



CONFERENCE ON VOLUNTEERING AND SERVICE
JUNE 27-29, 2016

Tools to Rethink Volunteer Engagement

Points of Light * HandsOn Network * generationOn * Corporate Institute * AmeriCorps Alums

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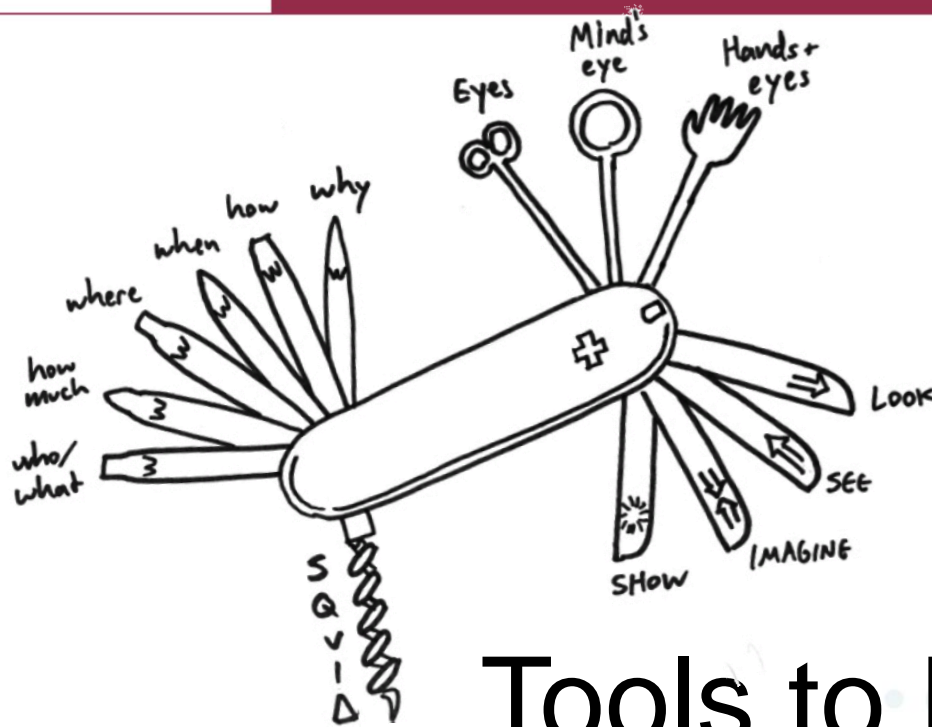
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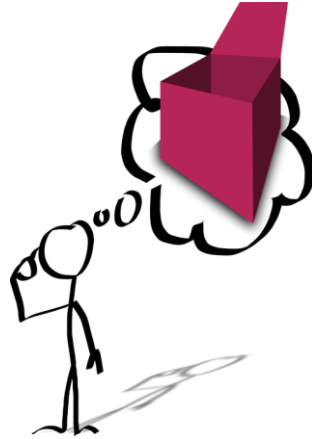
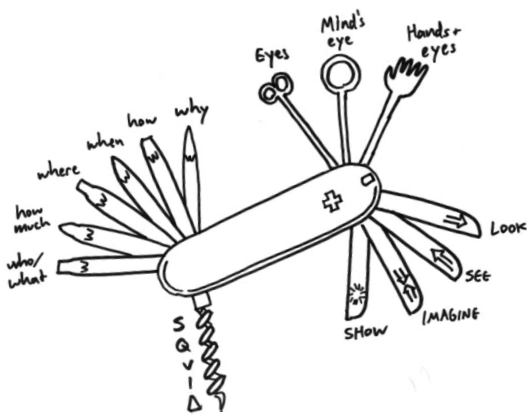


Tools to Rethink Volunteer Engagement

Hmmm? How can we engage
volunteers at XYZ Non-profit?

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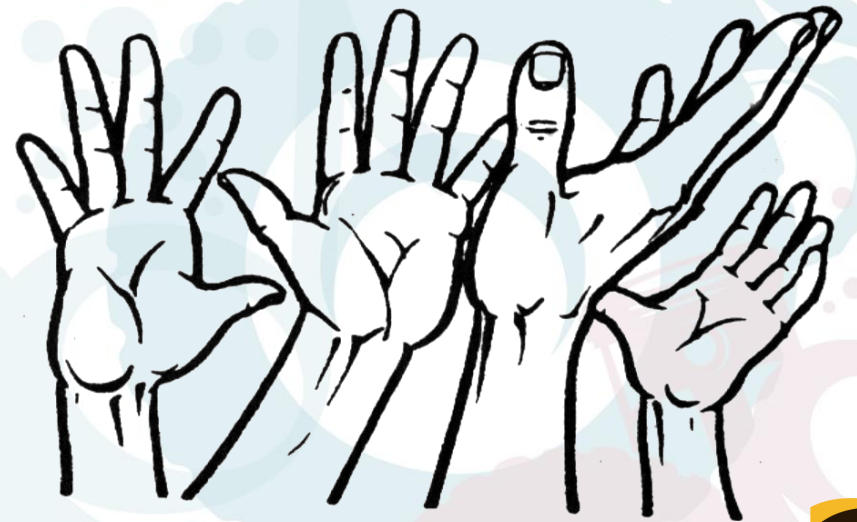
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Who's in the Room?

- Volunteer Coordinators
 - 25% or more of your job
 - 50% or more of your job
- Executive/Leadership
- Program Managers
- Board Members
- Volunteers



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Trouble coming up with Impactful, Rewarding, and Marketable Volunteer Positions?

- Brainstorming Techniques/Methods
- Identify Styles for Your Agency/Staff
- Take Tools for a Test Drive
- Learn How to Share the Tools

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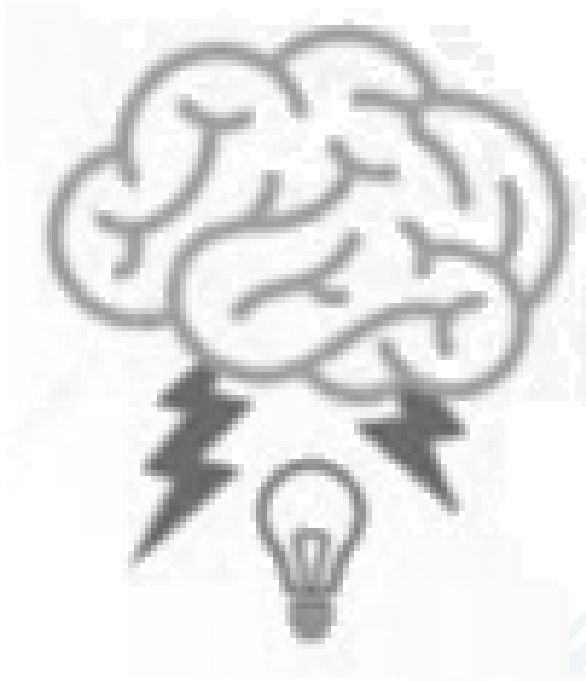




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Brainstorming: Types



- Individually
- Small Groups (2-8)
- Large Groups (12+)

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Guided Brainstorming

Individually

- Writing to Get the Right Idea
- SWOT (Strengths, Weaknesses, Opportunities & Threats)
- How would someone else tackle this?
(Mentor, Celebrity, Competitor, Volunteer, etc. - get creative)
- Super-Storming

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Guided Brainstorming

Individually

- Fill the Gap

You know where you are (Point A) and you know where you want to be (Point B). Sometimes there may only be a weak rope bridge between the two. If that is an issue start to write the steps to building a sturdy bridge between the two.



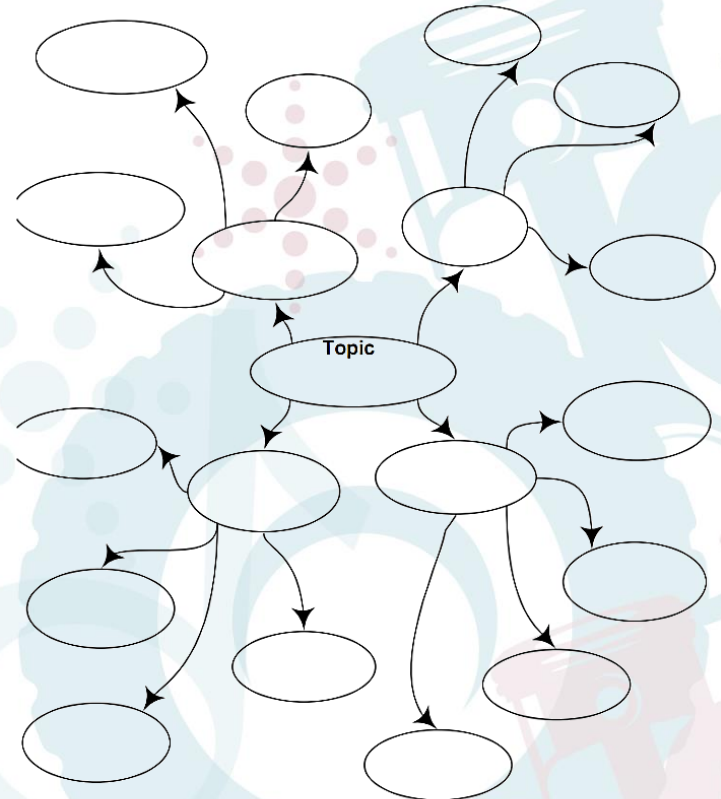
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Guided Brainstorming

Individually

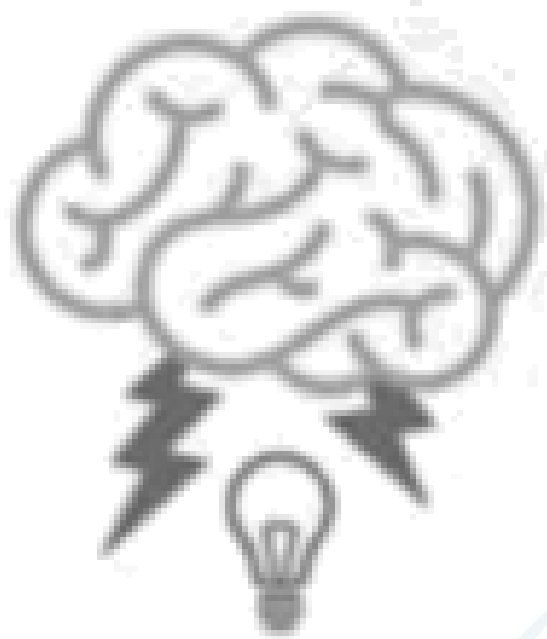
- **Brain/Mind Mapping**
Grab a sheet of paper, write your issue/concept in the center. Draw a circle around it and start to map ideas from there.



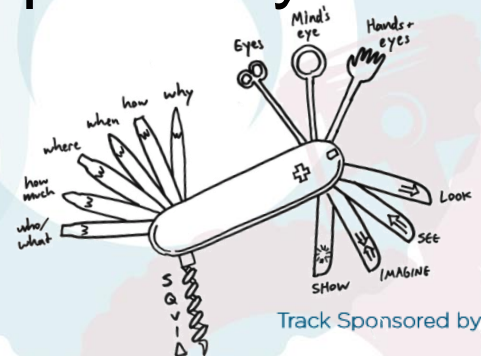
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What about Your Org?



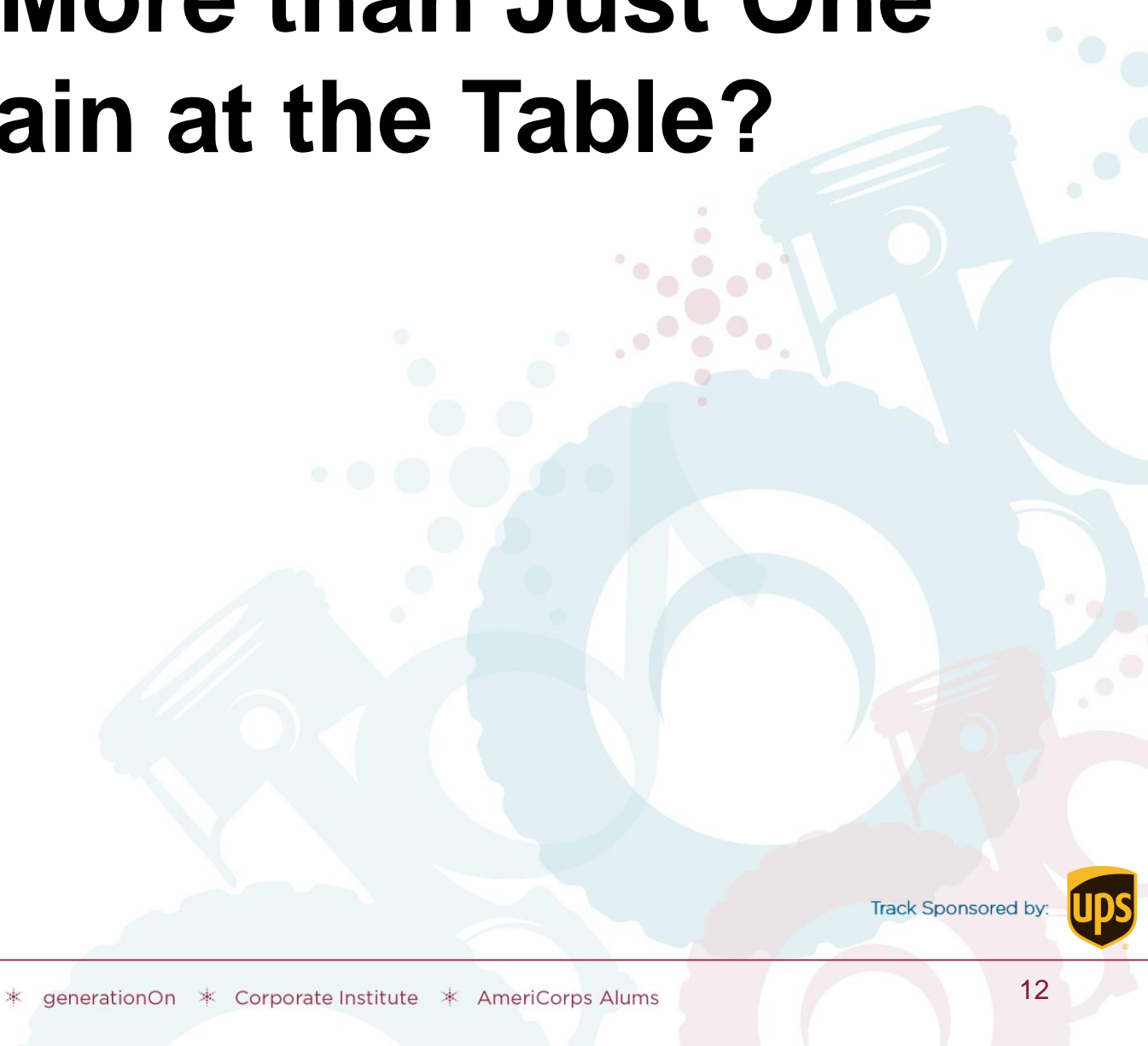
- Think back on what we have covered...
 - Identify 5 Types of Brainstorming
 - Connect them with a challenge/opportunity



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Need More than Just One Brain at the Table?



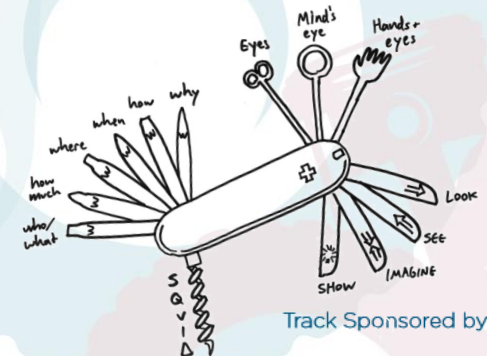
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What about Your Org?

For this instance ...

- Choose either your own org or pick an agency you will work with
- Connect with your neighbor
- Be honest about what personalities you need to be conscious of



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Pre-Planning

- You can't just put staff in the conference room and tell them to come up with great new ways to engage volunteers. You will need to ...
 - Set the Stage
 - Create Ground Rules
 - Empower them with Tools

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Set the Stage

Create a Creative Environment

- Location – 3 C's - Comfy, Casual, Creative
 - Lounge/Bar, Coffee Shop, Corp. Partners Office, etc.
 - Anywhere but the same old conference room
- Supplies
- Warm-up/Icebreakers
- Switch Up
- Facilitator



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Ground Rules

Make Them and Enforce Them

- Safe Brave Space
Don't protect and coddle. Encourage some debate and challenging.
- Everyone contributes
 - Bring in the quiet ones
 - Set the tone for the outspoken ones
- Ask the Audience

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Empower with Tools

Guided Brainstorming & Worksheets

- Facilitated or Guided Brainstorming
 - Small Groups
 - Large Groups
- Printed Forms, Worksheets and Tools

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Facilitated Brainstorming

- **Challenge-storming**

Collectively gather all assumptions and challenge them. Sometimes what we think are “musts” are actually just self-imposed barriers.

- **Resource Surplus**

What if there were no limits on staff, time, money, volunteers, etc. (only do one or two at a time)

- **Exaggeration**

Resize the topic. (Shrink it, Enlarge it, or Multiply it)

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Facilitated Brainstorming

- **101 Ideas** – Good, Bad, & Ugly

Think quantity over quality. Some bad ones may trigger good ones.

- **Biggie Size It**

Take an idea and run with it. Keep building on it until the ideas fade.

- **Impracticality**

Goal is to throw out impractical, outlandish, and utopian ideas. These may be able to then be made practical.

- **Re-storming**

Brainstorm for X minutes then take the best idea and brainstorm off of it.

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Facilitated Brainstorming

- **Multi-Step or Step Ladder**

Individual ➔ Core (2-3) ➔ Double Core (4-6)

- **Crawford's Slip Writing**

Everyone writes on a slip and then all are shared with equal weight for organizations that have hierarchy influences when brainstorming

- **Piggyback**

Individual +1 +1 +1 +1 +1

Always let the newbie (+1) present ideas before the group briefs them

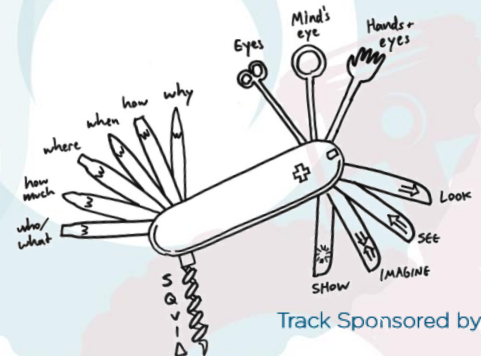
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What about Your Org?

Reconnect with you neighbor

- What are some methods that you can try?
- What may help your partners situation?

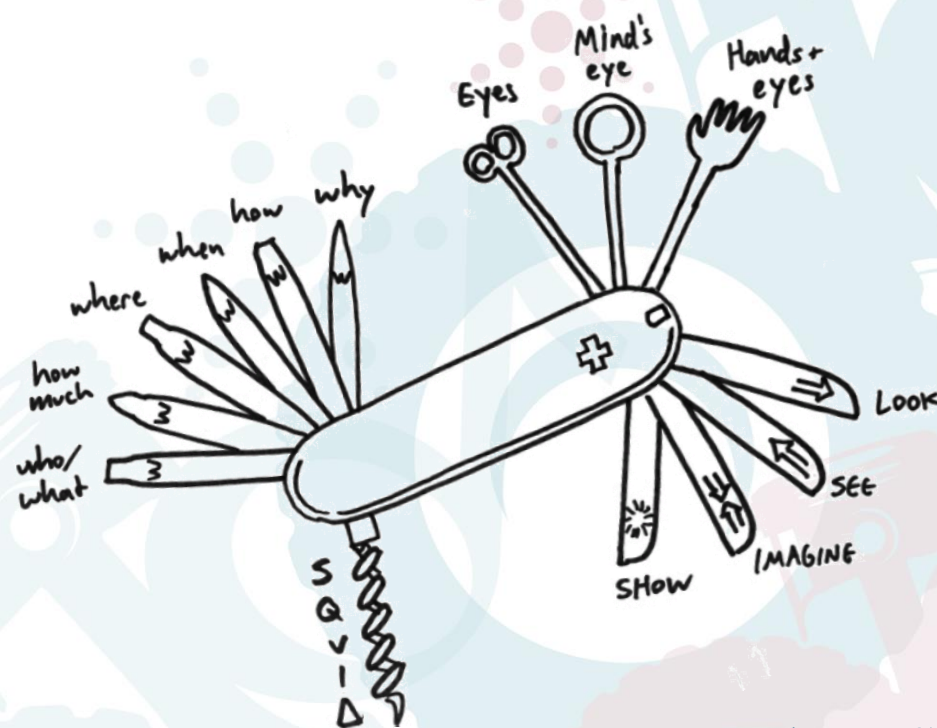


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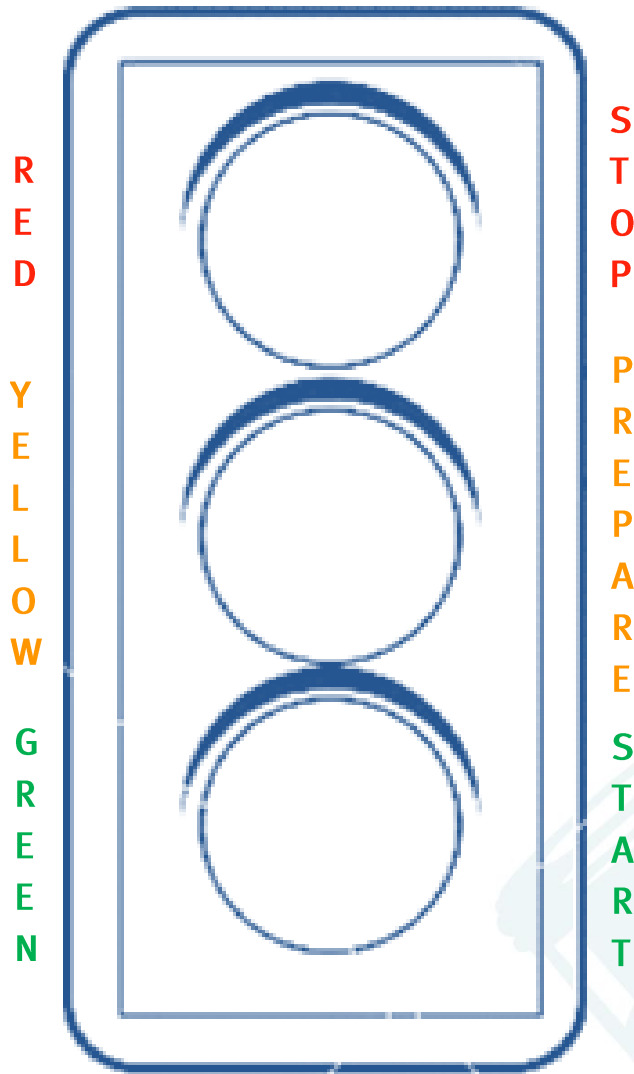
Tools Designed for Volunteer Engagement

- Traffic Light
- Dream Big
- Bazillion Dollars



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- Well-known concept
- Gives guidance on when to and when NOT to use volunteers.
- Identifies low hanging fruit in green.
- Can be used over the course of a month.
- Works great for individuals and then roll into department or org-wide.
- Helps identify weaknesses or disliked portions of positions

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- Great for skills or task-based needs
- Limited number of bubbles so it isn't overwhelming
- Pretty open and flexible format to meet a variety of needs.

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- Sneaky – removes the V word. Reframes what a volunteer is (unpaid human capital).
- Helps people think about skilled, pro-bono and project-based positions.
- Reminds people to only bring on volunteers that are valued.

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