

Welcome to
**Strategic Thinking... to
Position Yourself and
Volunteers for True Impact**
with Reva Cooper



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*Clout ...means having influence, being able to persuade, asserting a stance and working to leverage the respect others have for you to better the **position** of the volunteer department in working toward the mission of the organization.*

McCurley and Vineyard, Best Practices for Volunteer Programs

Positioning Goals

- **educate** about the kinds of management and support required to maximize the involvement of volunteers
- **communicate** the scope and value of your work
- **increase investment** in the sustained, skilled management of volunteer resources

Desired Outcomes of session

1. Build power and credibility to influence positive change
2. Identify your positioning goals, key messages and action steps
3. Learn from the experiences and best practices of peers

*Whatever you can do, or dream you can... begin it.
Boldness has genius, power and magic in it. (Goethe)*



Volunteer Management

*The capacity of an organization to **organize, monitor, manage, motivate, recognize and reward its volunteers.***



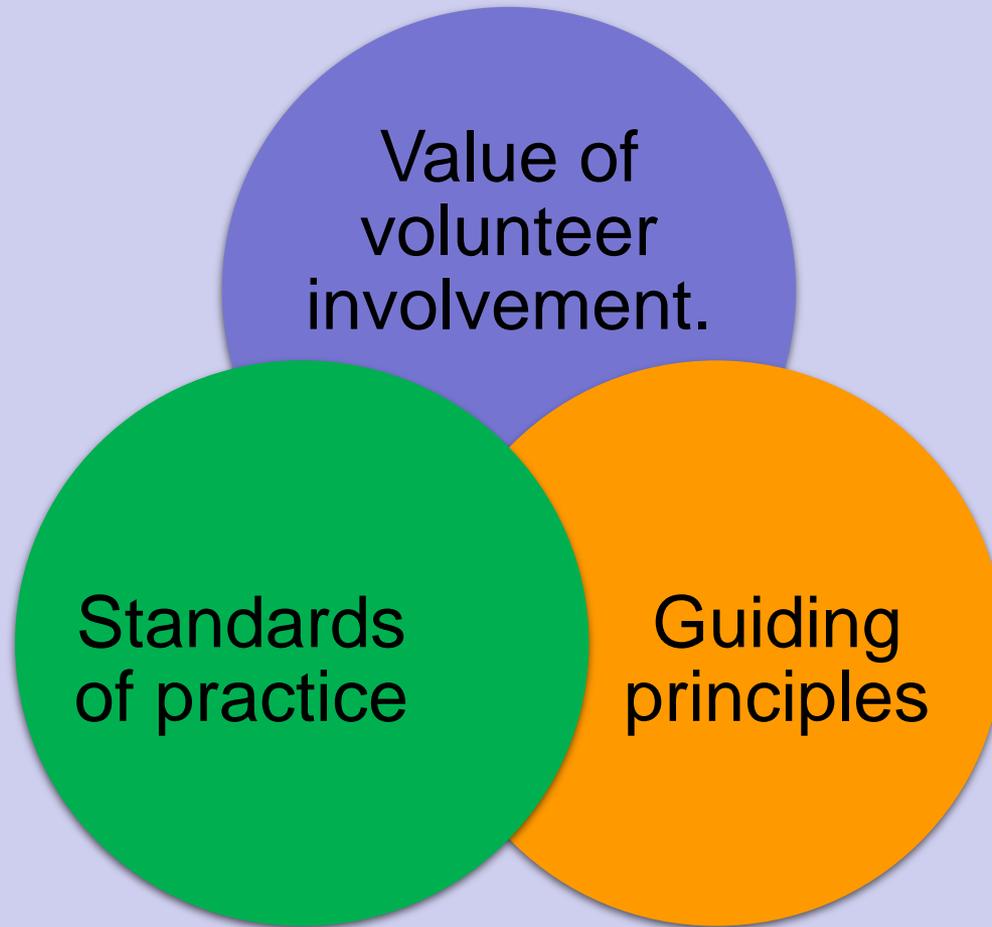
from Working
Together, VSI

Jane Leighty Justis

*I witnessed the **dramatic transformation** of organizations through the impact that well placed and equipped volunteers had on the accomplishment of their mission. They delivered direct services, offered consultation and leadership, opened doors in the community, served as ambassadors and raised funds*

In contrast, the poor stewardship of this energy resource often had a negative impact on all facets of an organization's work. The leadership often considered volunteers "nice but not necessary", and therefore not worthy of investing resources in their recruitment, nurture and retention.

The Canadian Code for Volunteer Involvement (CCVI)



Canadian Code for Volunteer Involvement (CCVI - 2017)

For volunteer involvement to be effective, the organization's leaders must actively champion a culture and structure that supports and values the role and impact of volunteer involvement

Board Members/ Executive Directors or
Leadership Volunteers/ Volunteer or Human
Resource Managers/ Staff/ Volunteers (p.13)

By adopting the Canadian Code for Volunteer Involvement, non-profit organizations commit not only to strengthening their volunteer engagement strategy, but also to strengthening the capacity of the organization to meet its mandate and contribute to strong and connected communities.

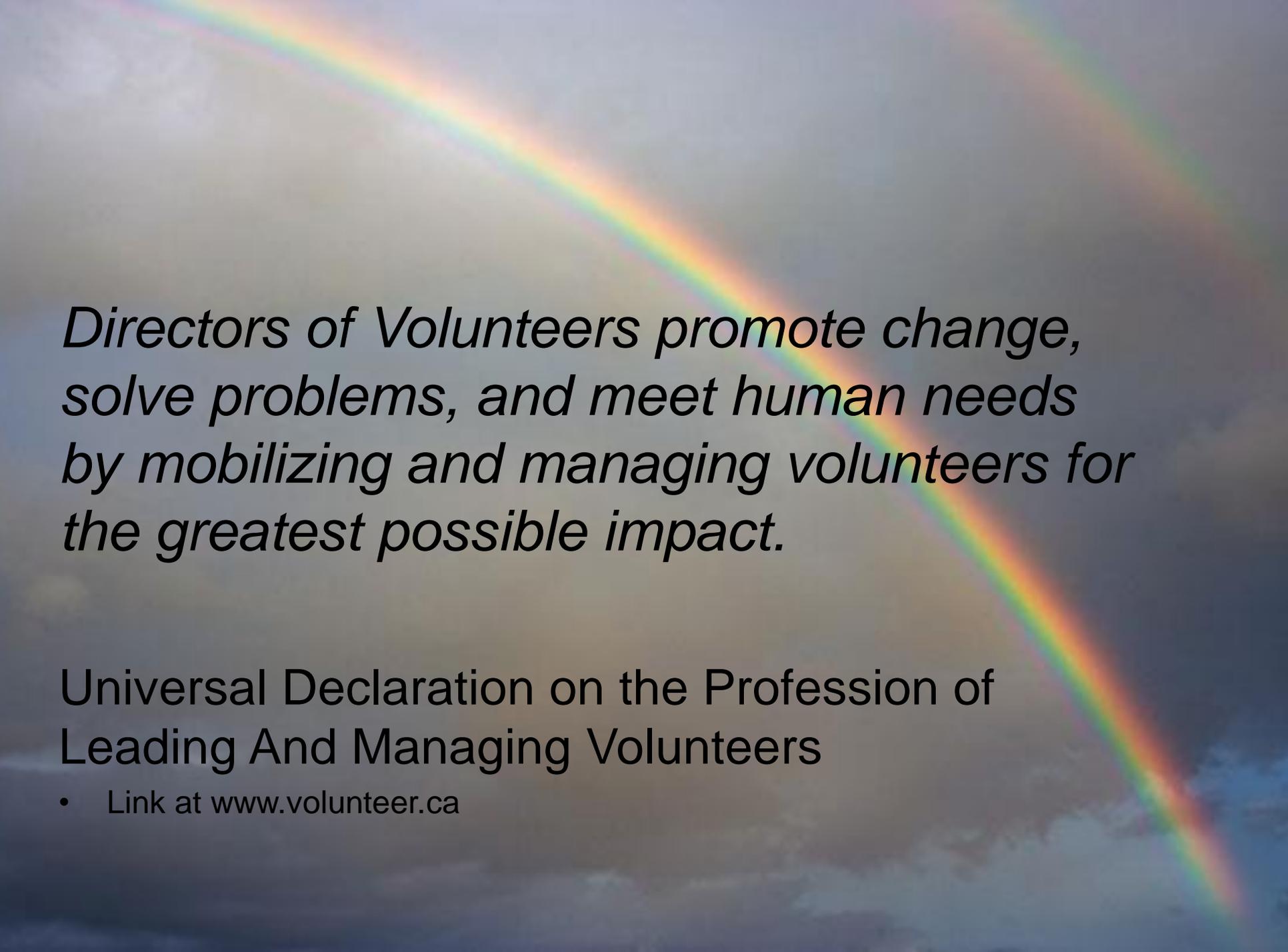
Brainstorming

- *How can the CCVI be used to increase understanding and support of the volunteer program?*



Another tool – National

Occupational Standards for Managers of Volunteer Resources: Competencies, traits, skills, qualities



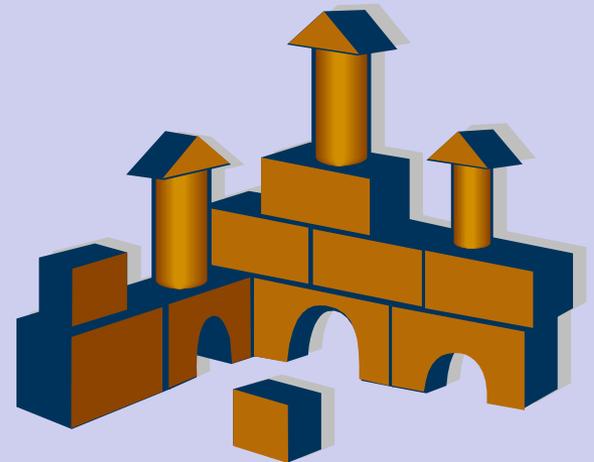
Directors of Volunteers promote change, solve problems, and meet human needs by mobilizing and managing volunteers for the greatest possible impact.

Universal Declaration on the Profession of
Leading And Managing Volunteers

- Link at www.volunteer.ca

Positioning Methods

1. Gain personal power
2. Have a vision for the future
3. Develop a business plan
4. Measure and evaluate impact
5. Communicate with and educate others
6. Involve everyone



Jane Leighty Justis

We as funders must recognize that volunteer engagement is not a program but a critical strategy to assist all organizations and community groups in accomplishing their missions in this time of rising needs and decreasing resources. —

<http://www.leightyfoundation.org/volunteer-engagement/invest-volunteer-engagement/>

FROM INVESTMENT... TO IMPACT!

Funders invest in volunteer and community engagement infrastructure

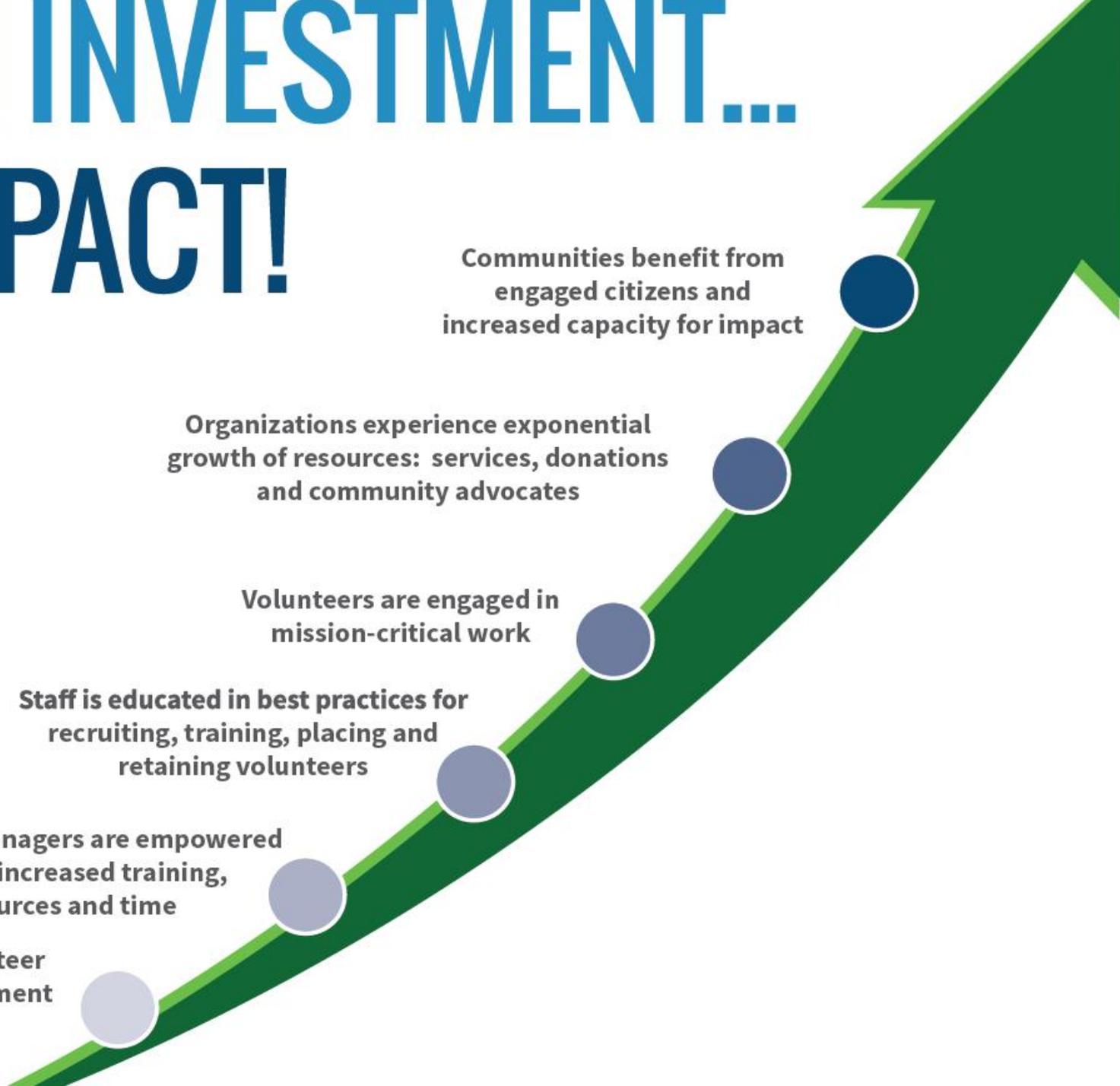
Volunteer managers are empowered through increased training, resources and time

Staff is educated in best practices for recruiting, training, placing and retaining volunteers

Volunteers are engaged in mission-critical work

Organizations experience exponential growth of resources: services, donations and community advocates

Communities benefit from engaged citizens and increased capacity for impact



From the Funders Guide:

Among the primary reasons people stop volunteering is poor management and a lack of organizational support. Engaging volunteers strategically takes knowledge, planning, infrastructure and skilled leadership. In this time of limited resources and escalating needs, organizations are being called upon to provide more and better quality services. They must optimize the investment of volunteer time by engaging and supporting volunteers appropriately and efficiently.

Some of the most cost effective dollars we can invest may be in a volunteer manager, who can generate far more value from volunteer hours than we ever invested.

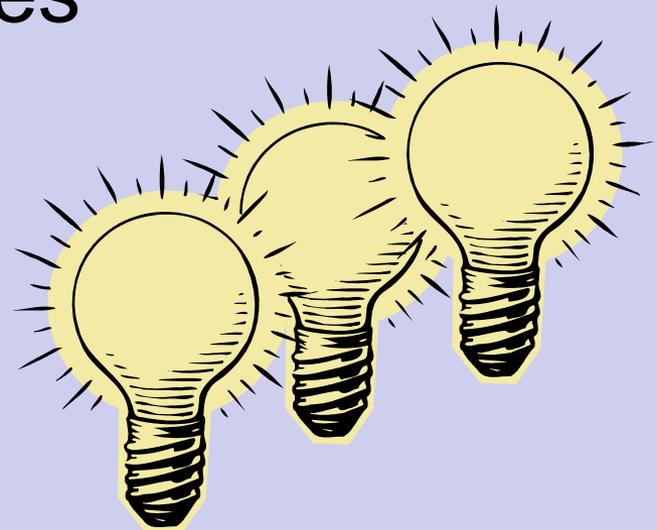
Bruce Esterline, Senior Vice President for Strategic Initiatives and Grants, Meadows Foundation

Investing in creative and effective volunteer engagement is the premier way to have positive impact on the missions that foster values important to us. Betty Stallings

Ways to Build Credibility

- Acknowledge your skills
- Be proud of your job description
- Be a spokesperson for our ethics
- Renew your competencies

Your suggestions?



“New” Roles and Competencies

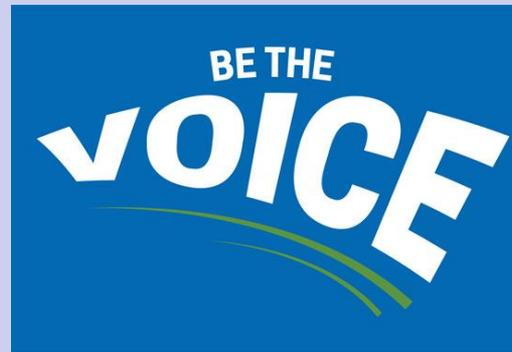
- ✓ **Needs Assessor**
- ✓ **Goal Tender**
- ✓ **Internal Consultant**
- ✓ **Protector and Champion**
- ✓ **Bridge Builder**

- ✓ + Trend Watcher, Change Agent

Your own planning

What are you going to do? What's your pledge?

Positioning Worksheet +



Thank you

For your time and commitment,
And for your **leadership**

...taking an organization into the future, finding opportunities that are coming at it faster and faster and successfully exploiting those opportunities. Leadership is about vision, about people buying in, about empowerment and, most of all, about producing useful change. [John P. Kotter](#)