Developing Volunteer Leadership

Jason Frenzel
Huron River Watershed Council
Developing Volunteer Leadership

- Welcome
- Goals for today
- Successful Volunteer Program Components
- Organizational Readiness for Volunteer Programming
- Readiness for Empowerment
- Qualities of a Great Lead Volunteer
- Recruiting
- Change Management
- Pilot Program
Developing Volunteer Leadership

Example:
HRWC Teaching Program
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- Successful Volunteer Program Components
  - Motivational factors*
  - Recruitment*
  - Application
  - Screening
  - Placement
  - Evaluation
  - Ladder of engagement*
  - Job Description*
Developing Volunteer Leadership

- Successful Volunteer Program Components
  - Motivational factors
Developing Volunteer Leadership

- Successful Volunteer Program Components
  - Motivational factors
    - Individuals
      - Impact
      - Social
      - Learn
      - Teach
      - Power
Developing Volunteer Leadership

- Successful Volunteer Program Components
  - Motivational factors
    - Individuals
      - Impact
      - Social
      - Learn
      - Teach
      - Power
      - (Food)
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- Successful Volunteer Program Components
  - Motivational factors
    - Individuals
      - Impact
      - Social
      - Learn
      - Teach
      - Power
      - (Food)
      - (Kittens)
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● Successful Volunteer Program Components
  ● Motivational factors
    ● Individuals
      ● Impact
      ● Social
      ● Learn
      ● Teach
      ● Power
      ● (Food)
      ● (Kittens)
  ● Groups
    ● Team building
    ● Service learning
    ● Community recognition
    ● Internal goals for service
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- Successful Volunteer Program Components
  - Recruitment
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- Successful Volunteer Program Components: Recruitment

- Goals
- Needs
- Positions
- Who Fits the Positions
- Recruitment Locations
- Tailoring Message
- Evaluate
- Evaluate

Successful Volunteer Program Components:
- Recruitment
Developing Volunteer Leadership

- Successful Volunteer Program Components
  - Motivational factors
  - Recruitment
  - Application
  - Screening
  - Placement
  - Evaluation
  - Ladder of engagement
  - Job Description*

*Note: Job Description is not included in the slide content.
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- **Successful Volunteer Program Components**
  - Motivational factors
  - Recruitment
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  - Job Description
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- Successful Volunteer Program Components
  - Job Description
    - Title
    - Goals
    - Requirements: hrs, physical abilities, location
    - Skills and abilities
    - Orientation/training
    - Supervisor/supervision
    - Benefits
    - Contact
    - EEO/DEI statement
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- Organizational Readiness for Volunteer Programming
  - Successful Volunteer Program Components
  - Staff support
  - Tools and resources
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- Readiness for Empowerment
  - Autonomy
  - Roles/Job descriptions
  - Online assessment tools
  - Kouzes & Posner’s Leadership Model*
  - Development/growth*
  - Team approach*

* indicates a sectional focus or emphasis.
Developing Volunteer Leadership

- Readiness for Empowerment
  - Autonomy
  - Roles/Job descriptions
  - Online assessment tools
  - Kouzes & Posner’s Leadership Model
    - Model the Way
    - Inspire a Shared Vision
    - Challenge the Process
    - Enable Others to Act
    - Courage the Heart
- Development/growth*
- Team approach*
Developing Volunteer Leadership

- Readiness for Empowerment
  - Autonomy
  - Roles/Job descriptions
  - Online assessment tools
  - Leadership Model
  - Development/growth
    - Training: in person, online
    - Stepwise projects
    - Mentorship/shadowing
    - Support
  - Team approach*
Developing Volunteer Leadership

- Readiness for Empowerment
  - Autonomy
  - Roles/Job descriptions
  - Online assessment tools
  - Leadership Model
  - Development/growth
- Team approach
  - Co-lead
  - Cross train
  - Break up big positions
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- Qualities of a Great Lead Volunteer
  - Subject experts
  - Reliability
  - Leader/manager skills
    - Teamwork
    - Compromise
    - Delegation
    - Conflict resolution
  - Uphold organization's goals and health
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- Recruiting
  - Existing volunteers
  - Community Members
    - Retirees
    - (Past) Managers
    - Young professionals
    - Cause oriented
    - Beneficiaries
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- Change Management
  - Include all stakeholders (especially volunteers)
  - Authentic and transparent influence
  - Solicit input – background/needs/feedback
- Implementation
  - Training
  - Program delivery
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- Pilot program development
  - Goals/vision
  - Draft structure
  - Recruit developers/potential leaders
  - Finalize structure
  - Develop training
  - Recruit
  - Implement
  - Evaluate: program, structure, leader, support, outcomes
  - Document
  - Hand off
  - Implement
  - Move on/iterate
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Road stream crossings pilot
Questions?

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