



Volunteers: You've Got to Love 'Em

Rick Blain, CFRE



For



It's not a new concept

What is the essence of life? To serve others and to do good.

Aristotle (384-322 BC)



Today's Topics

- Advantages and disadvantages of using volunteers
- Recruiting and retaining volunteers
- What motivates volunteers
- Generational differences
- Losing some good volunteers

2015 Overview

- 24.9% of residents volunteer
- 62.6 million volunteers
- 7.9 billion hours of service
- \$184 billion of service contributed

Source: Corporation for National & Community Service

State Rankings by Volunteer Rate 2015

| | Rank | State | |
|---|------|---------------|--------|
| • | 20 | New Hampshire | 28.55% |
| • | 32 | Massachusetts | 24.81% |

Source: Corporation for National & Community Service

Our Volunteers

You've got to love 'em

What would we do
without them?

How do you use volunteers?

Entirely Volunteer Organizations

Advantages and Disadvantages

Why Do People Volunteer?

- Passion for mission
- Giving back
- Professional advancement
- Business enhancement
- Employer policy
- Mandatory Reciprocity
- Family tradition
- Social status
- Other?

Involuntary Volunteering

- Employer expectations
- School requirement
- Sometimes we “plant seeds”

Students who were engaged in some sort of community service in high school — whether mandatory or voluntary — were more likely to volunteer or be involved in some civic activity.

Joseph E. Kahne, Mills College

It's Good For You

Volunteers who devote a “considerable” amount of time to volunteer activities (about 100 hours per year) are most likely to exhibit positive health outcomes.

Why Do We Lose Them?

- Lack of clarity
- Mismatch
- Not important or impactful
- Not rewarding
- Poor communication
- Other?

What do you want me to do?

- What do you need them to do?
- Job description/clarity
- The reward
- Job match

“Ask me about Mary’s napkins.”

Volunteer Leadership

- Board
- Committee
- Other

Generational Comparison

Boomers

- 23 New Hampshire 28.2%
- 35 Massachusetts 25.2%

Millenials

- 25 New Hampshire 23.5%
- 31 Massachusetts 21.1%

The Younger Generation Will Respond

(Thomas W. McKee)

- Fun
- Win/win
- Efficient
- Technologically up-to-date
- Team based
- Empowered—a high level of freedom
- Cut-to-the-chase decision making
- Flexible—not one size fits all Fun

**Ticket sales are low for this year's
gala . . . So what will you say
to your volunteers?**

Write it down

Communication

Matures & Boomers

“Ticket sales are low for this year’s gala. We need for each committee member to sell 20 tickets. Please reach out to your business and social network.”

Genexers and Millenials

“Ticket sales are low for this year’s gala. What can we do about it?”



Our Volunteers

You've got to love 'em

You've Got To Love 'Em

- Determine what you need of your volunteers.
- Create a job description including time requirement.
- Carefully match the volunteer to the job.
- Make it purposeful.
- Make their job impactful.
- Communicate effectively.
- Appreciate them appropriately.

Thank you for your attention and participation.

Rick Blain



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