



London Environmental Network

Attracting and
Retaining Volunteers
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Lee Jones CVRM

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Overview

Topic - Volunteer Attraction and Retention

- Role Descriptions
- Orientation
- Relationship Building
- Panel
- Parking Lot

Canadian Code for Volunteer Involvement

Mission-based Approach

Human Resources

Policies and Procedures

Volunteer Administration

Risk Management and Quality Assurance

Volunteer Roles

Recruitment

Screening

Orientation and Training

Support and Supervision

Records Management

Technology

Recognition

Evaluation

Role Descriptions

- Components
- Tasks and skills
- Risk Management
- Targets
- Targeted Recruitment – case study
- Impact – community, company and self



Position Description

Position Title	Social Media Chair
Organization Name	London and area Association for Volunteer Administration
Name of Committee or Task Force	Social Media Task Force
Start Date	June 2012
End Date	June 2014
Hours and days required per month	5-10
Reports to	President
Key responsibilities	<p>Develop and deliver annualized social media strategy to assure LAVA's presence in social media</p> <p>Assure LAVA can make the best possible use of social media to deliver its mission and reach its strategic goals.</p> <p>Attend monthly Executive meeting following monthly membership meeting. Attend yearly planning meeting and ad hoc meetings as they arise.</p> <p>Train and mentor incoming Chair</p>
Key Tasks	<ul style="list-style-type: none"> • Assure that LAVA has an ongoing relevant presence via social media • Work closely with the Communications Task Force, the Publicity Chair-External, and Membership Chair to offer options and solutions to enhance the internal and external communications of LAVA • Represent LAVA, its members and volunteer management in the best possible light • Provide new and creative tools to assist LAVA reaching its ongoing mission and strategic goals.
Role or project overview and purpose, and how it relates to the organization's mission and strategic plan	<p>Social media is a critical tool in publicity, communication, community building, project management platforms, education, and networking. Skillfully used social media can enhance and hasten the achievement of many of LAVA's ongoing and strategic goals.</p>
Skills, experience and attributes	<p>Familiarity with a wide range of social media – facebook, twitter, linked in, website, etc. Interest in keeping up with changes and growth in social media. Familiarity with effective use of social media for a variety of purposes.</p> <p>Willingness to assist in the development and articulation of the role</p>
Training	<p>Technical skills and strategic use of social media .</p>

	Opportunities for training helpful to this role or members of this team should be brought to the attention of LAVA Executive for fee approval.
Benefits for the Volunteer	<p>Opportunity to:</p> <ul style="list-style-type: none"> - occupy a leadership position in a professional association - develop leadership and management skills in a context outside of regular employment - work with a great group of people - experience a sense of accomplishment while contributing to the development of a profession you care about -relevant social media training funded by LAVA
Benefits for the Volunteer's employer	<p>Opportunity for employee to:</p> <ul style="list-style-type: none"> -experience and develop their leadership potential. - stretch themselves through the challenge of volunteer management in a different context -recognition of staff as leader in local professional association making a viable contribution to our community - regular exposure to best practices and latest trends in volunteer management directly applicable to the improvement of the staff person's primary work environment - role development experience. -relevant social media training funded by LAVA
Other requirements (Police check etc)	
President's Signature	
Volunteer Signature	
Date	
Date of PD review	

Role Descriptions Aid in Risk Management and Targeted Recruiting

Tasks	Risk	Risk Management	Skills/ Qualifications	Benefits	Recruitment Targets
				volunteer employer	



Targeted Recruitment Case Study



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Orientation

- Organization
- area
- team
- role
- Delivery Options
- Sample -HNC



Relationship Building

- Generational Differences
- Journey of the Volunteer

Veterans

Generation	Watershed Moment	Core Values	Work Values
Veterans (59+)	Stock Market Crash "New Deal" WW II Atomic Bomb Post War reconstruction	Cautious Self sacrifice and deferral of reward Build for better future Black and white world view Traditional and nostalgic Deferent to authority Team Work	Loyalty Dependability Persistence Hard Working Wisdom over technical knowledge Authoritarian

Dr. Linda Duxbury Professor, Sprott School of Business, Carleton University, Ottawa

Baby Boomers

Baby Boomers (1947-64)	The Atomic Age Cold War, Communist threat Large cohort Economic prosperity Child-friendly culture Assassinated American Figures Birth Control pill Lunar landing Vietnam war Rock and roll	Optimism Entitlement Self-fulfillment Non-conformist Experimental Objective sense of right and wrong	Workaholic Acceptance of stress Team-oriented Importance of title and status symbols Demanding of respect and sacrifice of subordinates
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Generation X

Generation X (1961-1974)	Economic recessions Anti-child Society Stagflation AIDS Nuclear threat Environmental deterioration Personal computing Being in the wake of the baby boom Government cutbacks and deficit Rap music	Comfort with technology Adaptiveness to change Pragmatism Non-traditionalism Acceptance of diversity Confidence and self-reliance Immediate gratification	Working within the system Sacrifice personal life for advancement Dependent on close supervision Dedicated to goal achievement Desire for job security Insecure Desire to be recognized
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Generation Y/Nexus

Nexus (1975-90)	Information technology Child-focused society Violence and terrorism Gangsta rap	Comfort with new technology Adaptiveness to change Street Smart Subjective view of reality Optimism Diversity Globally connected Networking	Independence and autonomy Challenge seeking Variety seeking Entrepreneurial Distrust of hierarchy and authority Continuous development of skills Lack of loyalty/unwillingness to commit Work life balance Fun and communal workplace
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The Journey of the Volunteer

Chris Jarvis
Realized Worth

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The Tourist

- Excited, enthusiastic and awkward
- Tourists want to love their experience
- If they don't they probably won't come back
- Do not expect long term commitment from this group – they're not ready yet.

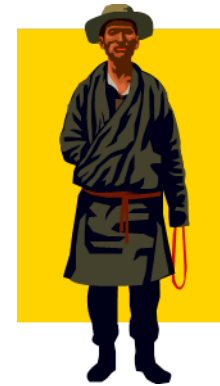


The Traveler



- They have been here before
- They know where to go when they arrive and what they like doing the best
- They begin investing in the cause
- They may begin asking hard questions and even complain a little
- They want to be seen and heard. They want someone to confirm they belong.

The Guide



- This group is dependable.
- They've come to own the space and welcome others
- They're looking to be recognized with increased responsibility
- The relationship needs to be treated carefully. This kind of long term commitment is rare

Panel

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What are the steps that will take you closer to your vision?



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Resources

Volunteer Canada – [Volunteer.ca](http://volunteer.ca)

Canadian Code for Volunteer Involvement - <http://volunteer.ca/ccvi>

Imagine Canada – [Imaginecanada.ca](http://imaginecanada.ca)

Pillar Nonprofit Network - pillarnonprofit.ca

LAVA – londonava.com

Available through LEN – Role Description Template, Generations in the Workforce Outline, Volunteer Management Manual



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