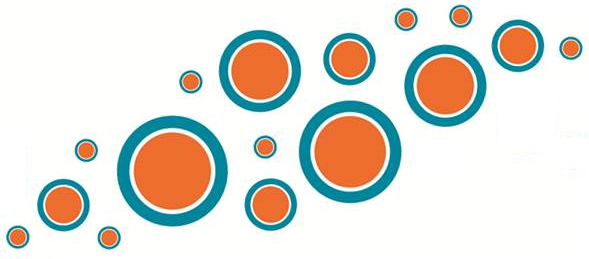


Volunteer involvement and retention

M104

Self-Study Elective

Contents

[Objectives 3](#_Toc390772906)

[Essential Reading 3](#_Toc390772907)

[Other Resources 3](#_Toc390772908)

[Strategic Value of Volunteers 4](#_Toc390772909)

[Case Study Reading 5](#_Toc390772910)

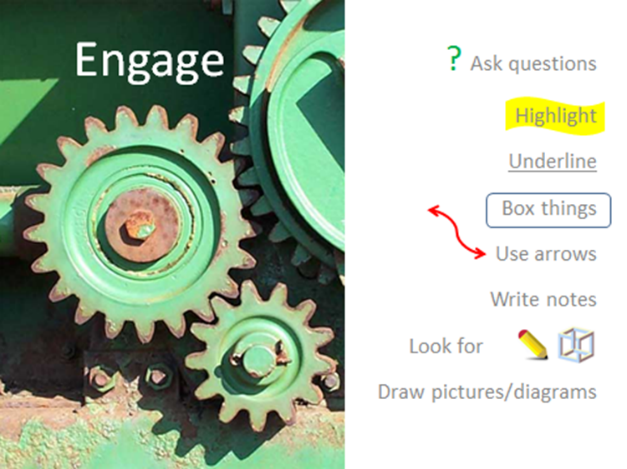
[Volunteer Involvement 6](#_Toc390772911)

[Adult Learning Principles 9](#_Toc390772912)

[Volunteer Retention 12](#_Toc390772913)

[Volunteer Recognition 13](#_Toc390772914)

[Staff-Driven vs. Volunteer-Driven Programs 13](#_Toc390772915)



|  |
| --- |
| Marking is done on the basis of competency. If you have answered correctly then no comment is made. If your answer requires development then comment will be made within the activity.  Markers Comment:  Assessed: Competent not-yet-competent |

# Objectives

The objectives for this unit are:

* Outline the strategic value and role of volunteers within the/an organisation.
* Create a basic plan for successful volunteer involvement and retention.
* Use the principles of adult learning to provide orientation and training to volunteers.
* Differentiate between the staff-driven versus the volunteer-driven program.

# Essential Reading

* Tempel, Eugene R., Timothy L. Seilor, and Eva E. Aldrich. 2011. “Volunteer Management”. In *Achieving Excellence in Fundraising*, Third Edition, 285-294. John Wiley & Sons, Inc.

# Other Resources

* Florida TechNet. “Pedagogy vs. Andragogy”. Accessed February 3, 2012. <http://www.floridatechnet.org/inservice/abe/abestudent/andravsped.pdf>.
* Livingston Institute of Vocational Training Pty Ltd. 2010. TAE40110 Certificate IV Training and Assessment: Delivery. LIV Training.
* Pidgeon, Walter P. Jr. 1998. *The Universal Benefits of Volunteering*. John Wiley & Sons.
* Preston Human Capital Group. 2009. “Success in the non-profit sector; The importance/Challenge of Volunteers." YouTube video, posted June 19. Accessed February 14, 2013. <http://www.youtube.com/watch?v=5dhiFC1QiBE>.
* TheVolunteerCenter. 2009. “The Volunteer Experience." YouTube video, posted May 12. Accessed January 21, 2013. <http://www.youtube.com/watch?v=Xv1_ga_zKbU>.
* Volunteering Australia. “The foundations of best practice”. Accessed September 6, 2012. <http://www.volunteeringaustralia.org/Best-Practice/-The-foundations/The-foundations-of-best-practice.asp>.
* Volunteering Australia “Helping others is easier than you think” <http://www.youtube.com/watch?v=BqvschURtyI&feature=youtu.be>
* Volunteering Queensland : Volunteer Recruitment Insight Series: 2 – Recruitment <http://www.youtube.com/watch?v=3AbrCbULpFE> and 3:.Training and Orientation. <http://www.youtube.com/watch?v=GLVFXTZ5yaY>

We make a living by what we get,

we make a life by what we give.

[Sir Winston Churchill](http://www.quotationspage.com/quotes/Sir_Winston_Churchill/)

# 

# Strategic Value of Volunteers

Let us more and more insist on raising funds of love, of kindness, or understanding, of peace. Mother Teresa

ACTIVITY ONE:

Review ‘The Strategic Value and Role of Volunteers’ in *Achieving Excellence in Fundraising* (pages 286-288) and use the table below to summarise the strategic value and role of volunteers to non-profit organisations.

| **Area** | **Strategic Value and Role** |
| --- | --- |
| Internalisation of Organisation’s Values |  |
| Linkages to Prospects and Donors |  |
| Community Needs |  |
| Philanthropic Giving | Check out [www.optusrockcorps.com.au](http://www.optusrockcorps.com.au) An initiative that rewards volunteering with concert tickets. |
| Planning and Evaluation of Fundraising Activities |  |
| Relationship Building and Solicitation |  |

# Case Study Reading

The following situation should be used to answer the questions and activities in this workshop, unless otherwise indicated.

baldway theatre company

The Baldway Theatre Company is a small Australian touring theatre company established in 1981. It is located in country NSW and has a large rural catchment area. The Company takes five productions per year on tour – two productions are national and the remaining three are local. The Company works with local volunteer promoters to bring productions to rural venues such as council halls and schools to access audiences who wouldn’t otherwise experience professional theatrical productions.

There are two full-time and two part-time members of staff. All cast and crew needed during production are freelance and employed on a contract basis for each show. They don’t have their own venue and work out of a small office provided free of charge by the Baldway council.

[Accept the fact that we have to treat almost anybody as a volunteer.](http://www.brainyquote.com/quotes/quotes/p/peterdruck130725.html) [**Peter Drucker**](http://www.brainyquote.com/quotes/authors/p/peter_drucker.html) 

The Company’s productions are very well received by the communities they have visited and the Company continues to enjoy sell-out performances throughout Australia.

**The Situation**  
Baldway Theatre Company are looking for new ways to raise money following budget cuts to their major source of financial support, the Australian Council for the Arts.

They have decided to implement three initiatives that will require the assistance of volunteers, and you have been asked to assist with implementation of these initiatives.

The initiatives are:

1. Creation of a small fundraising committee chaired by Cate Blanchett.
2. Creation of an events committee to run fundraising events.
3. Engage skilled volunteers to write grants for the organisation – focussing first on getting funding to employ a fundraising professional.

Case study adapted from: case (the culture and sport evidence programme). 2011. "Fundraising activity in arts, culture, heritage and sports organisations: a qualitative study." Accessed April 04, 2013. <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/186823/CASE_fundraising_report_Sep11.pdf>

# Volunteer Involvement

activity two:

Choose one of the three initiatives that Baldway Theatre Group intends to implement to increase fundraising revenue from individuals:

1. Creation of a small fundraising committee chaired by Lachlan Keartland.
2. Creation of an events committee to run fundraising events.

[I always wondered why somebody didn’t do something about that. Then I realised I was somebody. Lily Tomlin](http://www.brainyquote.com/quotes/quotes/p/peterdruck130725.html)

1. Engage skilled volunteers to write grant applications for the organisation – focussing first on getting funding to employ a fundraising professional.

Complete the table below to identify the volunteer needs of the Baldway Theatre Group.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Volunteer Needs Assessment** | | | | |
| **Organisation:**  **Chief Executive Officer:**  **Volunteer Chair:**  **Date:** | Baldway Theatre Company  David Williamson  Cate Blanchett | | | |
| Position | | Remarks | Required | Retained |
| *Example: Fundraising Committee Member - Strategy* | | *Experience in strategic planning for fundraising programs.* | *1* | *0* |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
|  | |  |  |  |
| **Total Volunteer Needs** | | |  |  |
| **Total Recruitment Needs** | | |  |  |

Table adapted from: Pidgeon, Walter P. Jr. 1998. *The Universal Benefits of Volunteering*. John Wiley & Sons.

activity three:

Using the table below, either write a simple job description for one of the volunteer roles Baldway Theatre Company requires OR write s simple job description for a volunteer role in your organisation.

|  |  |
| --- | --- |
| **Volunteer Job Description** | |
| Baldway Theatre Company  Volunteer Job Description  Postion:  Date:  [Volunteers are seldom paid; not because they are worthless, but because they are priceless! Author unknown](http://www.brainyquote.com/quotes/quotes/p/peterdruck130725.html) | |
| Reports to: |  |
| Supervises: |  |
| Duties: |  |
| Time Requirements: |  |
| Skills Required: |  |
| Position Evaluation: |  |

Table adapted from: Pidgeon, Walter P. Jr. 1998. *The Universal Benefits of Volunteering*. John Wiley & Sons.

activity four:

Watch this short video from Volunteering Queensland on volunteer recruitment.

It’s focus is on recruiting volunteers for events, but the principles also apply to fundraising.

<http://www.youtube.com/watch?v=3AbrCbULpFE>

Write out the key ideas from this video

|  |
| --- |
| Work out how long registration needs to be open for  Advertising before registration – Posters, flyers, eflyers for networks, press releases  Email invitations to register  Recruit more than you might need  Provide clear precise communication regarding dates, times, addresses.  Set up a FAQ page with a link in your email signature  Respond to emails professionally and in a short time frame |

activity five:

Spend 5 minutes exploring the Volunteering Australia website.

<http://www.volunteeringaustralia.org/>

Watch their video on the site or on YouTube

<http://www.youtube.com/watch?v=BqvschURtyI&feature=youtu.be>

# Adult Learning Principles

Adult learning is based around six key principles:

* Adults are internally motivated and self-directed.
* Adults bring life experiences and knowledge to learning experiences.
* Adults are goal oriented.
* Adults are relevancy oriented.
* Adults are practical.
* Adult learners like to be respected.

The table on the next page includes ways you can use these principles when providing orientation and training to volunteers.

Use the following key to mark the tips in this table for your organisation:

Highlight in yellow those your organisation are good at

Highlight in green those your organisation could grow in

**Bold 3** that you personally find helpful

Underline 1 you could try out immediately

**Application of Adult Learning Principles**

|  |  |
| --- | --- |
| **Principle** | **Training Tips** |
| Adults are internally motivated and self-directed. | * Show interest in their thoughts and opinions. * Encourage asking of questions and exploration of concepts. * Lead them to inquiry rather than supplying too many facts. * Set projects or tasks to complete during training. * Encourage use of resources such as libraries, journals, internet etc. * Provide regular and constructive feedback. |
| Adults bring life experiences and knowledge to learning experiences. | * Provide opportunities for them to apply their existing knowledge and prior experience to their training. |
| Adults are goal oriented. | * Provide meaningful learning that is clearly linked to job function. * Provide case studies as a basis on which to learn theory. * Ask questions that motivate reflection, inquiry and further research. |
| Adults are relevancy oriented. | * Ask them what they expect to learn prior to training, what they did learn in training and how they can apply it to their work. * Provide choice in projects if possible to reflect their own interests. |
| Adults are practical. | * Provide real life examples in course work. * Help them understand how the training applies to their job. * Promote active participation by getting them to do things rather than observe. |
| Adult learners like to be respected. | * Show interest in them. * Acknowledge the experience they bring to the workplace. * Regard them as a colleague who is equal in life experience. * Encourage expression of ideas, reasoning and feedback. |

Watch the Volunteering Queensland video on training and orientation for volunteers

<http://www.youtube.com/watch?v=GLVFXTZ5yaY>

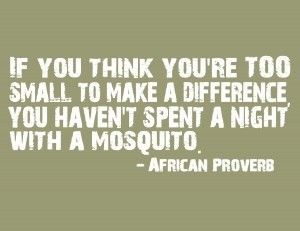
activity six:

1. Create the framework for a volunteer orientation session for the job description you wrote in ACTIVITY THREE.

|  |  |  |  |
| --- | --- | --- | --- |
| **Session Name** | **Content Outline** | **Delivered By** | **Delivery Method and Duration** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. What ongoing training would be required for this position?

|  |
| --- |
|  |



# Volunteer Retention

activity seven:

Review ‘’Steps for Successful Volunteer involvement’ in *Achieving Excellence in Fundraising* (pages 288-292). List the 9 key steps for Successful Volunteer Involvement.



Brainstorm and record some ideas that the Baldway Theatre Company OR your organisation could use to ensure their volunteers stay longer term.

|  |
| --- |
|  |

# Volunteer Recognition

Have a look at

<http://volunteeringaustralia.org/wp-content/uploads/VA-Managers-101-Ways-to-Recognise-Your-Volunteers.pdf>

Write down 5 ideas that would work at your organisation



# Staff-Driven vs. Volunteer-Driven Programs

activity eight:

Review ‘Staff-Driven Versus Volunteer-Driven Fundraising Programs’ in *Achieving Excellence in Fundraising* (pages 293). Write a paragraph below about how your organisation interacts with volunteers.

Notes:

|  |
| --- |
|  |