

The Basics of Volunteer Management



Etymology of the Word

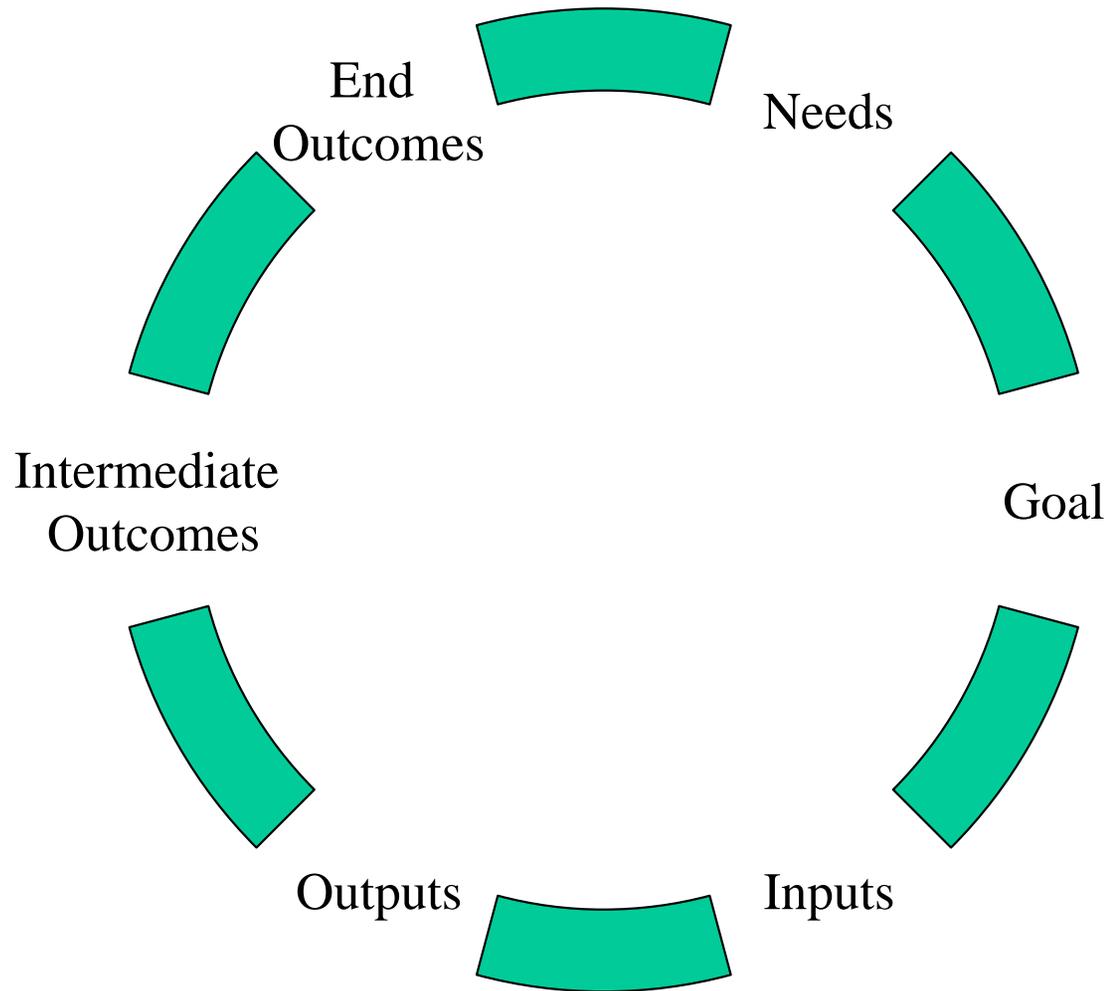
- ***volunteer*** (n.)
c.1600, "one who offers himself for military service," Non-military sense is first recorded 1638. The verb is first recorded 1755, from the noun.

volunteer. (n.d.). *Online Etymology Dictionary*. Retrieved February 12, 2007, from Dictionary.com website:
<http://dictionary.reference.com/browse/volunteer>

Step 1. Create a Plan

Using the Logic Model for Planning

Logic Model for Volunteer Management



Needs

What tasks, events, etc. need to be accomplished?

Example –AmeriCorps members will recruit volunteers to read with students.

Goal

What is the goal, or expected result, that will come from completed task?

Example – Students will gain the benefits of having a caring adult in their lives and improve their reading skills.

Inputs

What resources will you need to meet the identified need?

Examples – Volunteer recruitment plan, volunteers, books, a way to record progress, means to track numbers of volunteers, means to track hours volunteers read to students.

Outputs

What and how many products and services will be provided?

Example – Each AmeriCorps member will recruit 20 volunteers.

Intermediate Outcomes

What is the short term benefit of the task?

Example – There will be more volunteers in the schools reading to students.

End Outcome

What is the longer term benefit of completing the task?

Example – Students will increase reading levels and benefit from the relationship formed with their volunteer.

Why the Logic Model

The Logic Model can be used for planning AND evaluation/reporting.



Step 2. Recruit and Place Volunteers

- Plan a recruitment strategy
- Screen applicants
- Place in appropriate positions

Step 3. Orient and Train Volunteers

- Difference between orientation and training

Step 4. Supervise and Recognize

- Person to report directly to
- Evaluations of performance
- Appropriate recognition relies on knowing what motivates the volunteer (more on that in a minute)

Step 5. Evaluate the Entire Program

- To justify existence/funding
- To get a sense of accomplishment
- To be able to answer questions of staff, board members and funders

Motivation

Why do people volunteer?

Basic Motivators

- Praise
- Accomplishment
- Affiliation
- Influence

Motivators

Praise



Motivators

Accomplishment



Kentucky Commission on Community Volunteerism and Service
Department for Family Resource Centers and Volunteer Services
Cabinet for Health and Family Services



Motivators

Affiliation



Motivators

Influence/Power



Recognition

Recognition is an important step in retaining a quality volunteer. Knowing a volunteer's motivator will help in planning a meaningful recognition.

Resources to Help

- KCCVS Lending Library.
- School volunteer program.
- A variety of web sites.
- Local volunteer administrator association.

Credit Where Credit is Due

- Sarah Elliston – training handouts
- Project TAHS/Phyllis Newman
- Volunteers: How to Get Them, How to Keep Them by Helen Little
- Managing Legal Liability and Insurance for Corporate Volunteer Programs by Jeffrey D. Kahn
- Volunteer Management: Mobilizing all the Resources of the Community by Steve McCurley and Rick Lynch

Questions?
Ideas?
Suggestions?



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