


Volunteers

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TEXAS A&M
AGRILIFE
EXTENSION




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- 1 Text **LAURAH723** to **37607**
- 2 Text in your message

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- 1 Go to **PollEv.com**
- 2 Enter **LAURAH723**
- 3 Respond to activity

Say Hello and test our poll

- Tell me something random!
- Say hello
- What did you each for lunch?
- Where are you right now?
- Where do you wish you were right now?

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Say Hello!

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Grab a piece of scratch paper...

- Name the last 5 Super Bowl Champions
- Write down the names of 5 US Presidents in order starting from the year you were born
- Name 3 Congressmen
- Now name 3 teachers or volunteers who influenced you



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What are the
traits of those
volunteers?

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What are the traits of those volunteers?

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Traits of a Volunteer

- Sense of humor
- Organizational skills
- Leadership skills
- Positive attitude
- Understanding the cause
- People skills
- Flexibility
- Desire to serve
- What else?



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Remember...

You'll never have the "perfect" volunteer

Be aware of any "negatives," but they should still be able to do something



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Why do we
need
volunteers?

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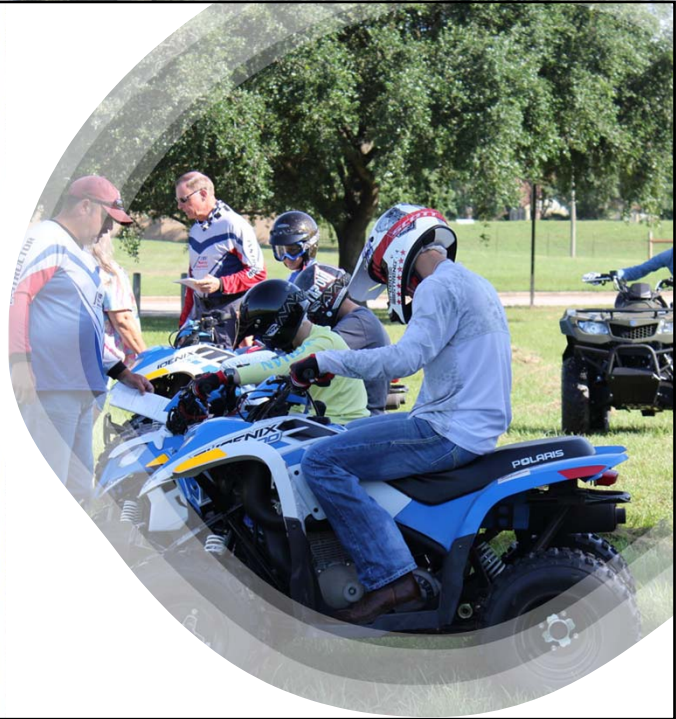
**Why do we need volunteers in
Extension?**

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Volunteers help us...

- Extend our impact helping us reach more people in Texas
- Ensure our programs are relevant
- Deliver Extension education
- Interpret the value of Extension to others



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Think about
yourself. Are
you more likely
to volunteer
when...

A.

You see “we need
volunteers” in the
newspaper or
newsletter.

B.

You are directly
asked, “can you do
this specific thing?”

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Think about yourself. Are you more likely to volunteer when...

You see "we need volunteers" in the newspaper or newsletter.

You are directly asked, "can you do this specific thing?"

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So before you just ask for warm bodies...

- Think about what you need volunteers to do
- Needs Assessment
- Identify what jobs and roles need to be done in your county program
 - Help with existing program?
 - Help start a new program?
 - Secure resources (financial, equipment, supplies)



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Maybe you need someone to:

- Organize your annual fundraiser
- Organize your scholarship process
- Be a club manager
- Lead the Shooting Sports projects
- Lead one club's Photography project
- Teach one project meeting/lesson about grilling safety
- Serve as a contest judge

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Develop a Position Description

- What do you need a volunteer to do?
- Write it down
- Share it with the volunteer
- Begin to build your **relationship** with that volunteer
- Avoids confusion



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Think specifics: *Who, What, Where, When, Why, How*

- **Do you need specific skills?**
 - *writing, organizational, or people skills*
- **How long do you need them?**
 - *1 hour, 6 weeks, 5 months, or 2 years*
- **Do you have simple “tasks” to complete more in-depth efforts?**
 - *Folding newsletters, teach a lesson, brainstorm ideas, or create vision/goals*
 - *Or build connections for resources (people, finances, or equipment)*
- **What do they need to provide?**
 - *Phone calls, transportation, computer/emails, equipment, time, etc.*
- **What do we need to provide?**
 - *Orientation, training, access to information or resources, time*
 - *Set up a time to discuss*
- **Can it be broken down/split between multiple people?**

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Volunteer Recruitment & Retention Study

- National 4-H Council, Harris Interactive, Monsanto, 2010
- Surveyed 2700+ people
 - 4-H Volunteers from 33 states
 - “Current” volunteers who volunteered within last year
 - “Future” volunteers who plan to volunteer within the next year



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Volunteer Recruitment & Retention Study

- Majorities of all sample groups (4-H, current, future) agreed that:
 - organizations focusing on “life skills” would be beneficial to society.
 - very few participants agreed that youth are not actually learning the life skills they need to reach their full potential.
- Current and future volunteers were not as familiar with 4-H compared to other organizations
- The proportion of volunteers who are likely to volunteer for 4-H nearly doubled once they learned a little about the organization.

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Volunteer Recruitment & Retention Study



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Conclusions/ Recommendations

- Focus on getting the right message out about the organization – more education about how and why you do what you do and less on the specific subject areas
- Leverage “word of mouth” as a method of recruitment using current and future participants as well as local organizations, schools, churches, etc.



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Conclusions/ Recommendations

- Leverage current national discussion on education – show that 4-H is an organization that will help young people develop life skills (and that we believe they're important, but also believe not enough youth are developing them)
- Provide more opportunities for episodic volunteering
 - Guide people to different activities based upon their interests and motivations



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Volunteer Engagement & Activation Resources (VEAR)

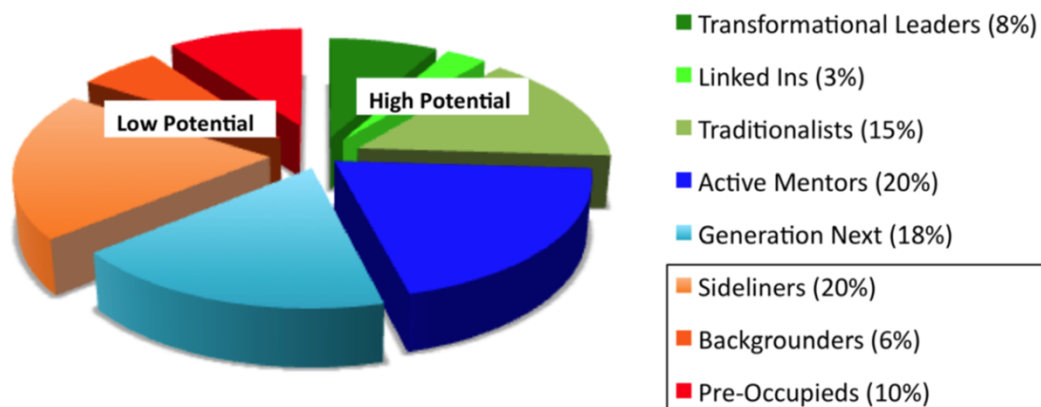
- Model developed as a result of the 2010 National 4-H Council study
- Classifies volunteers into 8 segments
- Discusses motivators, relationships, demographics, and lifestyles
- Suggests key messages and “touch points” to each segment



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Volunteer Engagement & Activation Resources (VEAR)

% of Volunteer Population



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Volunteer Engagement & Activation Resources (VEAR)

<i>Segment</i>	<i>How familiar with 4-H?</i>	<i>How favorably do they view 4-H?</i>	<i>How motivated?</i>	<i>How much do they volunteer?</i>	<i>Recommendation</i>
Transformational Leaders (8%)	High	High	Medium	High	Recruit for leadership/volunteerism
Linked Ins (3%)	Medium	Very low	Medium	High	Recruit for volunteerism
Traditionalists (15%)	Medium	Medium	Low	Medium	Recruit for volunteerism
Active Mentors (20%)	Low	Low	Low	Medium	Recruit/Educate
Generation Next (18%)	Low	Very Low	Low	Low	Educate
Sideliners (20%)	Low	Low	Low	Low	Ignore
Backgrounders (6%)	Low	Low	Very Low	Very Low	Ignore
Pre-Occupieds 10%	Very Low	Very Low	Very Low	Low	Ignore

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Engaging Volunteers: *Common across all segments*

Common Motivators

- Teach kids enduring life skills
- Have a positive impact on the next generation
- Apply what I've learned through hands-on experience

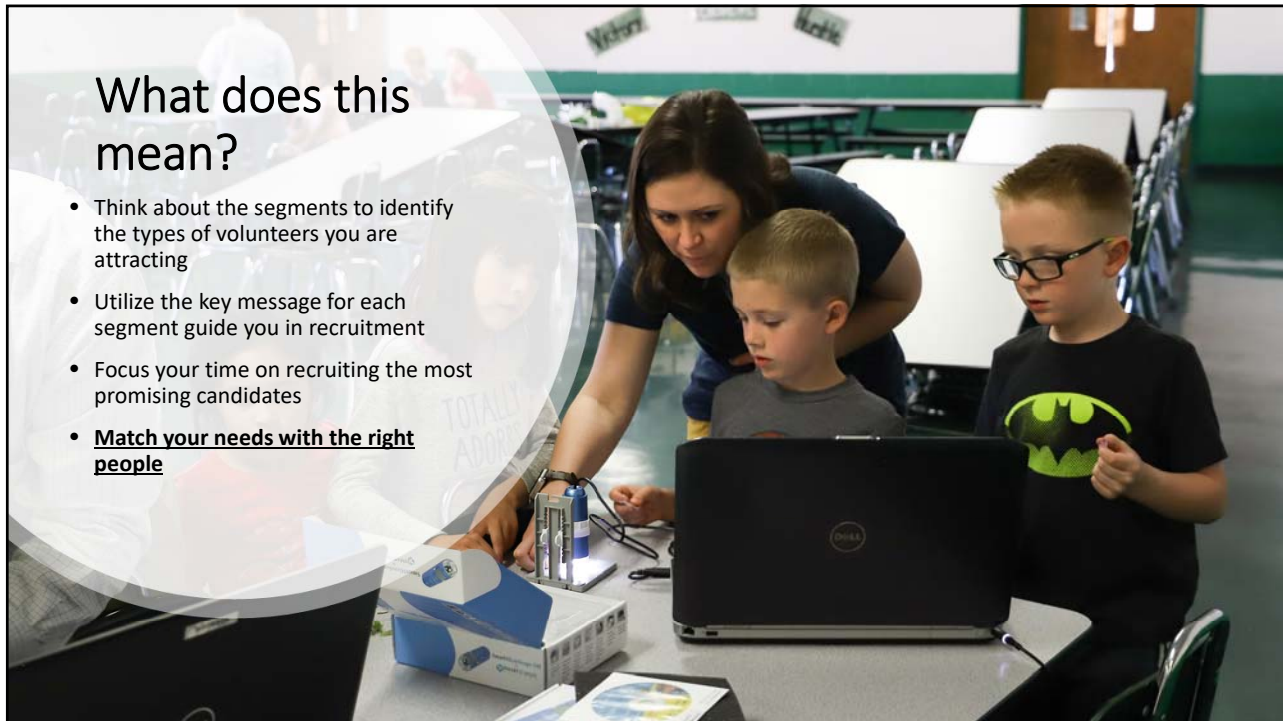
Key Messages

- You can have a positive impact on the next generation in your community by sharing your experience and knowledge
- Help fuel the extraordinary efforts of our youth by volunteering

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What does this mean?

- Think about the segments to identify the types of volunteers you are attracting
- Utilize the key message for each segment guide you in recruitment
- Focus your time on recruiting the most promising candidates
- **Match your needs with the right people**



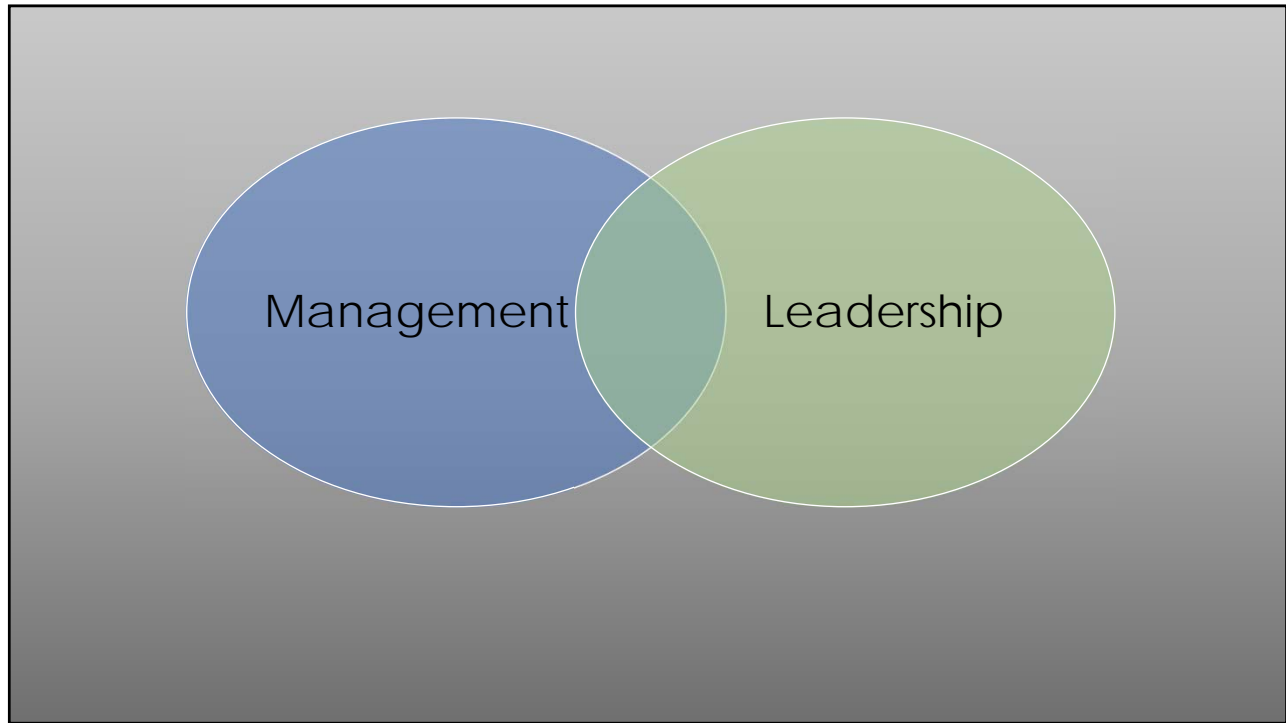
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You have to be ready!

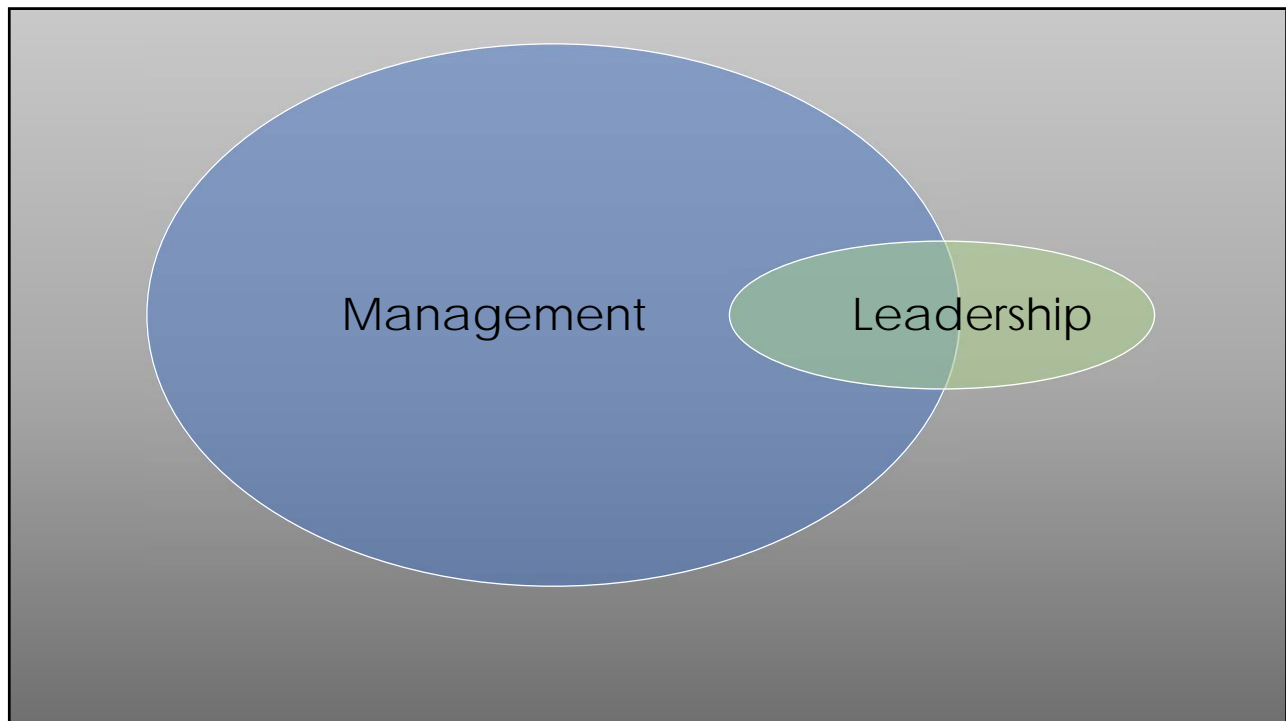
*What does that mean?
"To be ready for volunteers"*



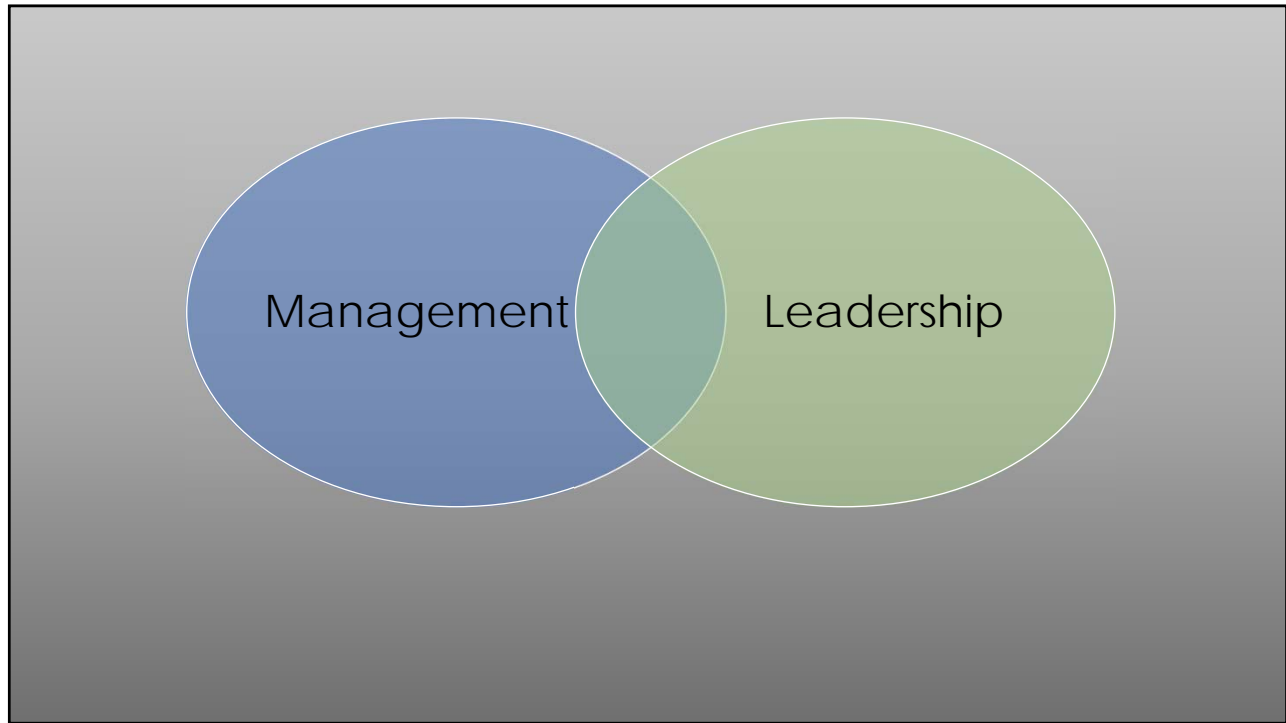
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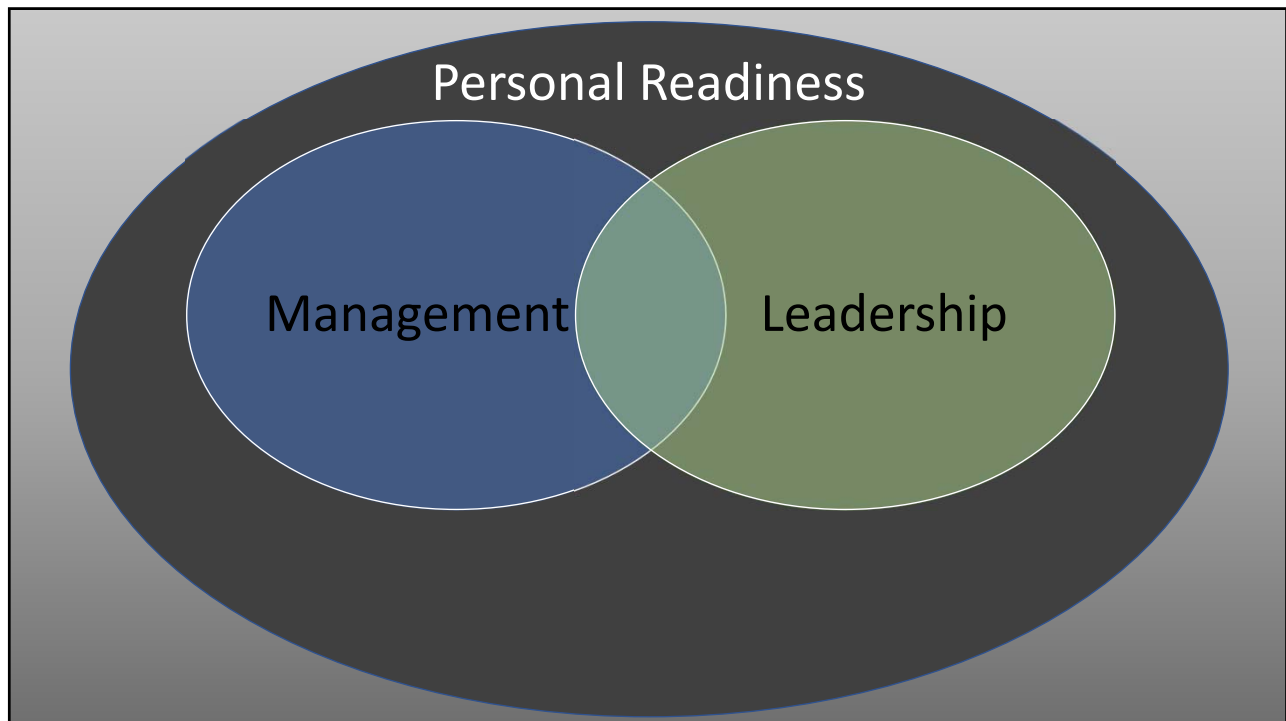
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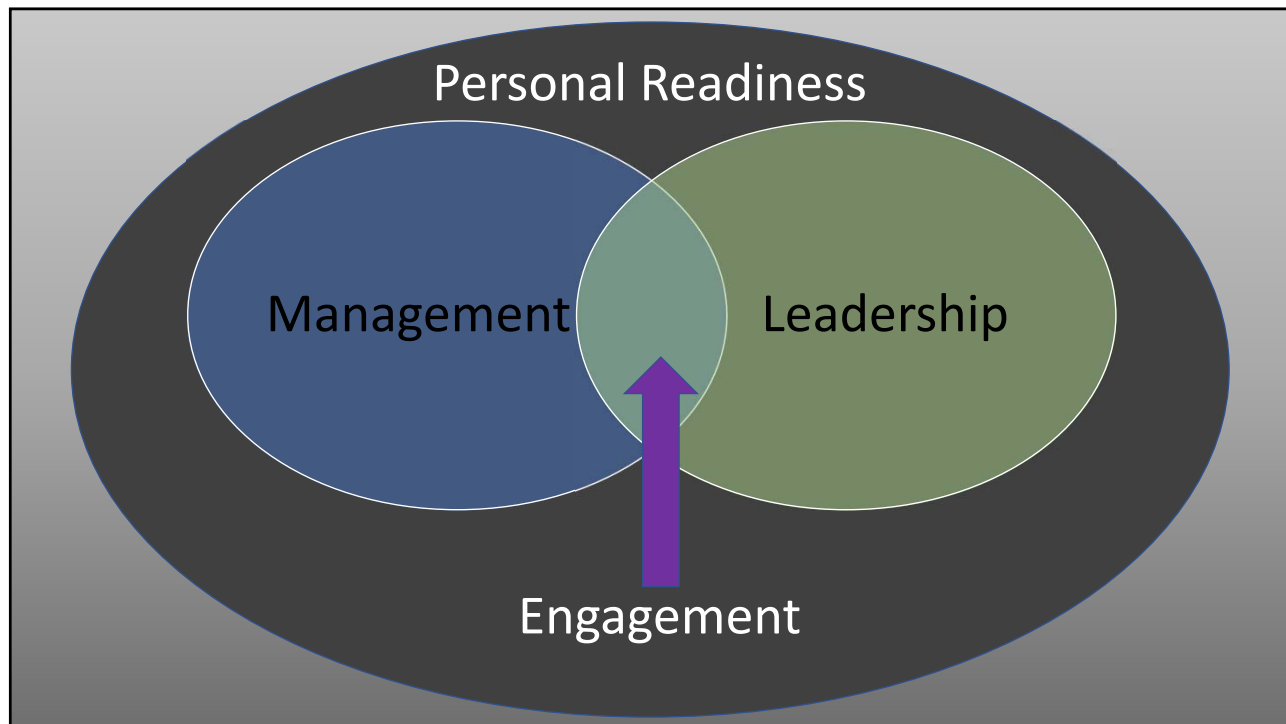
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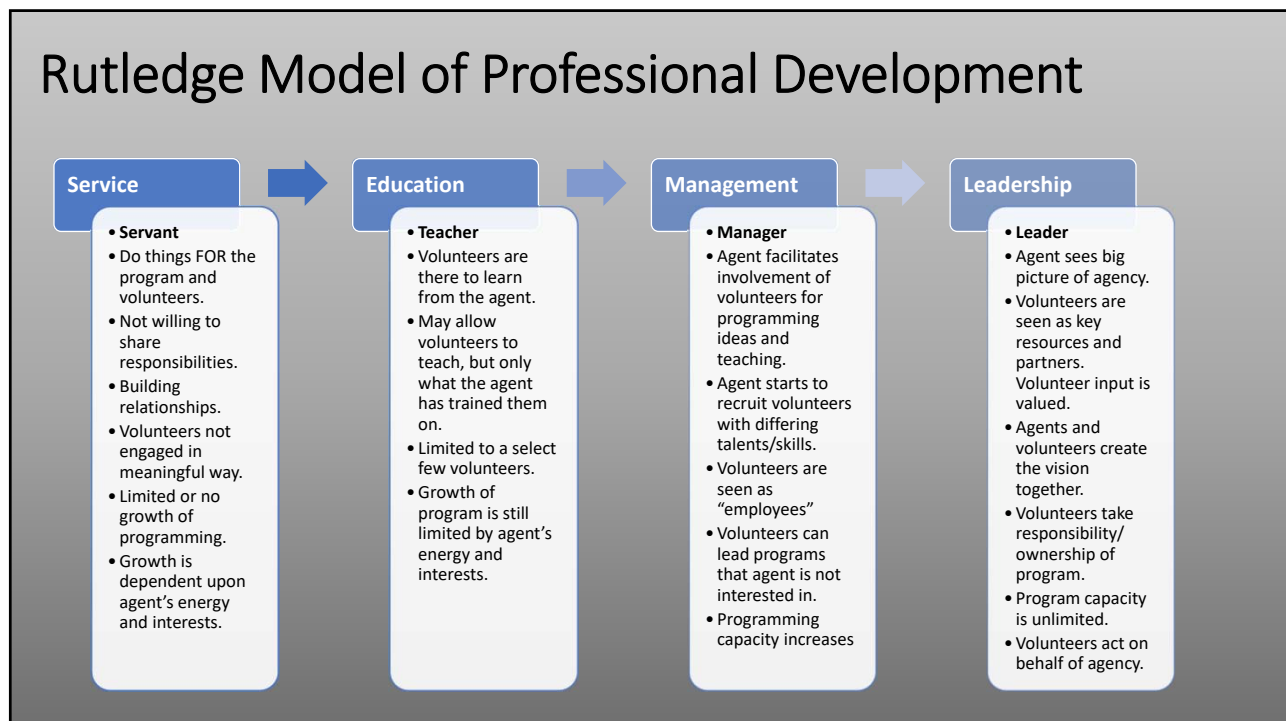
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Where do you think you are on this model?	A. Service B. Education	C. Management D. Leadership
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Where do you think you are on this model?

Service
Education
Management
Leadership

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Now what?

- What needs do you have? Where do you need help?
- Can you think of someone who could do that?
 - Or someone who can help you find that volunteer?
- What additional steps do you need to take to get them started?
 - Job description
 - Training materials
 - Supplies
 - Contacts
- Continuous learning



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