Welcome!

What We Know
• Your organization changes lives
• You need help to fulfill your mission

What We Want – OK, What I Want
• You realize you’re not alone, and it can be done
• More people to commit to our nonprofit community
• Improve the world, starting in Sacramento
What Are We Working With?

Find ‘em, Get ‘em, Keep ‘em: That is the Question

• Have a robust volunteer program
• Are grassroots organization, and trying to engage volunteers
• Are 100% in love with your Board
• Have less than 3 months of operating capital in the bank
• Could expand our mission impact with volunteers
• Current pain point?
Mission Fulfillment

Generally, 3 types of audiences for outreach, messaging and engagement:

**Deliver**
- Staff
- Volunteers
- Board
- Partners

**Receive**
- Clients
- Participants
- Buyers

**Support**
- Donors
The Top 5 Considerations

1. Volunteers’ Motives = ask, listen, tap into
2. Expectations = structure
3. Convenience = flexibility
4. Fun = increases engagement
5. Appreciation = retention
Why People Quit

What they say:
“The organization doesn’t really need me.”
“My efforts didn’t really make a difference.”
“I didn’t feel welcomed by the staff.”

What that usually means:
• Don’t understand mission of your organization.
• Tasks are too routine.
• Training isn’t offered (including paid staff).
• They aren’t recognized.
What Motivates Them?

1. Give Back
2. Get a job or develop job skills
3. Meet people
4. Fulfill a requirement
5. What else?
What Do You Expect?

1. Hours
2. Communication
3. Workplace attire
4. Basic policies
5. What else?
How Do You Make it Convenient?

1. Less telling, more listening.
2. Understanding their skill set and interests.
3. Flexible schedule of when to volunteer.
4. What else?
How Do You Make it Fun?

1. Not just the photocopier and filing cabinets…
2. Timing of their shift and what else is happening in org.
3. Other ways to engage with them.
4. Opportunity to bring people with them?
5. What else?
Say ‘Thank You’ Often

1. Internal staff protocols
2. Board members as ambassadors of thanks
3. Volunteer appreciation events
4. Invitation to attend organization’s events
5. Awards, recognitions
6. Take it to them!
7. What else?
Structure for Volunteer Program

1. A Volunteer Coordinator
   a. And if you can’t afford one?

2. Professional Organization
   a. Job Descriptions
   b. Desired Outcomes and Goals of Project
   c. Role of volunteer and desired skill set
   d. When and where work to be done
   e. Benefits and value of this project
3. Match Assignments to Volunteer Skills
   a. Interview, Listen: don’t waste their time
   b. Match with others for increased enjoyment

4. Focus on Retention
   a. Why would someone help you if they get no raises, no vacations? Because they’re thanked – and get what their contribution means to mission
Money is Mission

• Financing and financial management
• Strategic partnerships: legal, financial expertise
• Human Resources

Technology Needs

• Database management
• Equipment, software and training
• Internet: website, online giving, social media

"Engineers & entrepreneurs, investors & designers, volunteers and visionaries!"
Tell the Volunteer Story

Volunteers are an Organizational Asset
• Track volunteer time to boost bottom line.
• “Our funders see volunteer inputs as a measure of effectiveness.”
• Factor volunteer time into project budgets.
• Can help you meet requirements for matching funds.

California Volunteer Hourly Rate: $26.34

Professional Services at Professional Rates
• Not if the lawyer is painting the bathroom, though
Volunteer Story, continued

Volunteers as Ambassadors
• Volunteer testimonials
• Client testimonials about your volunteers

Recognizing Volunteers within their Industry
• Press releases to industry publications
• Recognition presentations at their organization, not only at yours
• Nominating volunteers for community awards
As a Board Member...

Board’s Legal Mandate & Purpose

To ensure the sustainability of your organization; and to ensure the relevancy of the organization to the community it serves.

2 main ways you do this – by serving as:

- Fiscal Steward
- Brand Ambassador
World’s Best Pie Chart
Philanthropy

FUNDRAISING

- Stewardship, 50%
- Cultivation, 45%
- The "Ask", 5%
## Motivating Across Generations

<table>
<thead>
<tr>
<th>Generation</th>
<th># Donors</th>
<th>Total Giving</th>
<th>Average Gift</th>
<th># NPOs Supported</th>
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<tr>
<td>Civics</td>
<td>27.1 million</td>
<td>26%</td>
<td>$1,367</td>
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<td>Boomers</td>
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<td>43%</td>
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<td>Millennials</td>
<td>32.8 million</td>
<td>11%</td>
<td>$481</td>
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</table>
Volunteers in Fundraising

- Speakers’ Bureau Activities
- Volunteer Presentation Kit
- Giving Circles led by Volunteers
- Activate their Networks
- Feature Volunteers in Fundraising Outreach
- What else?
You do not know. Receives your messages via the network.

You don’t know and cannot contact directly.
But your Community can.

Network
This is the community of your community: their family friends, coworkers and connections.

In your database, attends your events, connected on facebook, Twitter, LinkedIn or physically in your area.

Community
You want to convert the network to join the community.

Crowd
Don’t know you and need consistent and compelling messages to take any action.

Your Org.

Partners
Volunteers
Donors
Staff
Board
Clients
Must Drive to Impact Stories

1. How is the world different because you exist?
2. What are your human stories of impact?
3. What visuals could you share?

Millennial Involvement – the WIIFM:

• 79% - passion
• 56% - meet people
• 46% - expertise
Where Do You Find Volunteers?

• Online
• Networking activities
• Outreach activities and tools
• Referrals: require directed, strategic effort

Specific to Millennials:
• Young professional organizations
• Your cause, not your organization

Remember, successful marketing is targeted and specific
The most important thing in life is to be yourself.

UNLESS YOU CAN BE BATMAN.
ALWAYS BE BATMAN.

Thank You.
3fold Connect

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