

# January 29, 2021 MGV County Coordinator Volunteer Management? Conference Part 2



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## Introduction

- *Volunteer Management*
- Go to [menti.com](https://menti.com) and use the code 4336418



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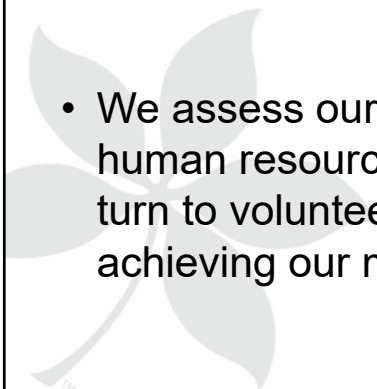
# Introduction

- Volunteer *Engagement*



# Does this sound familiar?

- We recognize the need for assistance to achieve our mission.
- We assess our county financial and human resources, find them deficient and turn to volunteers to fulfill this role of achieving our mission.



## Does this sound familiar?

- We (and other OSUE staff) assume that **free** volunteer labor requires little financial or strategic investment.
- We engage volunteers who may or may not be qualified.

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## Does this sound familiar? Con't.

- A staff person may or may not oversee the volunteer project or effort, and expectations, accountability, and communication remain unclear.

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## Does this sound familiar? Con't.

- When the effort achieves little in terms of success or fails miserably, volunteers are identified as the problem and are approached with skepticism, if at all, the next time a need or project is identified.
- County examples?

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## Five Myths about Volunteers

- Volunteers are free
- You can't invest in volunteer efforts
- Volunteers want only what you want
- Meeting volunteers halfway is a recipe for trouble
- "Volunteer work" is best defined as that which staff wants no part of

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## Volunteer Experience

- Give an example of a good volunteer experience in which you participated.
- How does this compare to your MGV's experience?
- Menti

## Top 12 Ways to Retain Volunteers

12. Be prepared
11. Manage conflict, don't avoid it
10. Say "thank you" often
9. Practice active listening
8. Understand that your organization is not your volunteer's number one priority in life

## Top 12 Ways continued

7. Pick up the phone
6. Ask for feedback
5. Implement the best of it
4. Learn what makes each volunteer tick
3. Be flexible
2. Provide ongoing support
1. Practice the *Platinum Rule*

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## Microvolunteering

- Byte-sized volunteering (1990's)
- Skilled Microvolunteering
  - Brainstorming project slogans
  - Designing a web page
  - Proof-reading a grant proposal
  - Helping to create email newsletters

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## Microvolunteering

- Unskilled Microvolunteering
  - Writing a cheery letter to a sick child
  - Providing a one-hour bucket collection stint
  - Bellringing for Salvation Army
  - Being a meet-and-greeter at a volunteer event

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## Microvolunteering

- Start with idea
- Introduce to others
- Prepare a written plan (potential costs, timeline, goals, etc.)
- Ensure funding if applicable
- Ensure safety measures are in place
- Test drive
- Promote

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## Corporate Volunteers

- *CSR* – Corporate Social Responsibility
- *First Stage* space (love at first sight)
  - A low commitment volunteer activity, usually one to three hours
  - Takes place on a regular basis (same time, day, monthly or quarterly, etc.)
  - No commitment, training, etc.
  - Friends and family are welcome



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## Love at first sight continued

- A briefing at the beginning
  - Told what to expect, why it matters, a little bit about your organization
- A debriefing at the end
  - Give them a chance to reflect on their personal experience
- I like, I wish, I wonder



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## Corporate Volunteers/Microvolunteering

- MGVS Program
- Extension
- Develop a list of “tasks”

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## Effectiveness of 11 best practices

- Liability insurance
- Clearly defined roles
- Job design
- Recruitment strategies
- Screening and matching

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## Effectiveness of 11 best practices

- Orientation and training
- Supervision and communication
- Recognition
- Satisfying motivations
- Reflection
- Peer support



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## Which Road are You On?

- What does your MGV program feel like to your volunteers?
  - Cul-de-Sac
  - Country Road
  - The Highway



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## OSU Extension MGV Programs

- Shifting from volunteer management to volunteer *ENGAGEMENT*
- *What will it take to get there?*
  - *Menti – again!*

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## All sessions

- Volunteer Engagement 2.0 Ideas and insights changing the world
  - Volunteermatch.org
  - Edited by Robert J. Rosenthal
  - Wiley Publishing

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## Topics not discussed today but worth learning

- Wholly Engage: Integrating Volunteer and Donor Programs
- Volunteer Engagement on the Social Web
- Virtual Volunteering: Are We Finally Ready to Talk about Direct Service?
- Skilled and pro bono Corporate volunteering

**“....NONPROFITS THAT MANAGE AND ENGAGE VOLUNTEERS WELL ARE MORE COST EFFICIENT, AS WELL AS SIGNIFICANTLY BETTER LED, BETTER MANAGED, AND MORE ADAPTABLE TO EXIGENT CHANGES.”**

York, P. 2017. Effective Volunteer Engagement for Sustainability and Growth. *The Journal of Nonprofit Education and Leadership*. Volume 7, Issue 1.