

Mobilizing the Power and Passion of a New Breed of Volunteer

Volunteer Engagement

A LEADERSHIP DEVELOPMENT SESSION

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VOLUNTEER POWER**

Section I --The New Breed of Volunteer



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Introduction

Your greatest asset is also your greatest challenge. What is it?

Seismic shifts that are redefining volunteerism

1. The new passion – Volunteerism is hot—from Lady Gaga to Intel
2. The new frontier of volunteers – the bookend generations
 - Retiring boomers
 - Millennials
3. The new speed -- twitch speed
 - The smart phone
 - The social media
4. The new activism—slacktivism/clicktivism
5. The growing trend – the episodic volunteers
6. The new no-collar workplace – the knowledge worker

The strategic challenge

What are the changes that are bringing you the greatest challenges?

The strategic question

How do we engage the passionate, episodic, slactivist, no-collar, twitch speed, bookend generation, New Breed volunteer?

Section II -- The Seven Deadly Sins of Recruitment



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Deadly Sin One: Expect announcements to get volunteers

- So, why market if it doesn't get volunteers? Two reasons
 - 1.
 - 2.
- **Get your message out about your mission.** You are passionate about your mission, so you ought to be speaking at service clubs, colleges, special events, etc. Develop creative flyers about your mission. Utilize the social media to communicate.
 - Does it awaken passion?
 - Does it have a mantra—a one short sentence statement or question that awakens passion?
 - Does it make a person think, “I should do that”?
 - Does it affirm your paid and non-paid staff—make them feel that they are part of a significant cause?

Deadly Sin Two: Fail to frame your recruiting pitch

Two framing questions:

1. How do you frame your recruiting pitch?
2. How do your potential volunteers frame their roles?

Deadly Sin Three: Ask for marriage instead of a date

Deadly Sin Four: Ignore the duct tape ground rule of recruiting

Deadly Sin Five: Go it alone

Deadly Sin Six: Fall into the BIC trap

Deadly Sin Seven: Use the four words that volunteers hate—OBTW



Sustaining the Passion

THE COACHING QUESTION: HOW DO WE MOTIVATE VOLUNTEERS?

Why do people do what they do?

1. You can't motivate anyone
2. Everyone is motivated
3. People do things for their reasons, not yours

Motivation

Since motivation is an inside job, leaders must create a volunteer culture that stimulates the inner motivation of each volunteer.

Tom McKee

STRATEGY ONE: VALUE THE IMPACT OF VOLUNTEERS

Question: Why do we want to trust our mission to a whole new breed of passionate, twitch speed, episodic, slacktivist, no-collar, knowledge-worker volunteers?

Case Study: What do volunteers bring to our mission that paid staff can't?

STRATEGY TWO: DON'T FORSAKE THE TRADITIONAL – IT STILL WORKS WONDERS



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STRATEGY THREE: STEAL CREATIVE BEST PRACTICES FROM SUCCESSFUL DIRECTORS OF VOLUNTEERS

What can you adapt and utilize from these best practices for your local CASA?

1. A national volunteer day idea
2. A Mountain climbing rescue idea
3. Scrub camp idea
4. A Make-A-Wish story
5. A Facebook group idea
6. Your best ideas from CASA

STRATEGY FOUR: PUT TO USE THE MOST EFFECTIVE WAY – AND IT’S CHEAP

Without _____ you don't know where you _____.



STRATEGY FIVE: HANDLE GENERATIONAL DIVERSITY WITH CARE

Discussion question: What is the work ethic of your generation?

The work ethic of Gen Xers and Boomers (33 and under)

The work ethic of Millennials (34 and over)

Boomers (55+) – Four reasons Boomers are low-picking fruit

- 1.
- 2.
- 3.
- 4.

Gen X (34--55) Why are Gen Xers so difficult to recruit?

- 1.
- 2.

Millennials (Under 34) – Why Millennials are worth it

- 1.
- 2.
- 3.
- 4.

Section IV — Action Plan



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Performance plans are very important. Doing something right away to reinforce key concepts and skills will help you to make the most of this workshop and your time here today.

Step One: Pick at least three skills, ideas, tasks or actions steps that you are taking away from this workshop and write them in the first column.

Step Two: Give a specific action plan of how you are going to use that plan and when.

Task/Skill	Action Plan: How am I going to use this skill?
Example: Give regular, very specific feedback.	This weekend I'm going to purchase 25 thank you notes and stamps and begin writing at least one very specific thank you note to a volunteer every week.
1.	
2.	
3.	