

Volunteer Engagement

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Housekeeping

- We are recording this!
- Please “rename” yourself, using your full name
- Please mute your mic and stay muted unless you would like to make a comment or ask a question at the end.
- Feel free to type questions into the chat box anytime.
 - We’ll address these during the Q and A at the end.
- For those joining by phone, you can mute/unmute yourself by hitting “*6.”

Power Up Your Pantry

Power Up Your Pantry is a University of Missouri program intended for food pantries and other hunger relief groups looking for ways to enhance their current operations and better meet the needs of the people they serve.

Connect with us!

Website: foodsecurity.missouri.edu/power-up/

Facebook: <https://www.facebook.com/powerupyourpantry/>



Power Up Your Pantry

- Power Up Your Pantry *Guide Sheets*
- Power Up Your Pantry *Lunchbox Learning*
 - Webinars/online sessions
- For groups in SE, Central, and NE...
 - Power Up Your Pantry *Connection*
 - One-on-one technical assistance
 - Power Up Your Pantry *Meet-ups*
 - Regional meetings starting in mid 2019



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What is Volunteer Engagement

Working to develop a positive volunteer experience from recruitment to recognition for all who serve your organization.





**What all
is
involved?**



Recruit

Determine the best ways for your particular need.

Website

Email

Flyer

Social Media

Church Bulletin

Newspaper

Be sure to assess what is most effective so begin tracking this information early.

“How did you hear about this volunteer opportunity?”



Recruitment

- Create partnerships with other non-profits in your area.
- Search for Grants that pay for volunteers to participate.
- Work with companies or corporate partners that have VPTO (Volunteer Paid Time Off) policies.
<http://fortune.com/2018/02/09/best-workplaces-giving-back-2018/>
- Have a “selfie spot” where volunteers are allowed to take photos and share them via social media in order to educate their friend groups about the opportunities.
- Create Incentives for volunteers to bring in groups or others. *Bring your friend and you could win!*
- Get your information and opportunities up on free websites focused on sharing volunteer options in your community/nationwide.
 - All for Good, United Way, Volunteer Match



Process

Determine your process for volunteers based on the role, the volunteer type, and the organizations requirements.

Application Process

Screening Process

Tracking Process

Registration Process

Volunteer Policies and Procedures

Assess these items as well, as the goal is to always improve on all parts of the experience!



Process

- Understand the many ways volunteers become volunteers.
 - Service Learning
 - Community Service
 - Federal Work Study
 - Group Service Requirement
 - School Internship Requirement
- Determine your paperwork and process requirements for each individual situation
- Train
- Create Incentives for volunteers to bring in groups or others. *Bring your friend and you could win!*
- Get your information and opportunities up on free websites focused on sharing volunteer options in your community/nationwide.
- All for Good, United Way, Volunteer Match



Train

Making sure volunteers have the knowledge needed to be successful and feel prepared is a major component of positive engagement!

Develop Training Process

What is essential to the roles you have available?

What are the minimum requirements?



Training

- It is important to train staff just as much as volunteers. Trauma informed training for staff and volunteers can help deescalate situations effectively and efficiently.
- Practice scenarios and difficult situations internally to iron out triggers and challenges. Know the legality of particular instances and have plans for emergencies that volunteers are aware of.
-



Communicate

Be sure to keep volunteer in the know when it comes to happenings with your organization. You want them to feel as much a part of the organization as a paid staff member.

Update emails

Changes in process/staffing emails

Handwritten Thank You Notes

A schedule of future opportunities

Keeping notes on volunteers when you can will go a long way. A call on their birthday or acknowledging you're aware of important date sin their life can mean a lot.



Communicate

- How will you notify volunteers if....
- Be flexible and fluid, but make sure to communicate requirements clearly and in multiple locations.
- Seeing is believing. If volunteers can see others communicate well they will feel more comfortable communicating their needs too.



Supervise

Determine who will supervise volunteers for what roles and be sure they know who to go to will provide comfort and connection. Feeling lost in a volunteer opportunity can create unneeded anxiety and stress for volunteers and staff.

Comfort & Knowledge = Mission Success

Share the successes with volunteers after each shift (Lbs, people served, meals made, etc.)



Supervision

- Be present
- Know your processes well in order to respond quickly
- Have compassion for all sides of the experience



Recognize

Express your thanks after each shift

Superlatives

Handwritten Thank You Notes

Wall of Fame

Top 10

Pictures and Videos

A designated space for volunteers
(Breakroom, information wall, etc)

Something unique to your location or
organization sets you apart. Have
something volunteers can sign after an
achievement (# of hours, etc.)



Recognition

- Make it unique!
- Pull volunteers into the planning stages and thus create additional volunteer opportunities
- Annual celebration event focused on volunteers
- Acquire their testimony of the experiences and use in recruitment of additional volunteers
- Create specific landing pages for your recognition so they can share their accomplishments with others.



Things to Consider:



Participants as Volunteers

Be aware of the perceptions of “if I volunteer, I get to go first.” It is recommended to ask volunteer participants to wait until others have been served.

Include this in your procedures, training, and supervision.



Survey and Assessment

Develop this early and make it a priority.

Include volunteers, board members, and staff on all sides of the volunteer experience.

Track the results in an organized fashion so you can assess the impact of changes made over time.



Volunteers to Donors

Make giving easy on your website, social media, and onsite so when a volunteer has a connected experience and wants to give, they know how and where!

Recognize volunteers regularly, you never know when they may want to recognize your efforts in the form of a monetary donation to support the cause they have become deeply connected with.



References:

(2017). **Volunteer Engagement: 7 Strategies Smart Nonprofits Swear By.** Retrieved from <https://www.giveeffect.com/blog/volunteer-engagement-7-strategies-smart-nonprofits-swear-by/>.

(2018). **The 50 Best Workplaces for Giving Back in 2018.** Retrieved from <http://fortune.com/2018/02/09/best-workplaces-giving-back-2018/>.



Upcoming Webinars

- **This summer – Two-part series on Communications**

Thank you for joining us!

GET INVOLVED



LIKE "POWER UP YOUR PANTRY" ON FACEBOOK.



DOWNLOAD "POWER UP YOUR PANTRY" GUIDE SHEETS FOR FREE AT: FOODSECURITY.MISSOURI.EDU/POWER-UP/



CONTACT US FOR QUESTIONS OR INPUT. WE APPRECIATE THE FEEDBACK!

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