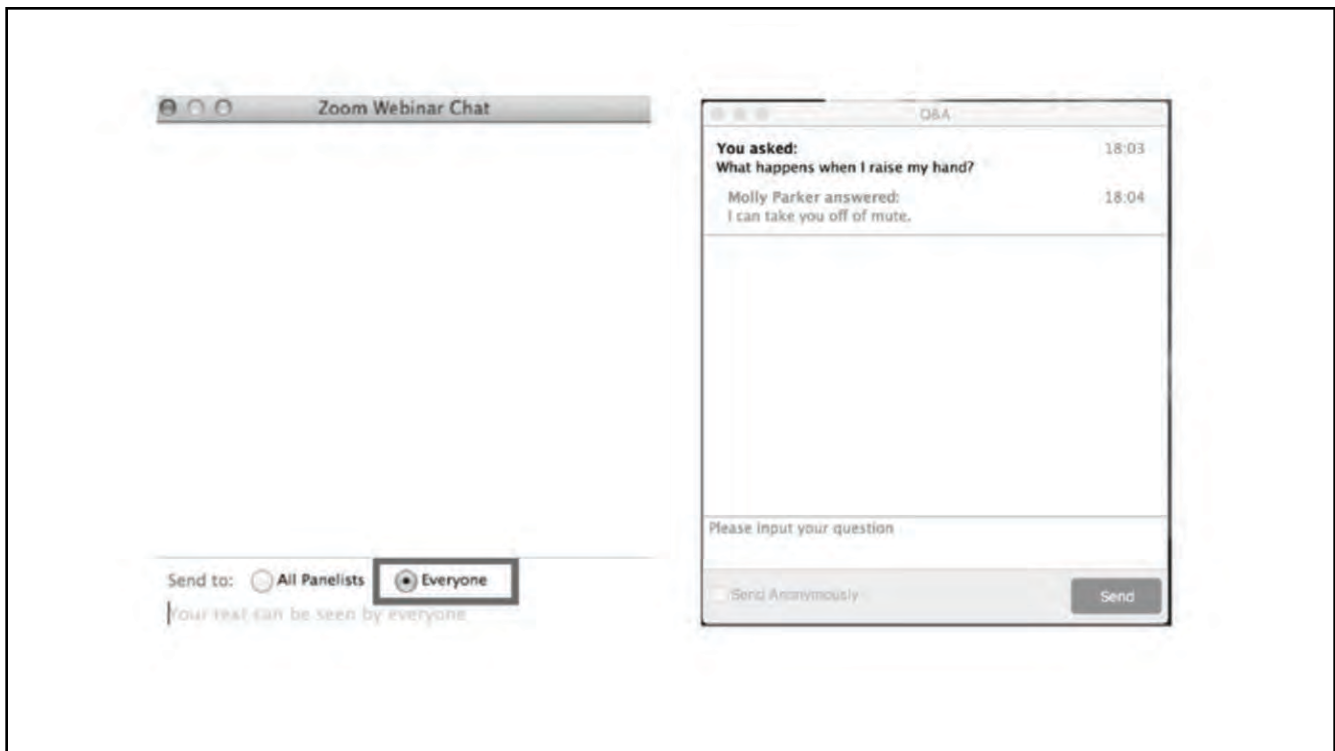


THIS WEBINAR IS BEING RECORDED.

Everyone who registered will
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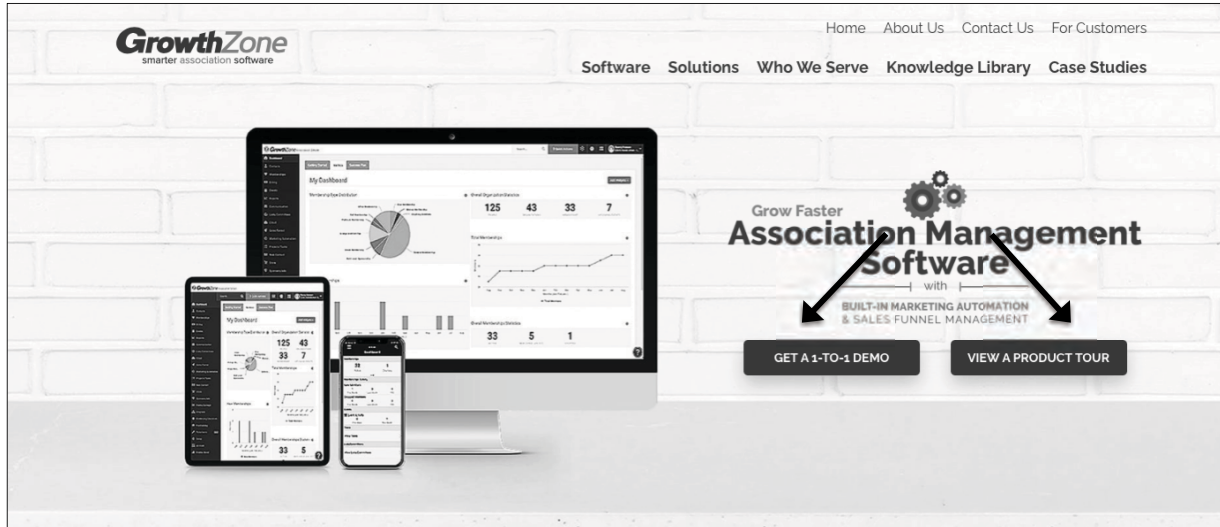


**PARTICIPANTS ATTENDING THE LIVE SESSION
WILL RECEIVE 1 CAE CREDIT**

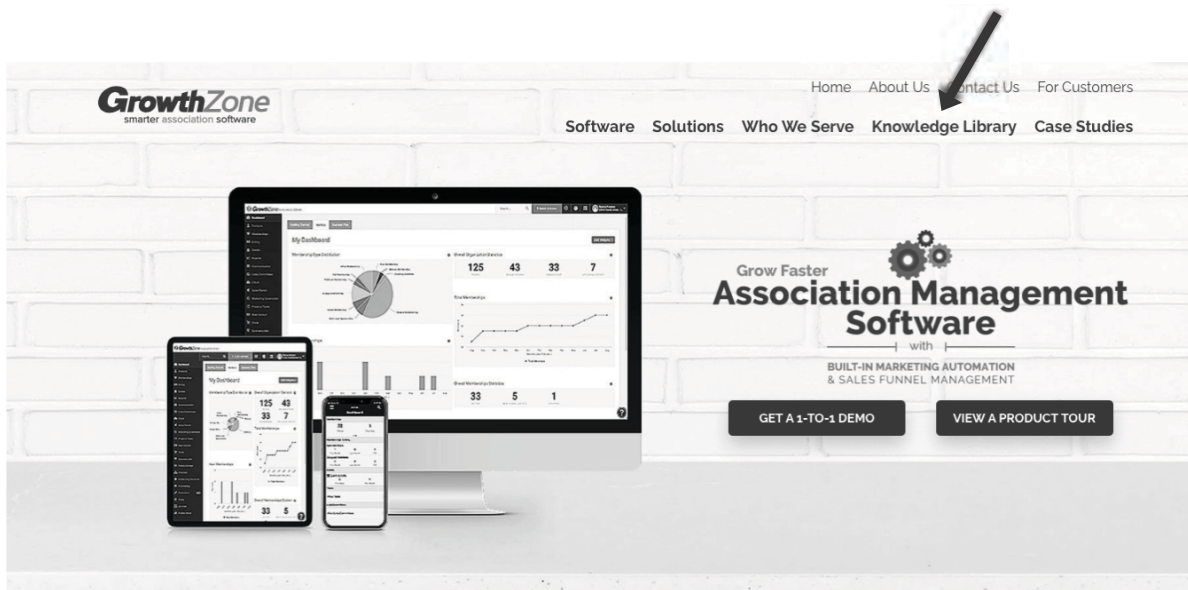
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**REIGNITE VOLUNTEER
LEADERSHIP & DEVELOPMENT**
On-Demand Webinar with Shari Pash



Reignite Volunteer Leadership
and Development

Great Minds Discuss Ideas





Average Minds Discuss Events
and
Small Minds Discuss People

Quote from Eleanor Roosevelt

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Re-ignite or Enhancing your Board

Ensure your board is a strategic
asset to your organization

-  Vision
-  Shared Purpose
-  Work Together
Principles
-  Behaviors

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The Functional Approach to Volunteers' Motivations

Gil Clary and Mark Snyder
College of St. Catherine University of Minnesota

Assumptions

1. People are purposeful, planful, goal-directed -- Volunteers engage in volunteer work in order to satisfy important personal goals
2. Different people may do similar things for different reasons -- Volunteers performing the same volunteer activity for the same organization may have different reasons for volunteering
3. Any one individual may be motivated by more than one need or goal -- An individual volunteer may be attempting to satisfy two or more motives through one activity at your organization
4. Outcomes depend on the matching of needs and goals to the opportunities afforded by the environment -- Successful volunteer recruitment, satisfaction, and retention is tied to the ability of the volunteer experience to fulfil the volunteer's important motives

The Motivations for Volunteering

<u>Values function</u>	the person is volunteering in order to express or act on important values, such as humanitarianism and helping the less fortunate
<u>Understanding function</u>	the volunteer is seeking to learn more about the world and/or exercise skills that are often unused
<u>Enhancement function</u>	the individual is seeking to grow and develop psychologically through involvement in volunteering
<u>Career function</u>	the volunteer has the goal of gaining career-related experience through volunteering
<u>Social function</u>	volunteering allows the person to strengthen one's social relationships
<u>Protective function</u>	the individual uses volunteering to reduce negative feelings, such as guilt, or to address personal problems



Understanding Volunteer Motivation

- Believes in and supports your organization mission and the community or industry
- Improving a situation
- Making a difference in business or industry climate
- Shaping public policy
- Personal connections
- Giving back
- Developing new skills, professional development
- Serving as a mentor or influencer
- Business growth and/or exposure - Brand building

Motivating and Re-Igniting Volunteers

(Will vary by type)

- Understand priorities and motivation
 - Is volunteering part of their job or personal?
- Proactive communication
- Peer to peer motivation and accountability
- Recognize and appreciate
- Connect how they impact your mission
- Consider their skills, strengths, and interests
- Understand why your volunteers don't feel motivated
- Provide training, professional and personal development, and growth opportunities
- Ask for their input, advice, feedback

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Diverse Member

Diverse Volunteers

Chart of Volunteers



Do we have the right people doing the right things?



EOS Concept



Tapping into strengths of members and volunteers

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The screenshot shows a spreadsheet interface for managing volunteers. The columns are labeled as follows:

- Volunteer Names
- Today's Date:
- Demographics
 - Male
 - Female
 - 21-30 years
 - 31-40 years
 - 41-50 years
 - 51-60 years
 - 61-70 years
 - More than 71 years
- Ethnicity
 - African American
 - Asian
 - Caucasian
 - Latino
 - Other
- Expertise in
 - Legal Issues
 - Business Management
 - Financial Management
 - Business Development
 - Social Media/Marketing
 - Project Management
 - Business Network
 - Administrative / Support
 - Building Relationships
 - Government Affairs
- Influence with
 - Power Group
 - Business/Financial Community
 - Ethnic/Minority Groups
 - Media
 - Members
 - Industry Segments
 - Government
- Available Time to Commit
 - High
 - Medium
 - Low

The spreadsheet has a navigation bar at the bottom with buttons for Board, Gov Rel, Membership, Conference, and Tradeshow or Events, along with a plus sign for additional options.

Opportunities For Volunteers

Create a list of opportunities available at your Chamber

- Update Annually

Create a profile for each opportunity

- Update Annually

Create Opportunity Profiles

- Name of opportunity
- Purpose and goals of this opportunity
 - Desired outcomes
 - Measurable and accountable
- Number of volunteers needed
 - Long-term and/or short-term needs
 - Skills sets needed
 - Time availability needed
 - Geographic or virtual

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Create Opportunity Profile

- Define the type of member that would thrive in this opportunity
- Describe where you find this type of member, from what member segments
- Does this opportunity provide exposure or community/industry impact

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Volunteer Opportunity Needs

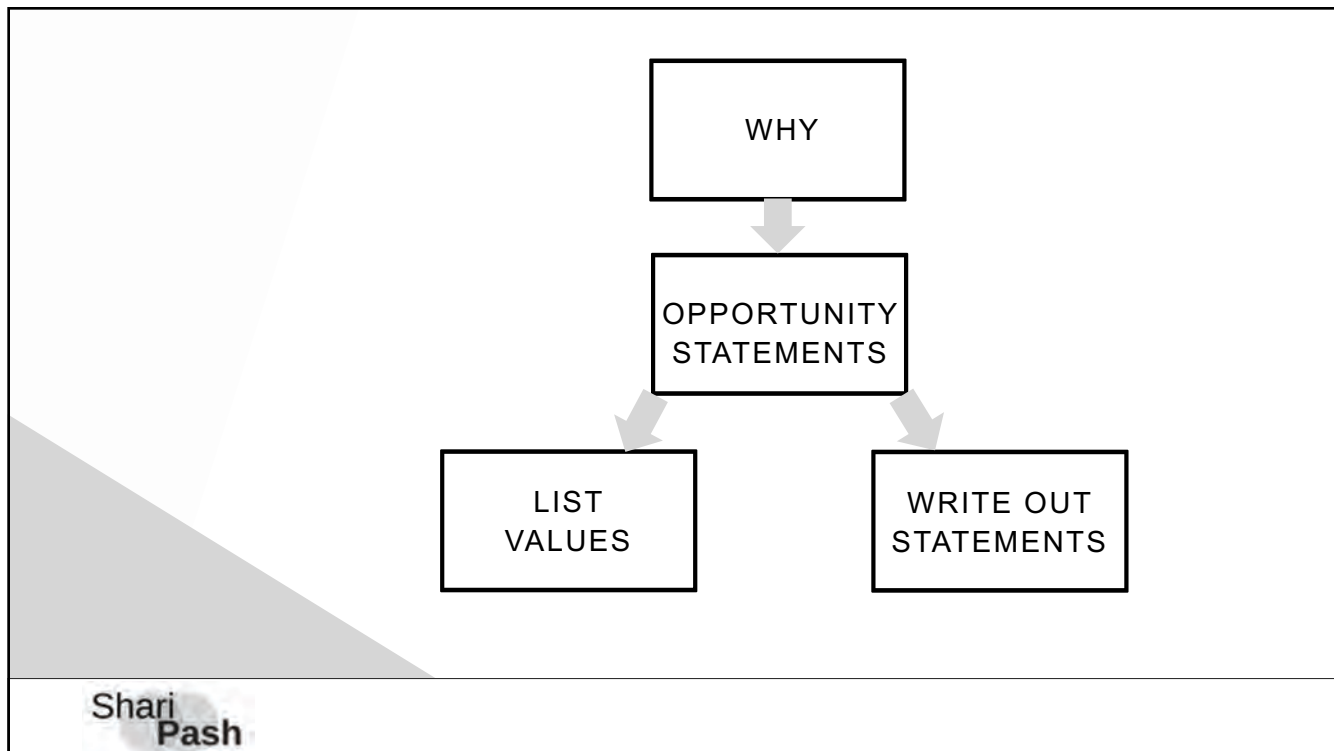
- BOD
- Policy / GR
- Committees
- Event Specific
- Business Expo / Community Events
- Councils / Small Groups
- Workforce
- Continuing education
- Other

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Recruitment of Volunteers

- ✓ Strategic
- ✓ Relevant
- ✓ Sustainable

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Opportunity Benefit Statement

TRC Committee:

- Are you looking for a way to connect one on one with members?
- Our TRC members find that as they work with businesses and members they strengthen their personal business relationship with that company. The TRC committee can be a tool for your own business growth and development and also serves to build our business region and make an impact with the Chamber goals. All in all a benefit to business, community, and members

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Overcoming Hindrances or Objections From Prospective Volunteers

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ORIENTATION



TRAINING SCHEDULES



CONDUCT TRAINING



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Growth Zone – Chamber Master

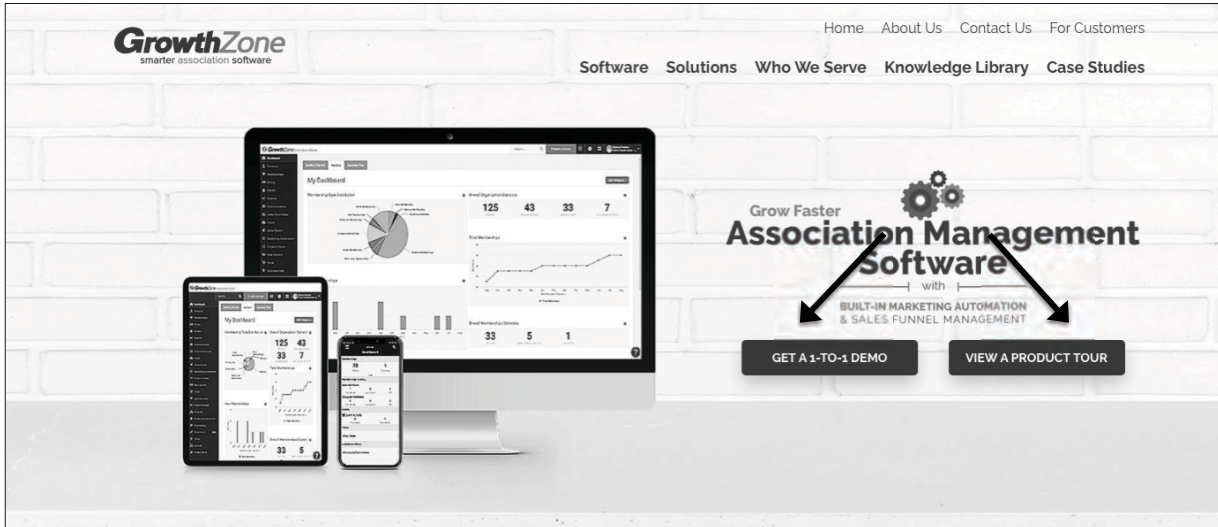
- Facts and trends
 - Volunteer level
 - Primary reason for volunteering
 - Availability, hours, short term, long term
 - Interests, priorities, motivations
 - Lead sources for sustainable volunteers
 - Capture stories, continue the conversations

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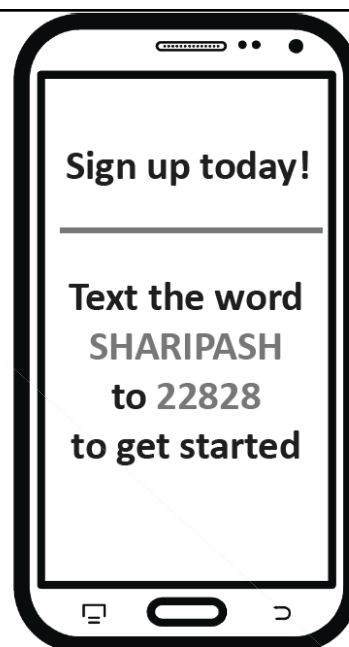
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Shari Pash Membership and Growth Strategist
517.285.7127 | sharipash.com |
shari@sharipash.com

Through Shari's hands-on work, she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director orientation and planning sessions, and works with organizations to develop and recruit volunteers.