHANGE



MODIFY



TRANSITION



TRANSFORM



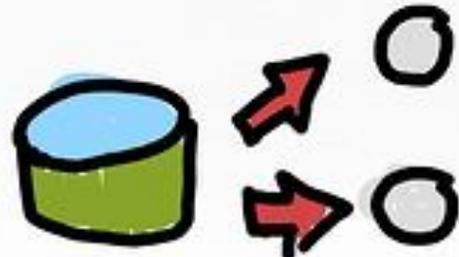
SHIFT



ADJUST



NEW



- 1.
- 2.
- 3.



# Pivot



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Re-Think

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Re-Purpose

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Innovate

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Listen

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Build on success

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Ask people

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Pick a new goal

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Do it soon

# Identify Networks



# Volunteer Involvement and Senior Executives

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Equipping the leader with stories and how they affect strategic plan

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Build a case for support

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Design positions that will support activities

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Apply best practices

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Identify potential involvement for volunteers

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**STRENGTHS**

Will our strengths prepare us for future success?

**WEAKNESSES**

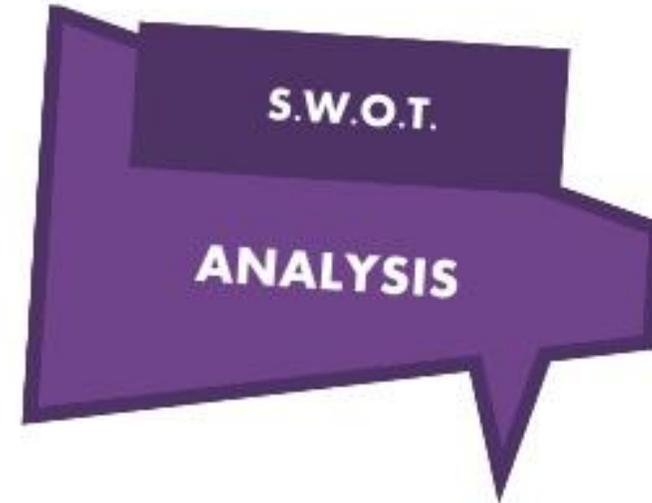
What steps must we take to improve or minimize risk?

**OPPORTUNITIES**

What are our greatest opportunities for growth?

**THREATS**

Where are we vulnerable?



# Technology



How does  
your website  
measure up?



# Create Appealing Opportunities

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Project  
focused

Time limited

Flexible

Opportunities  
for leadership

Virtual

Appealing to  
different  
markets

## New Roles



- Virtual volunteering
- Hybrid volunteering
- Third party volunteering
- Skill based volunteering



# Be Inclusive

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Who has different experiences and perspectives?

Who expands your ways of knowing or doing?

Who is not currently at the table?

Who expands the reach and relevancy as an organization?

# Volunteer support is key

- Online training
- Communicate strategically
- Mentorship and coaching
- Regular check ins
- Ask for ideas
- Redesign roles



# Risks

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- Be agile
- Identify your risks (operational, strategic, financial and reputational)
- Assess your policies and adjust
- Consider your stakeholders







# Engage Others

- Be responsive to the volunteers needs
- Be flexible and creative
- Create the right connections
- Avoid overload
- Recognize the efforts
- Understand their motivation and skills and place accordingly
- Stand out from the crowd (offer the “extras”)

# Placing volunteers

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Listen carefully

Look deeper

Be flexible

Customize

Place quickly if possible

Be honest

# Retaining Volunteers

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- Education
- Coaching/mentorship
- Leadership roles
- Change
- Perks
- Team member input

## Differences between Mentoring and Coaching

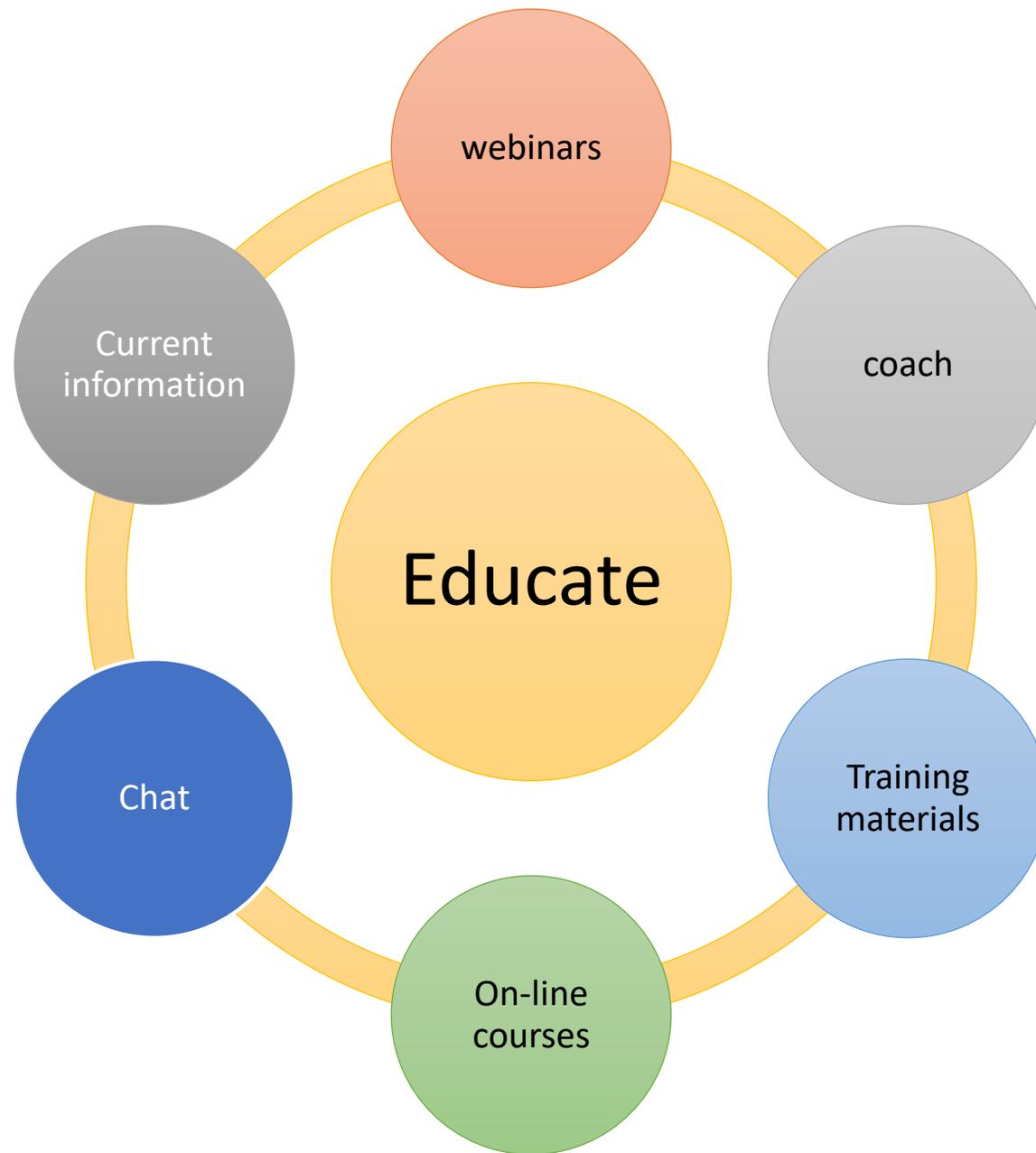
	<i>Mentoring</i>	<i>Coaching</i>
Focus:	Individual Development	Performance Improvement
Role:	no agenda	Specific agenda
Relationship:	Self-selecting	Comes with the position
Source of Influence:	Perceived value	Position
Arena:	Life / Career	Business or sports
Time Frame:	Long term	Short term
Agenda:	Open	Set
Orientation:	relationship related	Task related
Approach:	Non-structured	structured
Personal Objective:	Improved performance	Personal satisfaction



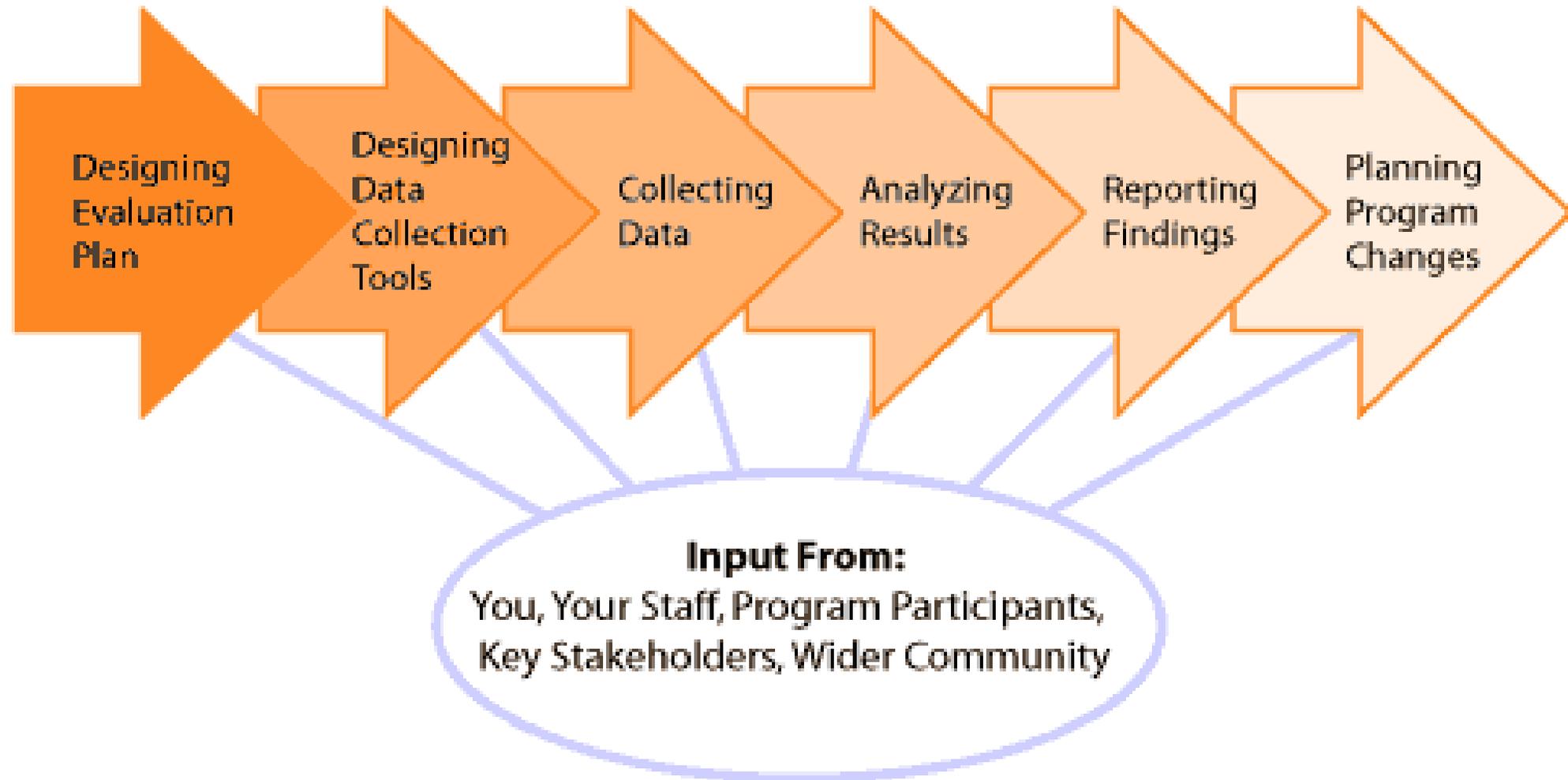
- Formal vs Informal
- Ongoing
- Levels of recognition

- Education
- Tell the stories
- Reflecting activities





# Steps in the Evaluation Process





## Do You...Will You...

- Make the organization better
- Seize opportunities as they rise
- Improve what needs improving
- Influence others to be their best
- Solve problems
- Contribute to the whole

WHAT CAN WE DO ABOUT THIS LEADERSHIP COURSE?

I DON'T KNOW WHAT DO YOU THINK?

ISN'T THERE ANYONE WE COULD ASK?





## Volunteer Management Course



# *Coming Soon!* CharityVillage Volunteer Management eLearning Course

Course Author: Lori Gotlieb

## Course Curriculum

- Module 1: The Foundation of a Volunteer Program
- Module 2: Strategic Planning for Volunteer Programs
- Module 3: Managing Risks
- Module 4: Role Design
- Module 5: Marketing
- Module 6: Screening and Onboarding
- Module 7: Retention
- Module 8: Offboarding and Recognition
- Module 9: Evaluation

# Questions and Contact Information

[lorigotliebconsulting@gmail.com](mailto:lorigotliebconsulting@gmail.com)

General Information about Lori

<https://lorigotliebconsulting.wordpress.com>

Lori's Podcast

<https://lorigotliebconsulting.podbean.com>

Webinar topics

<https://lorigotliebconsulting.wordpress.com/we-offer-the-following-workshops/>

