



Volunteer Value

May 30, 2022

Vantage Point Facilitator



Maria Turnbull

Associate Executive
Director

Vantage Point

∴ vantage point is on a mission to...

Transform Not-For-Profit Organizations

Vantage Point convenes, connects and equips not-for-profit leaders to lift organizational capacity.

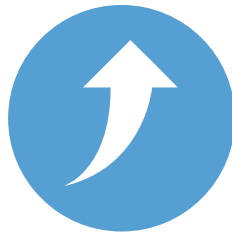
We Deliver High-Impact Learning Opportunities

Our workshops, custom learning and consulting focuses on:

GOVERNANCE



LEADERSHIP



PLANNING



PEOPLE





Central Okanagan
Food Bank

Trevor Moss





Central Okanagan
Food Bank

2021 in a Nutshell

54,000
client visits

2,819,349
pounds distributed

460 active volunteers

3,000 community
deliveries

25,607
volunteer hours



Central Okanagan
Food Bank

Our Team



Who's in the room?

What role are you in?

- Staff
- Executive Director
- Board Member
- Other

⌘ Current volunteer engagement

How many volunteers do you engage in your organization?

- 0
- 1-10
- 11-20
- 21-50
- 51-100
- 100+

How many distinct roles do volunteers fulfill?

- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 100+

⌚ Agenda



- Volunteer value – a win-win
- A culture for strategic volunteer engagement
- Great systems and processes



“Harnesses fully, there are more talents and resources within any small group of passionate citizens than are actually needed to manifest deep social change.

It is just a matter of how willing we are to **step back and see things through a lens of strengths and possibilities**, and how creatively we can bring our multitude of capabilities to light.”

– Donnie Macluran

Discussion



Group 1:

- What motivates someone to volunteer?

Group 2:

- What are some barriers to volunteering?

⌘ Motivations for volunteering

- Support a cause
- Give back to the community
- Develop new skills
- Gain professional experience
- Build your network

∴ Meaning and connection

Two of the most powerful motivators are



Meaning



Connection

As mission-driven organizations, not-for-profits are ideally positioned to provide both

⚡ Win-win opportunities

Reward volunteers with the intangible benefits that motivated their contribution to the organization in the first place.

Ask each volunteer:

- Why do they want to contribute their skills?
- What is in it for them?

⌘ Barriers to volunteering

- Lack of time
- Don't know where to find meaningful opportunities
- Lack of recognition or appreciation
- Unclear expectations
- Role not aligned with skills and motivations
- Logistical barriers: travel, child care, technology
- "I don't feel welcome or supported"

⌘ Debunking the Myths

- Volunteers are less accountable
- Employees do a better job (“it’s easier if I do it”)
- People are primarily motivated by money
- Asking people to offer their skills is taking advantage

What other myths are present in your organization?



Central Okanagan
Food Bank

Typical Challenges

- Understanding the need
- Finding their place
- Previous experience was a negative one
- Feeling undervalued
- Job description

⚡ Solutions!

- Short-term commitments
- Intrinsically rewarding volunteer roles
- Connect volunteer role to mission
- Clarify expectations up front with position description and letter of agreement
- Provide training and support
- Opportunities that complement the volunteer's day job
- Recognition and appreciation

Types of volunteer roles



“Extra hands”



Fundraising



Program delivery



Knowledge philanthropy



Board members

⋮ Same but different

Traditional volunteer	Board member	Knowledge philanthropist
Experience/skill requirements vary with role	Experience/skills typically required	Each role unique/ requires specific skill set
Single day or ongoing commitment	One to three year commitment	Project based
Time contribution and physical presence often valued more than skill	Time through fiduciary duty & deadlines, according to legal liability	Work hours are flexible and often done virtually

⌚ Agenda



- Volunteer value – a win-win
- **A culture for strategic volunteer engagement**
- Great systems and processes

∴ Stand out from the rest



Amazingly talented people are drawn to strong, well-functioning organizations.

⋈ Developing the culture



- Volunteers and staff feel respected and valued
- Volunteer engagement is viewed as a strategic imperative
- Staff are encouraged to engage volunteers
- Time is allocated to planning for meaningful engagement
- Volunteers are treasured and recognized as the valuable philanthropists they are

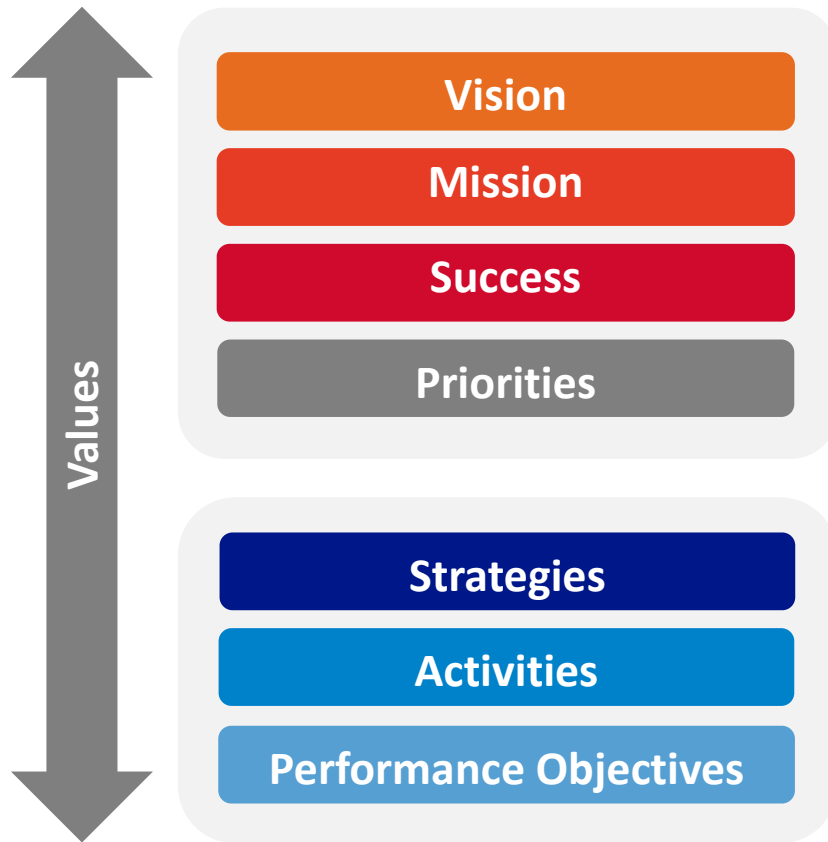


Central Okanagan
Food Bank

Creating a Great Culture

- It takes time & effort
- Remove the barriers & bad apples
- People take ownership of what they create

⚡ Strategic volunteer engagement



How can volunteers support the mission and strategic priorities of your organization?

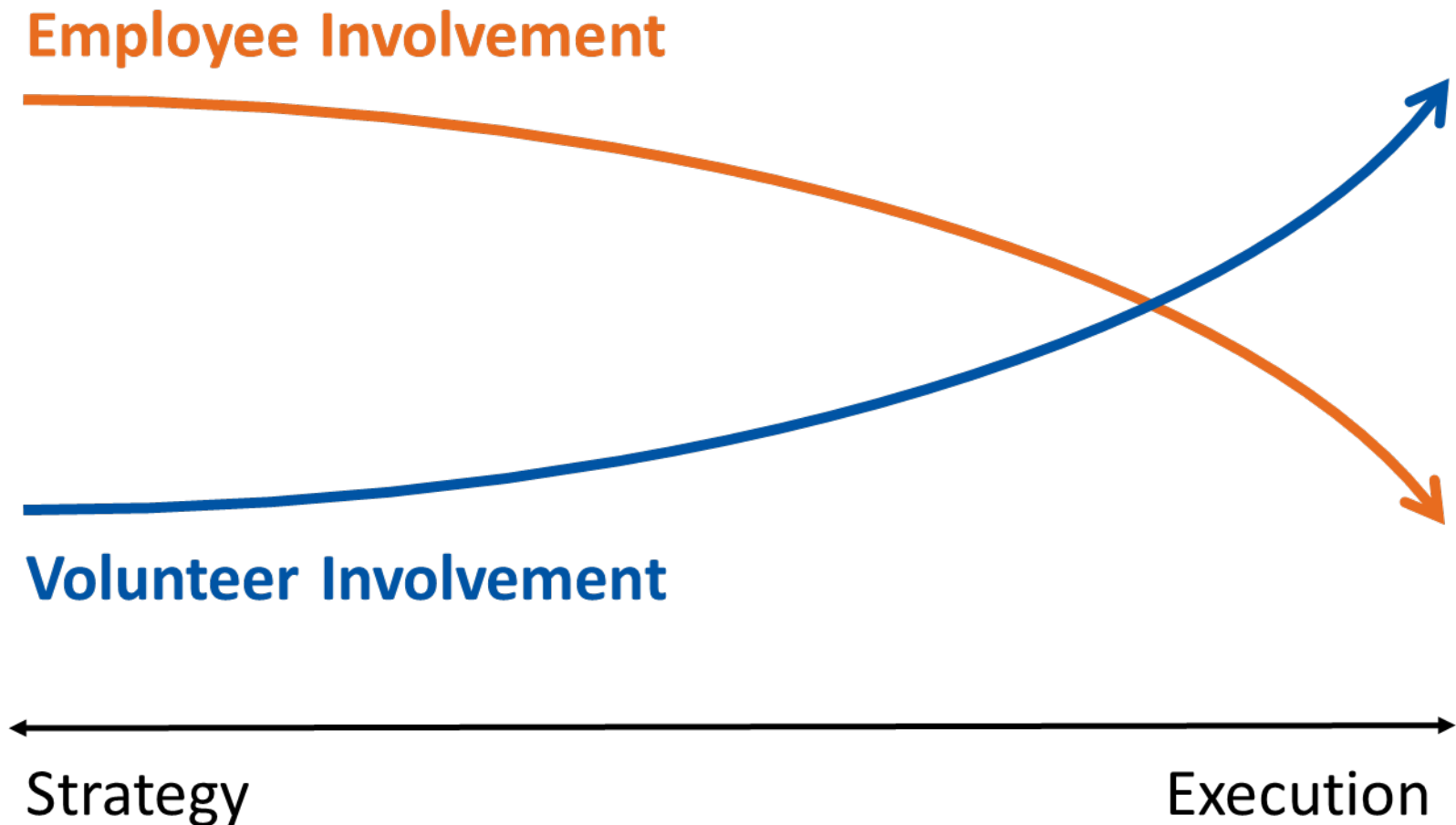
⋮ People-first planning

Project:

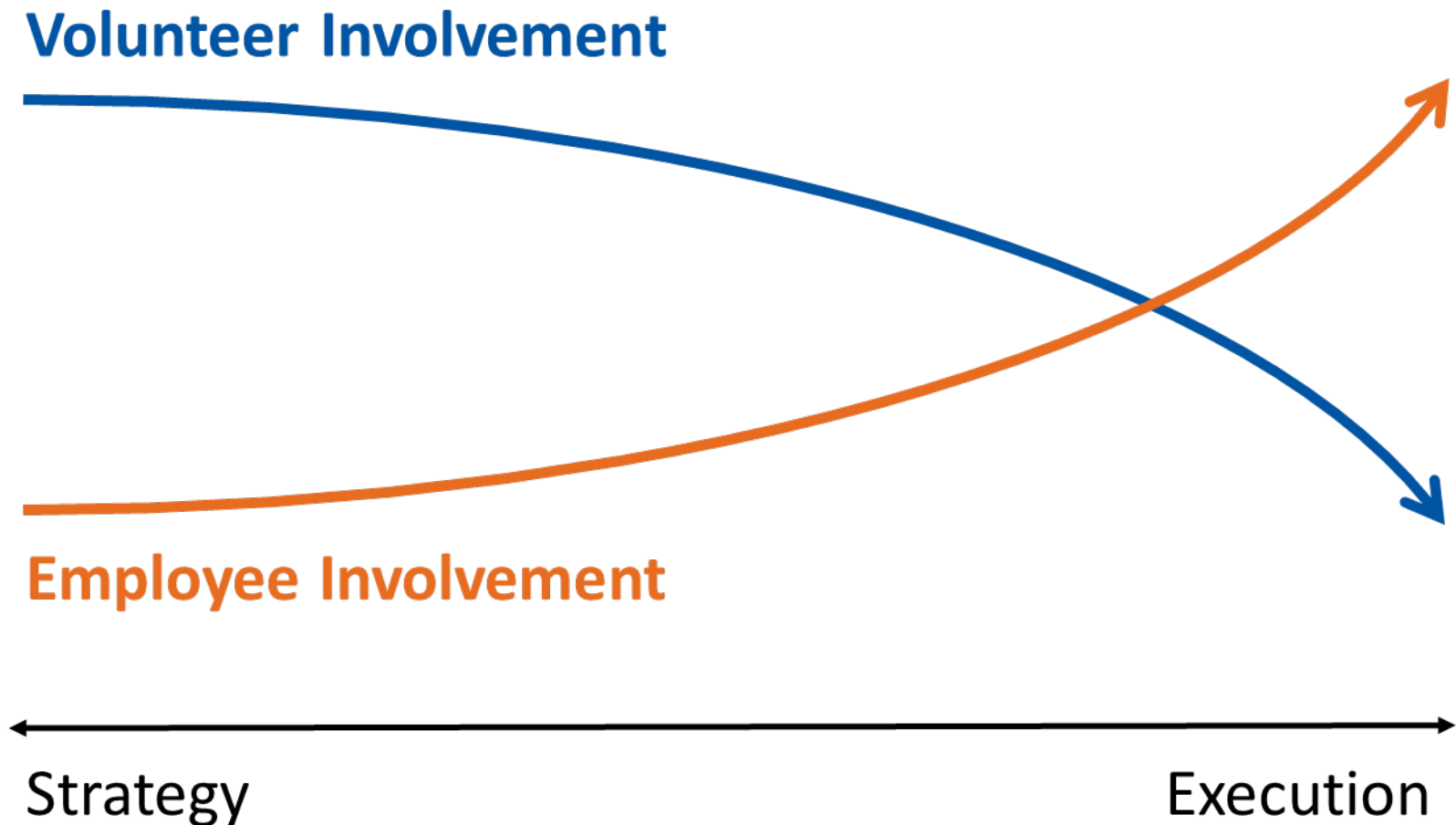
Link to mission:

Goals	Activities	Time	Staff	Volunteer	Budget

⌘ Typical project planning



Turn this upside down



⌚ Agenda



- Volunteer value – a win-win
- A culture for strategic volunteer engagement
- **Great systems and processes**



Central Okanagan
Food Bank

Preparation

- It takes time & effort
- Job descriptions
- Create high capacity positions
- Create an environment for success



**Central Okanagan
Food Bank**





Central Okanagan
Food Bank

2021 BC Wildfires at a Glance

4,954
KILOMETRES
DRIVEN



1,200
HAMPER
BUILT



85
VOLUNTEERS



10,000
MEALS SHARED



24
COMMUNITIES
ASSISTED

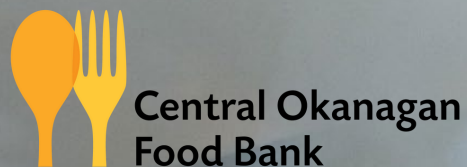


60,000
POUNDS OF
FOOD DELIVERED



**THANK
YOU!**





2021 Wildfires

The 2021 wildfire season will go down as one of the worst BC has ever seen. Together with the help of Loblaws, Food Banks BC, Canucks for Kids Fund, Greater Vancouver Food Bank, Central Okanagan Foundation, United Way BC - Southern Interior, our many volunteers and donors, we were able to distribute a total of 1,200 fire relief food hampers to people who were hurting or displaced by wildfires.

During the course of six weeks throughout summer, we assisted impacted residents in Peachland, Glenrosa, Penticton, Oliver, Osoyoos, Fintry, Falkland, Monte Creek, Vernon, Armstrong, Lumby, Ashcroft, Slocan, Sicamous, Beavertown, Cherryville, the Okanagan Indian Band, Princeton, Creston, Cranbrook, Sparwood, and 100 Mile House.

⋈ Steps to volunteer engagement



- Position Description
- Recruitment & Selection
- Letter of Agreement
- Orientation
- Evaluation
- Recognition

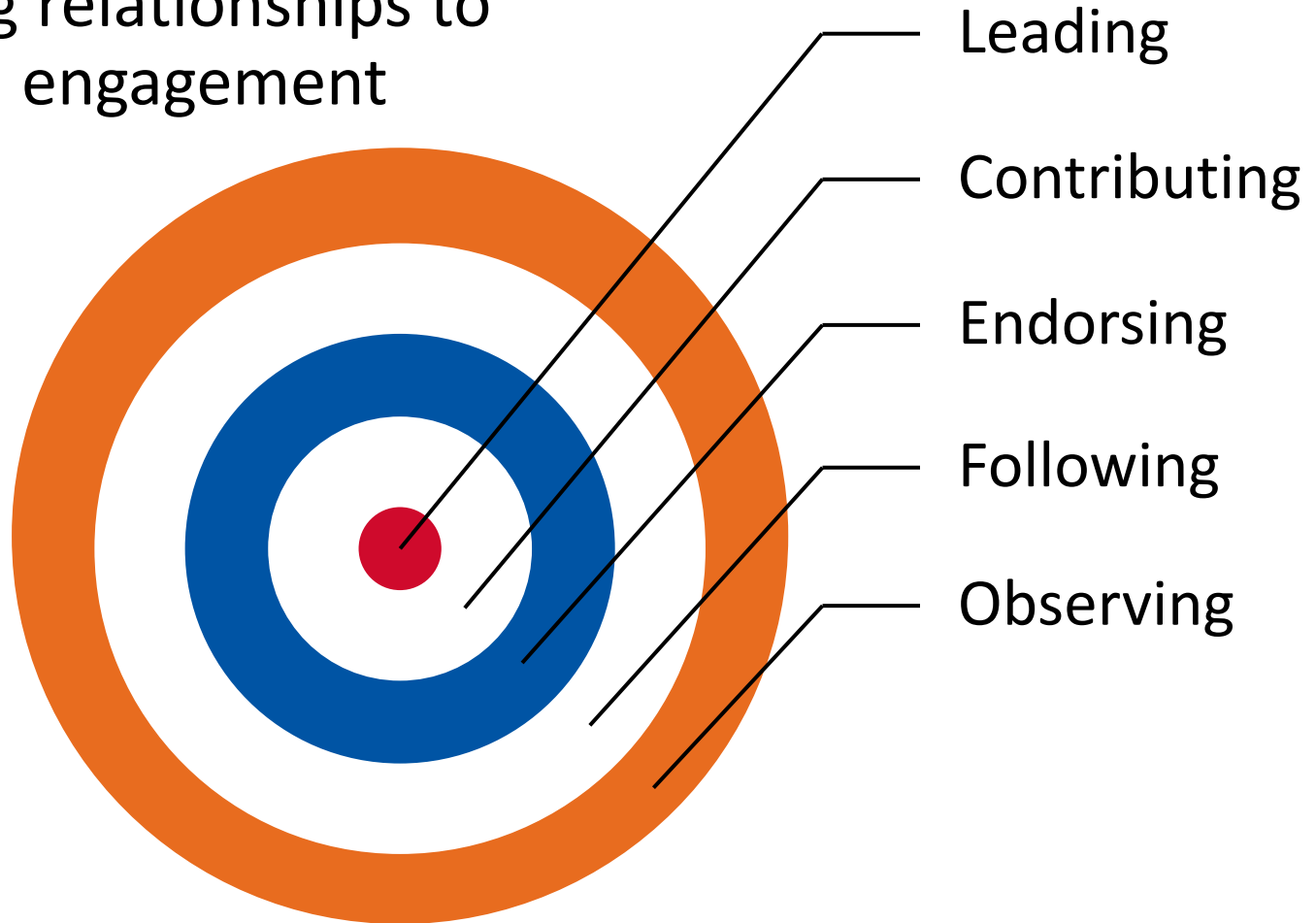
⌘ Volunteer position descriptions



- Position title
- Link to mission
- Qualifications
- Time commitment
- Responsibilities/deliverables
- Accountability
- Benefits and recognition
- Contact information

⌘ Always be recruiting

Building relationships to
deepen engagement



Screening and selection



A screening and selection process demonstrates respect and helps identify volunteers who are a good fit for your organization

Window of work

Wise Whys

What are you passionate about?

Glad Gifts

What talents are you happy to give?

No-No's

What is outside your comfort level?

Quests

What do you yearn to learn?

Letter of agreement



- Clarifies expectations
- Formalizes the agreement
- Supports accountability

⌘ Onboarding



Enables the new volunteer to feel comfortable and productive in their role

- Orientation to the role and organization
- Connect with team members
- Get familiar with policies and procedures
- Training and support with responsibilities

∴ Ongoing support



- Personal approach
- Ongoing technical support
- Regular, structured communications process
- Interactive workspace and a meeting space

∴ The key to keeping volunteers engaged



Recognition!

How do you recognize volunteer contributions at your organization?



Thank you

Join us for our next learning opportunity.

info@thevantagepoint.ca
604 875 9144

