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present

Make it Magnetic: How to Attract and Keep Unbeatable Volunteers

**Monday, February 23, 2009
2:15-3:30 PM**

**Matt DeMarco
and Margaret Wolff, CAE**

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MAKE IT



MAGNETIC

HOW TO ATTRACT AND KEEP UNBEATABLE VOLUNTEERS

presented by:

Matt DeMarco
Director, Leadership Development
American Farm Bureau Federation
202-294-6582
mattd@fb.org

Margee Wolff, CAE
Director, Leadership and Program Development
American Farm Bureau Federation
202-406-3631
MIwolff@fb.org

OPPORTUNITY

Does volunteering for your organization allow members to learn, have fun and make a difference?

PERCEPTION

Does your organization's reputation encourage members to become active volunteers?

COMMUNICATION

Does your message appeal to members and inspire them to volunteer?

EXPERIENCE

Does the quality of the experience compel members to volunteer again?

OPPORTUNITY

What Opportunities Attract Volunteers to Your Organization?

Look over the list of reasons why people volunteer for your organization.

Check the items that are true for why you volunteer.

- | | |
|--|--|
| <input type="checkbox"/> Serve the industry | <input type="checkbox"/> Identify with a cause |
| <input type="checkbox"/> Create change | <input type="checkbox"/> Learn about the community |
| <input type="checkbox"/> Be with people | <input type="checkbox"/> Promote your industry |
| <input type="checkbox"/> Network with others | <input type="checkbox"/> Improve status |
| <input type="checkbox"/> Learn about industry changes | <input type="checkbox"/> Create excitement |
| <input type="checkbox"/> Update skills and experience | <input type="checkbox"/> Work with youth |
| <input type="checkbox"/> Express concern about an issue | <input type="checkbox"/> Share in family activities |
| <input type="checkbox"/> Feel needed or important | <input type="checkbox"/> Look for a significant relationship |
| <input type="checkbox"/> Be creative | <input type="checkbox"/> Conform to peer pressure |
| <input type="checkbox"/> Work on solving a local issue | <input type="checkbox"/> Serve as a resource |
| <input type="checkbox"/> Serve the community | <input type="checkbox"/> Escape boredom and routine |
| <input type="checkbox"/> Use skills and experience | <input type="checkbox"/> Work with friends |
| <input type="checkbox"/> Have fun | <input type="checkbox"/> Prepare for future positions |
| <input type="checkbox"/> Receive recognition | <input type="checkbox"/> Attend workshops and conferences |
| <input type="checkbox"/> Help a friend or relative | <input type="checkbox"/> Be close to the action |
| <input type="checkbox"/> Fulfill a duty | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Accept a challenge | <input type="checkbox"/> Give back to the organization |
| <input type="checkbox"/> Accomplish something constructive | <input type="checkbox"/> Asked by someone you respect |
| <input type="checkbox"/> Establish peer relationships | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Improve self | <input type="checkbox"/> Other: _____ |

VOLUNTEER HOT BUTTONS



PERCEPTION

What are Members' Perceptions about these Volunteer Opportunities?

Look at the list of volunteer opportunities in the first column. Put a check in the column that best reflects what members think about getting involved with each opportunity.

	There's value in doing it.	It's hit or miss.	If I don't do it, who will?	I don't know how to get started.	It's a waste of time.
Serving as a Board Officer					
Serving on the Board of Directors					
Chairing a Committee					
Planning a Conference					
Helping with Onsite Logistics					
Developing Member Surveys					
Recruiting New Members					
Planning Social Events					
Writing Newsletters					
Managing Online Resources					
Other:					
Other:					

COMMUNICATION

Are You Effectively Communicating the Benefits of Volunteering?



Before members will commit their time and energy to volunteering, they want to know the value of the experience. Potential volunteers need to understand the clear and relevant benefit their contribution will have. Most people are taught to sell involvement by telling others why they are active. However, this strategy isn't always successful because people have different **Hot Buttons**. If you don't share the same hot button as a potential volunteer, your attempts to sell that person on volunteering may have the opposite effect. Instead of attracting them to your organization, you may be pushing them away.

Hi, my name is _____.
I wanted to introduce myself and welcome you.

- What is it about this organization that made you join?
- What other organizations have you volunteered with?
- What types of activities did you enjoy doing with them?
- What other things do you enjoy doing in your free time?

EXPERIENCE

Can You Make Volunteering a Magnetic Experience?

Think of an event or activity your organization is planning in the next few months.

	Event #1: _____	Event #2: _____
Volunteer's Need	How you'll meet it	How you'll meet it
To feel welcomed		
To feel like an active participant		
To feel like it mattered that I was here		
To feel like it was worth my time		

Make it Magnetic Tips OPPORTUNITY

- Assign a greeter to welcome people to meetings.
- Individually introduce new members to others.
- Call new volunteers to encourage them to come to the next meeting.
- Recruit enough volunteers to complete the task without undue burden on any one person.
- Set money aside to support new projects.
- Take time to listen to members.
- Encourage new volunteers to attend a state or national conference and cover all, or part, of their expenses.
- Provide a variety of volunteer opportunities for any level of time commitment.
- Keep members up to date on state and national issues.
- Create a list of all the different ways to become active in your organization.
- Establish an online chat room for members to discuss industry issues.
- Match volunteers with positions that fit their interests.
- Send draft agendas a week before the meeting.
- Schedule good entertainment for big events.
- Publicize major events or meetings several months in advance.
- Provide programs and activities the whole family can enjoy.
- Host an event where everyone brings a friend.
- Keep your Web site up to date.
- Provide child care at meetings.
- Hold a reception for new members prior to an all member meeting.
- Develop a clear program of work each year so members know the major activities for the coming year.

Make it Magnetic Tips

PERCEPTION

- Publicize the positive impact your organization is having on the community.
- Sponsor an educational table at the local shopping center or community fair.
- Drape a banner across Main Street to publicize your event.
- Share good news, such as membership growth, with all members.
- Encourage members to serve in local government and other prominent community positions.
- Be active in local issues that impact your industry.
- Reach out to other community organizations that may have similar missions.
- Hold a volunteer membership drive where volunteers visit potential members and ask them to join.
- Purchase ads in community publications and school programs.
- Use the logo to help people recognize programs and projects.
- Reach out to all members for input and involvement.
- Form a communications committee to monitor local papers and write letters to the editor.
- Invite elected officials to attend a major meeting.
- Give volunteers hats or shirts to wear to help promote your organization.
- Send thank you notes to community sponsors and other donors.

Make it Magnetic Tips

COMMUNICATION

- Give names and contact information, along with a committee's action plan, to each committee member.
- Pair each new committee member with an experienced mentor.
- Spend a few minutes at each meeting recognizing and thanking volunteers.
- Ask new members about the communication method they prefer and then use that method.
- Give volunteers the name and number of someone to call if they need help.
- Send new members a packet detailing member benefits and volunteer opportunities.
- Get input from volunteers about how meetings should be structured and how to ensure participation from everyone.
- Give job descriptions to volunteers before they agree to serve.
- Make an appointment with a prospective volunteer to discuss a new volunteer opportunity.
- Tell volunteer prospects why you think they'd be good for the job.
- Give clear information to committees about their scope, authority and budget.
- Ask volunteers about their goals and interests so you can match them with appropriate roles.
- Develop and maintain project files to pass along to new volunteers.
- Help volunteers see how they make a difference by sharing thank-you notes from previous events.
- Spread the word about your organization by telling outsiders about the great things the organization is doing.
- Produce a professional looking newsletter full of good information.
- Build relationships with local papers to help get media coverage.
- Give volunteers a realistic idea of workload and time commitment.
- Personally ask members what the organization could do to help them.
- Highlight the benefits a volunteer will receive when discussing a volunteer opportunity.
- Check in with volunteers to make sure projects are progressing and to see if they need help.

Make it Magnetic Tips EXPERIENCE

- Schedule quality educational sessions for members.
- Provide members with practical ideas they can use.
- Personally thank volunteers and consider a small thank-you gift.
- Pair new volunteers with seasoned ones during events.
- Mail thank-you notes to volunteers.
- Introduce new volunteers to others who will be doing similar jobs.
- Take care of volunteers by bringing them food or drinks if you see they have worked long hours.
- Give volunteers a special name tag to recognize them.
- Put a thank-you flier under the volunteer's windshield wiper.
- Nominate successful projects for award programs.
- Tie balloons to volunteers' chairs at major meetings.
- Go out of your way to introduce yourself to new members and volunteers.
- Make a point of remembering the names of new volunteers.
- Make events fun!
- Start and end meetings on time.
- Make others feel like their ideas are welcomed and appreciated.
- Call new members to thank them for joining and to see if they have any questions.
- Have a good speaker at your meeting or conference.
- Collaborate with other organizations to sponsor events.
- Plan mixers at events to help people get to know each other.
- Provide a great door prize at meetings.