

Work smarter not harder

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Is your Volunteer Department Living in the 21st Century?

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Challenges In your Volunteer Program?

- Decreased allotment of funding
 - Avoid Band-aid fixes. Think Long term!
- Engagement and recognition
- Volunteer Staffing (Turnover, Recruitment)
- Administrative Tasks (day-to-day activities)

Good Volunteer Programs Don't Happen By Accident! - Questions

1. Volunteer Onboarding? Having a good start
2. Demographics? And their story
3. Communication?
4. Appreciation?
5. Opportunities for Growth? ... Technology?

Why bother with technology?

- Organizations need to adapt
- Technology can be used to improve ***efficiency***
- ***Analytics*** can help us learn for the future
- Mind your ***demographic!***
- Thinking for the future ...

The Volunteer Onboarding Process

- Pretend you're the volunteer!
- Is there anything confusing? Website? – FAQ?
- Bottlenecks in the process?
- Are there ways for improvement?

Onboarding Process evaluation

- Electronic Signup process?
- Fillable PDF forms?
- Easy to access?
- Sufficient information about the recruitment process? Positions available? What to expect?

Are you giving enough information?

- Clear expectations and role description in ***simple language***

Roles and Descriptions

- A blurb of the organization and your mandate
 - Detail of the department, if applicable
 - What's in it for the volunteer
- Why you are looking for volunteers
 - Requirements
 - Commitment Length
 - Contact information

Recruitment– Ideas? + Lets Review!

- How are applications received?
 - Standardize your process!
- Finding (and keeping) committed volunteers
 - Keep things fresh and interesting
 - Provide leadership opportunities
- Word of mouth?

Lets share / discussion:

- What are you using to manage your volunteers? Software program/paper tracking?
- For those who are using software, does it meet all your needs?

Why consider Volunteer Management Software?

- Countless benefits from major providers
 - Online application
 - Flexible scheduling
 - Communication capabilities (e-mail, social media, text messaging)
 - Built-in reports with customization tools
 - Eligibility tracking set during recruitment
 - Volunteer profile creation
 - Organization of data
 - Addition of documentation to volunteers (Immunization forms, VSS, etc.)
 - And many more!
- Tracking and reporting (analytics)


Different Database Types & Volunteer Management Software

- Vsys One by Bespoke Software
- Better Impact Software
- Raisers Edge
- Microsoft Excel / Access
- Google Sheets



Google Sheets

Introduction to: Communication Strategies & Ideas

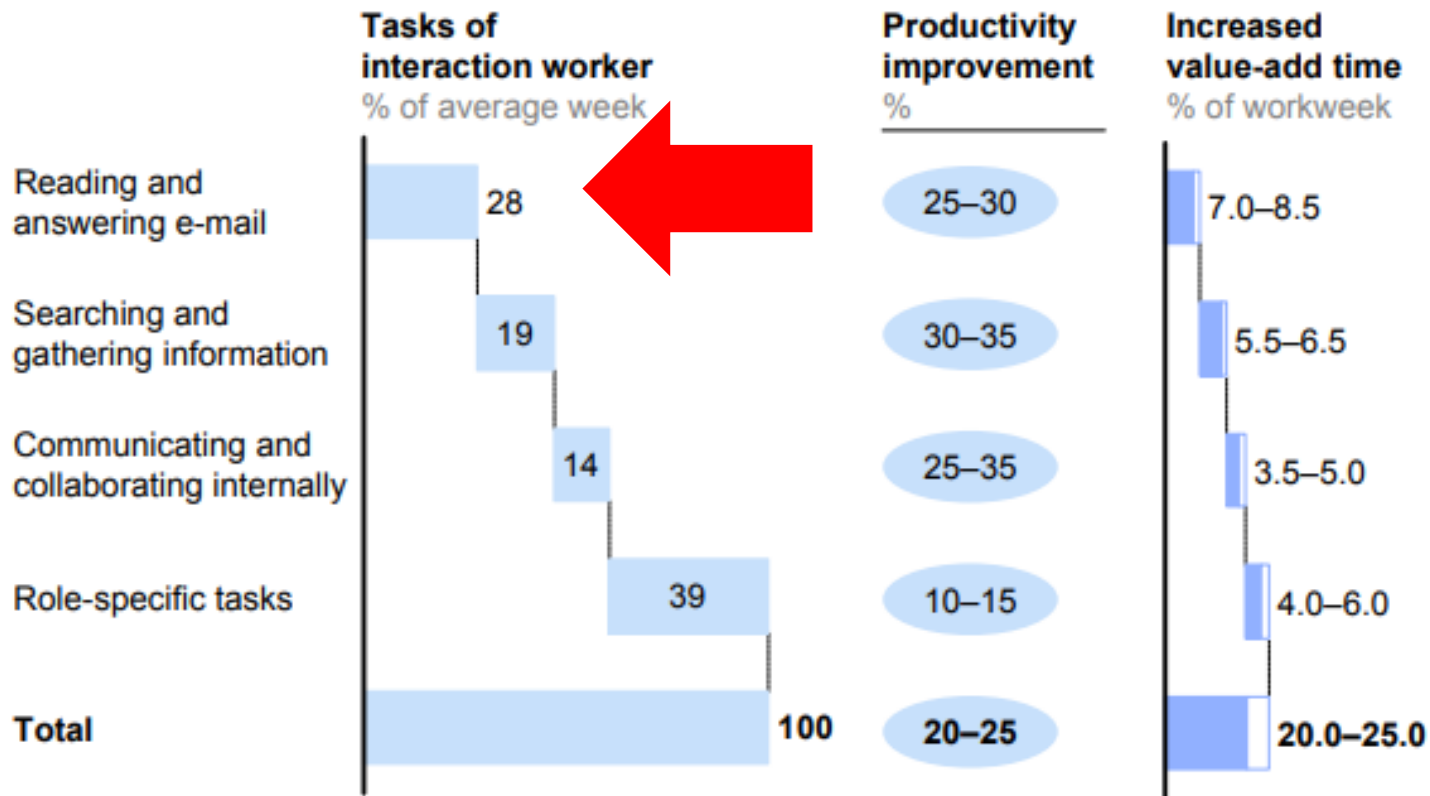
- Telephone Call and Individual Emails
- SMS/Mobile Based Alerts (Text Messages)
- Email Blasting Services/Tools 
- Team Communication Methods
- Social Media Platforms
- Your calendar

Constant Contact 

 WhatsApp



Improved communication and collaboration through social technologies could raise productivity of interaction workers by 20 to 25 percent



SOURCE: International Data Corporation (IDC); McKinsey Global Institute analysis

Collaboration Tools Examples

- WhatsApp
- Slack
- Skype
- Hangouts/Google



Collaborative Document Examples

- Google Apps

- Includes Docs, Sheets, Slides, etc.



- Office 365 Live / Microsoft Office

- Includes Word, Excel, PowerPoint



- Shared Storage (Cloud)

- Google Drive, Dropbox, Microsoft One Drive, Box,



Email Blasting Services

- Constant Contact & Mail Chimp, etc.
- Interesting Templates and user friendly!
- Automate Emails, Conduct Surveys
- Analytics and Reporting!

Constant Contact® 



Reporting and Analytics

- Detailed reports showing:
 - How many email opens, clicks within email
 - Opens by device
 - Can be used to future tailor your audience
- Engagement Report
- Click Heat Map

Tips and Tricks with Outlook

- Scheduling Automatic Email Delivery Time
 - Options, Delay Delivery, “Do not deliver before”
- Quick Appointment & Email Creation
 - Right Click Outlook, New E-mail/Appt/Meeting
- Read & Delivery Receipts
 - Options, Request a Delivery Report/Read Receipt

Calendar scheduling conflicts HubSpot

- Schedule your appointments faster and avoid the back-and-forth emails
- Ensures calendar stays full; you become more productive
 - You let others schedule meetings
 - Everything is synced with your calendar



Doodle! – easy scheduling

- Simplifies the process of scheduling events, meetings, appointments
- Link is sent to others, participants can choose dates that work for their schedule

The logo for Doodle, featuring the word "Doodle" in a bold, blue, sans-serif font.

What and Why Social Media?

- Facebook, Instagram, Twitter
- Professional – LinkedIn
- Validation of your program
- Tool used for advertising - #Hashtag
- Opportunity for future growth



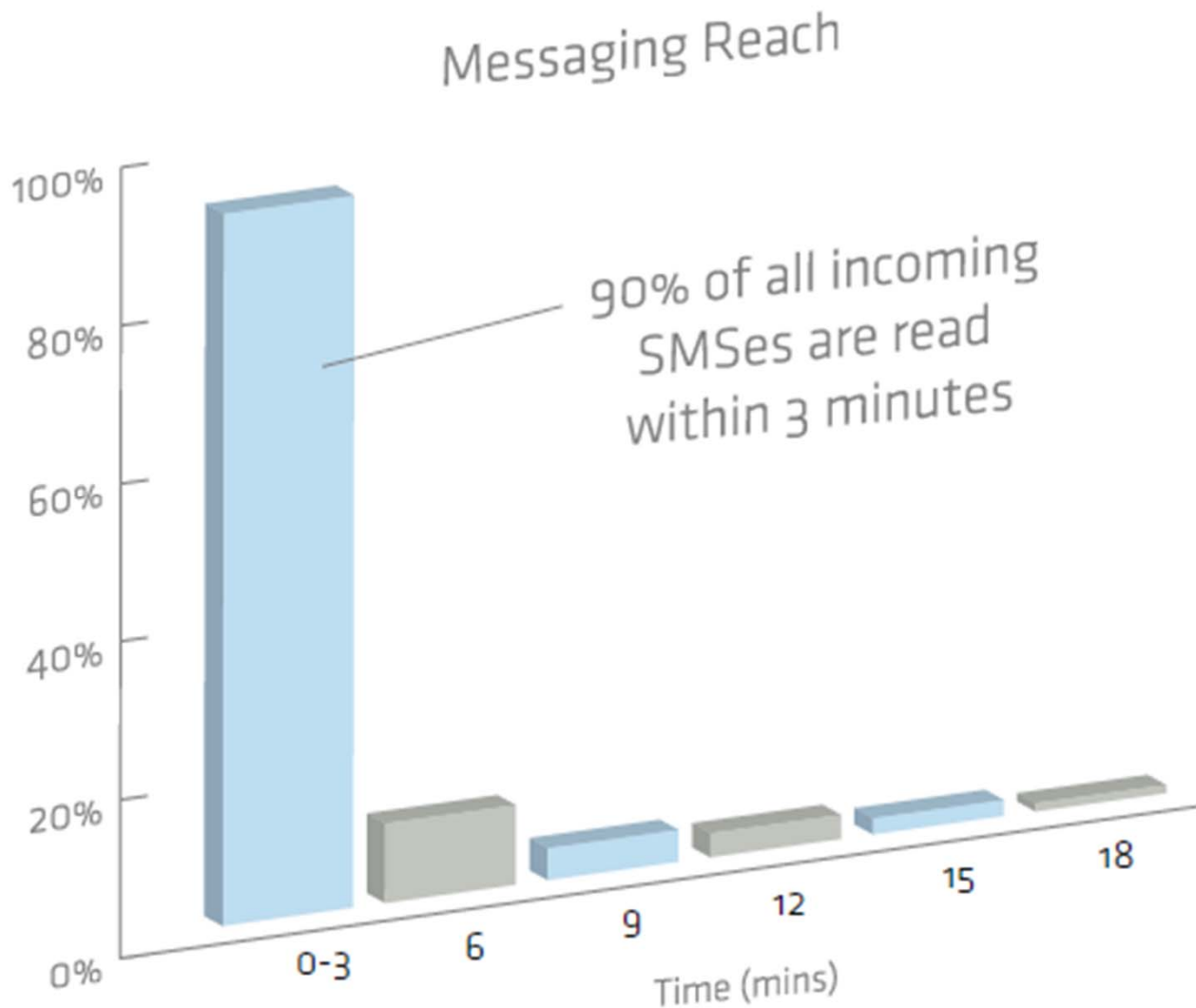
Adoption of Social Media for your Volunteer Department

- Social networks are one of the fastest growing industries in the world
- Different from your organization
- Demographics
- Brand Awareness - #Hashtag, Likes, Follows
- Analytics

Social Media Management

- Hootsuite
 - Able to manage all your social media
- Save time by scheduling your posts
- Customized analytics
- Content creation





Mobile Text Alerts

- Communicate in real-time from anywhere
- Universal form of information transfer
- Immediate form of response
- Short and to the point, 160 characters

Mobile Text Alerts

- ↑ in response rates (Active communication)
- Does not require a mobile data / Wi-Fi connection
- Quality over quantity (160 Character Limit)
- Unique way to reach individuals
 - More individuals cellphone users
- Fees may be involved (\$)

Mobile Text Providers (\$)

- EZ-Texting (Non Profit Discount)
- Rogers, Bell, Telus, etc. (unlimited texting).
 - As low as \$15/month from Rogers
- Integration with your database (Vsys One /Better Impact etc.)

Sustaining Volunteer Involvement

- Short vs. Long term commitment
 - Knowing why people volunteer
- Long term strategies
 - Creating a quality volunteer experience
 - Ensure the volunteer "gets more" than they give
 - Seeking feedback
 - Nothing!

Notes about Volunteer Retention

- Mind your demographic – Consider Workshops
- Keep track of the excuses!
- Suitable volunteers?
- Things to keep in mind:
 1. Create a quality volunteer experience
 2. Develop a "true believer" in your cause
 3. Provide organizational support
 4. Ensure the volunteer "receives more than they give"

The Exit Interview...

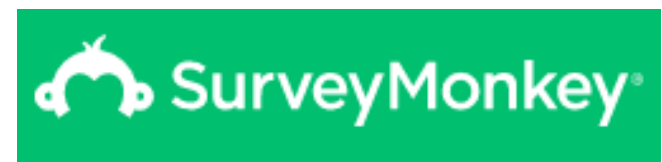
- Feedback from volunteers
- Evaluation tool for future volunteers
- When to ask the questions?
- Should be easy, but important enough!

Exit Interview Questions (Ideas)

1. What brought you into our program?
2. What is your main reason for leaving?
3. What was the most / least enjoyable part of your volunteering role?
4. Do you feel you received adequate support in your role? YES/NO
5. Do you feel you received adequate training in your role? YES/NO
6. What would you suggest needs to be improved to make the experience better for other volunteers in the future?
7. Would you recommend others to volunteer for this organisation?
8. How do you really feel about this organization?
9. Final Comments?

Data Collection Surveys

- Pen and paper (Offline / Online)
- Survey Monkey
- Google Forms
- Reward for participating
 - Keeping it Anonymous?



Are You Counting Everything?

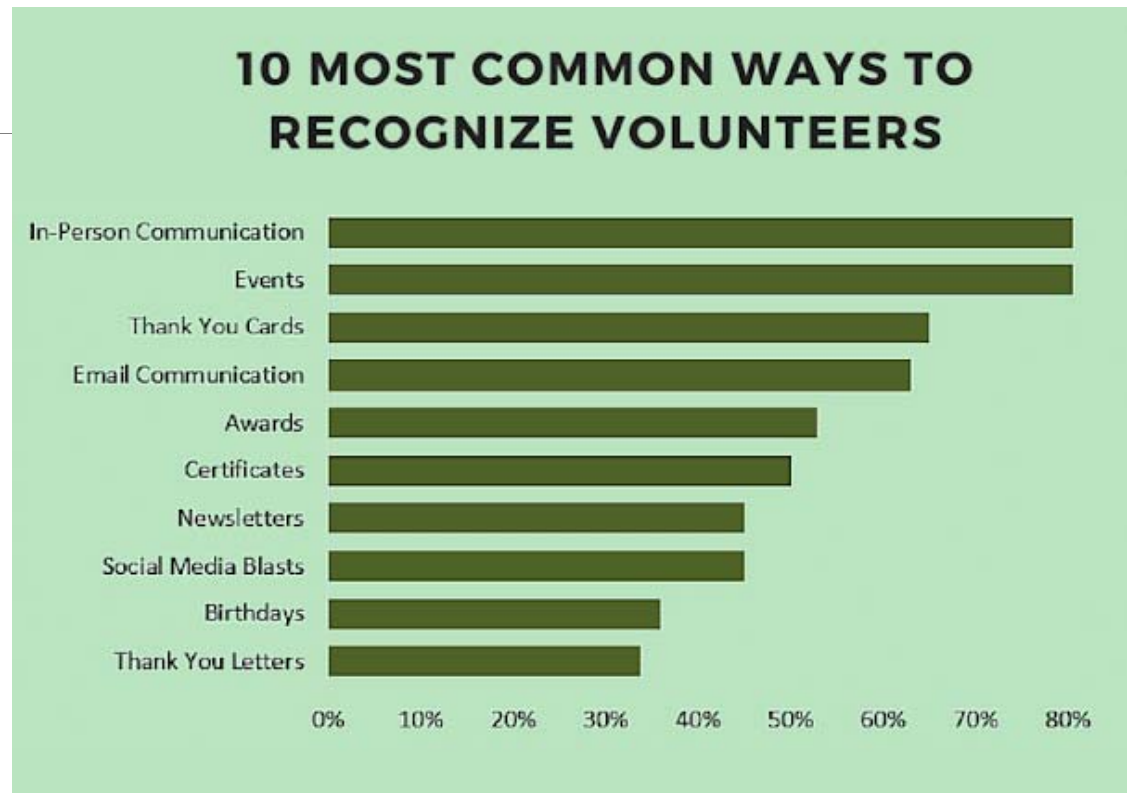
- Fully tracking volunteer metrics
- Align your finances with your strategy
 - Invest in your volunteers
- Not all experiences are positive
 - Make the most of it

Thanking your Volunteers

- The smallest things makes a difference
- Recognize volunteers (i.e. spotlight)
- Get involved alongside them
- Ask for their opinion – and listen
- Share their impact

Thanking Volunteers

- It is preferred to thank in person
- Parties or events
- Token gifts or cards



Foster the right kind of engagement!

- Are your volunteers engaged?
- Be proactive and not reactive
- Encourage professional development
 - Become members of PAVRO
 - Recruit within your organization

“People have a voracious appetite for a better way, and yesterday’s ‘wow’ quickly becomes today’s ‘ordinary’.”

-Jeff Bezos, Chief Executive Officer of Amazon
2017 Letter to Shareholders
April 18, 2018