



# VOLUNTEER CAPITAL

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# Topics

- Leadership
  - What works, what doesn't?
- Volunteers
  - Motivation
  - How to determine and recognize Volunteer needs
  - How to make that recognition significant
- Adding New Volunteers
  - “the subtle draft”



# Leadership

- Leading volunteers is NOT the same as leading and motivating employees
  - In fact, some strategies can be terribly ineffective
- Leaders of volunteers must only employ positive motivation
  - Any negative motivation will amplify the “I am going to quit” flameout
- Leaders of volunteers have it HARDER than leaders at “work”
  - No one “needs” to volunteer.
  - Finding other volunteer opportunities are a dime a dozen



# Volunteers



- Volunteers are all motivated by different things.
  - Do not assume that the goal of the VOA is aligned with the goal or the motivation of the volunteer.
- Recognize what motivates the volunteer (Harness the Passion)
  - Recognition / Awards?
  - Being “in the know”?
  - Project oriented?
  - Charity driven (combining 2 passions?)
  - Side benefits
- Pushing the Passion Button
  - Find it – what lights them up?
  - Push the button frequently without removing the meaning
- Tailor each volunteer’s experience to their passion
  - You will get the most out of each volunteer



# Recognition & Motivation



- Publicity
  - Mention a volunteer in the Region News section
  - Provide picture of member in their volunteer role for inclusion in VQ
  - Feature member's project prominently on regional website
  - Send press releases for charitable events, quote event organizer
  - Member of the Year awards
  - THIS IS FREE!!!!
- Stuff – Goodies – SWAG
  - Customized awards are becoming even more accessible and cost effective
  - See 2014 Presentation on Awards - steal shamelessly!
- Being “in the know”....
  - Share more inner working of both the region and the national VOA
  - Encourage more engagement and ASK them to run for office

# recognition and motivation – cont.

- Charity or other specific motivations
  - Determine how volunteer can merge their passions – especially with charitable organizations
    - This is good for members AND good for the club
  - Their recognition might not even be from the VOA, but from the charity
- Sense of belonging
  - Some people simply want to belong to a group of folks that share the same passions or interests, or want to
  - Recognize this member by subtle inclusion during club events, by assigning tasks / asking for help, and then thanking publicly



# New Volunteers

- Watch for signs of each members' passion
- Consider ways to ask that member to integrate their passion into a club event or function
  - Track rats can host alignment clinic
  - Social butterflies can find “the right” restaurant or winter weather activity
- Ask them to co-host an event with an existing event “pro”



# Leading Volunteers

**Leadership:** The art of getting someone else to do something you want done because he wants to do it.

*-Dwight D. Eisenhower*

