



GREATER NASHVILLE
REGIONAL COUNCIL

TENNESSEE CONFERENCE ON VOLUNTEERISM AND SERVICE LEARNING 2022

The 3 Rs of Effective Volunteer Engagement

REBECCA NOFI | GNRC VOLUNTEER AND COMMUNITY ENGAGEMENT MANAGER



Rebecca Nofi

Volunteer Engagement Professional for
10+ years

Community Connector

Certified Volunteer Administrator (CVA)

Masters in Sociology

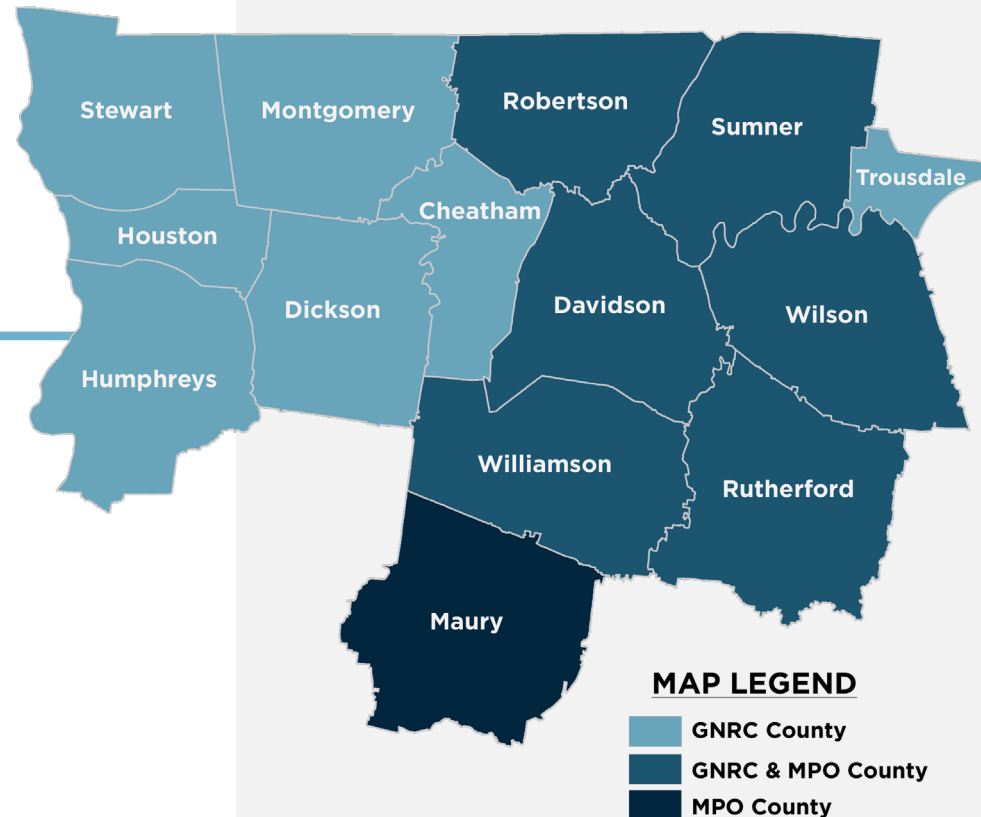
CONNECT WITH ME

rnofi@gnrc.org

www.linkedin.com/in/rebeccanofi

About the Greater Nashville Regional Council

- 1 of 9 Development Districts
- Represents 13 counties and 52 cities across Middle Tennessee
- 93 Regional Council Members
- 80+ Professional Staff Members



GNRC Program Overview



**Aging & Disability
Services**



**Economic & Community
Development**



**Local & Regional
Planning**



**Policy & Government
Affairs**



**Research &
Analytics**



**Volunteer
Program**

Volunteering Matters Campaign

Volunteers are vital to meeting the needs of our communities.

GNRC offers a program to streamline the process of connecting volunteers to opportunities and tackle the needs of our communities together.

GNRC.org/volunteer



The 3 Rs of Effective Volunteer Engagement



Recruitment



Recognition



Retention

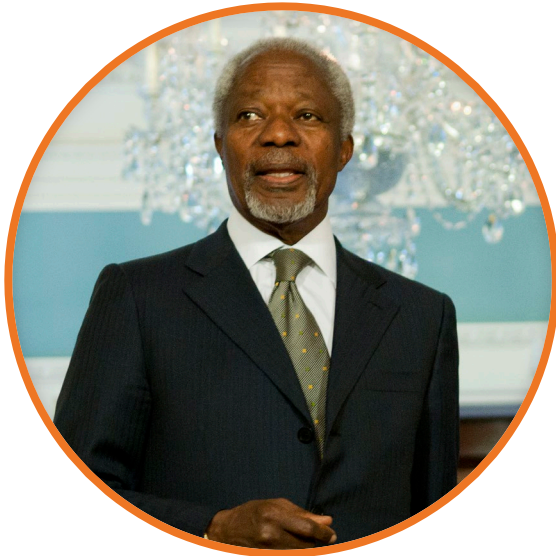
Where are you today?

MY ORGANIZATION HAS...

- 1) a dedicated volunteer program
- 2) no formal program in place, but participates in occasional volunteer projects throughout the year
- 3) no volunteer program, yet, but is interested in getting one started



Advocating for Volunteer Engagement



“

“If our hopes of building a better and safer world are to become more than wishful thinking, we will need the engagement of volunteers more than ever.”

Kofi Annan, Nobel Laureate and former Secretary-General of the United Nations

Benefits of an employee volunteer program

- Attract and retain talent
- Form stronger bonds within your teams
- Strengthen relationships
- Build a positive corporate image
- Expand employees' professional and leadership skills

What is your “Why”?

My organization is engaging volunteers so that....

How to get started



Alignment with your
mission

United Nations Sustainable Development Goals



How to get started



Alignment with your
mission



Type of volunteer
project

How to get started



Alignment with your mission



Type of volunteer project



Time and Resources

Creating a plan for Volunteer Opportunities

- Set clear expectations
- Define the opportunity
- Outline time commitment
- Assign team leader or coordinator
- Follow up with volunteers

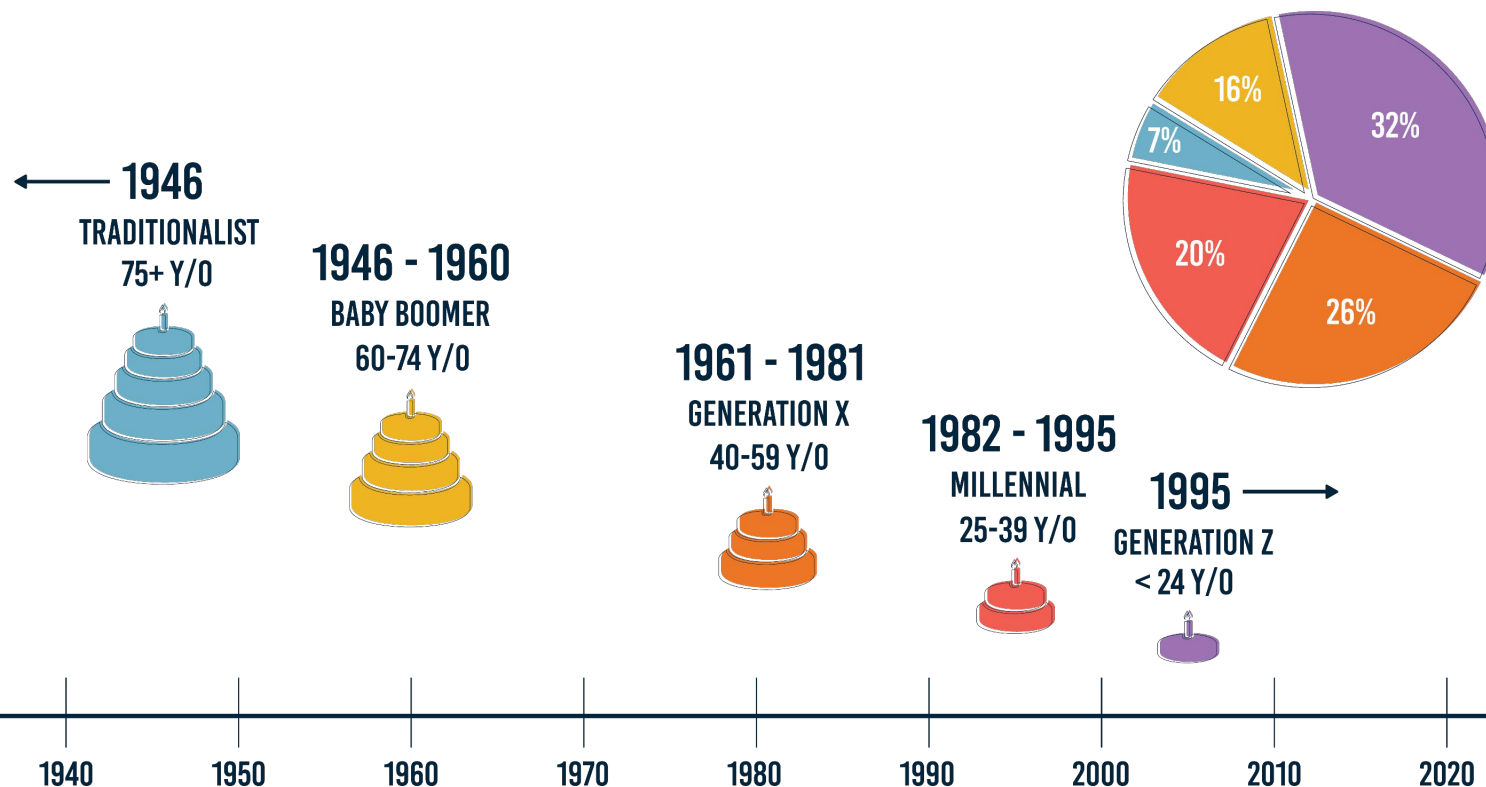


Recruiting Volunteers



- Finding the RIGHT volunteers is key
- Get to know your volunteers and understand their motivations
- Tab intrinsic motivations for volunteering in the recruitment process
- Communicate expectations clearly

Generational Differences



Based on 2019 American Community Survey Results

Commonalities of volunteers from ALL generations

Volunteers want...

- respect
- to be able to **trust** and **be trusted**
- a **coach** or **mentor**, in some form or fashion
- to be able to **learn** about their tasks and the organization
- to work with people that are **credible** and **trustworthy**



Motivations for Volunteering

Values	Career	Social	Understanding	Protective	Enhancement
Give back to the community/ a cause	Develop personally and professionally	Community connection	Get to know community better	To feel better about themselves/guilt	Have a change of pace
Make a difference	Learn new skills	Make new friends	Learn new skill	Feel needed	Positive self-development
Be an advocate	Explore a career	Set an example for children	Try something new	Help someone less fortunate	Gratitude practice
	To fulfill a mandate or requirement	To be recognized		Fulfill a spiritual need of obligation	Share a skill to have a positive influence

Personalize Volunteer Recognition



Achievement Volunteers



Affiliation Volunteers



Power Volunteers

David C. McClelland, "The Achieving Society", 1961 - Motivational Theory

Achievement Motivated Volunteers

Ways to recognize Volunteers who are motivated by **ACHIEVEMENT**:

- Clear achievable Goals
- Involvement in decision making
- Communicate/show their personal Impact
- Tangible awards, plaques, pins
- Recognition at a volunteer appreciation event or staff meeting
- Invite them to learning opportunities



Motivation: Career Development



- Provide letter of recommendation or letter of commendation.
- Highlight volunteer's special skills in meetings.
- Invite volunteers to be part of staff, board or community presentations.
- Facilitate advancement opportunities.
- Create networking opportunities
- Give volunteers some decision-making power.

Affiliation Motivated Volunteers

Ways to recognize Volunteers who are motivated by AFFILIATION:

- Public recognition (with peers, family)
- Feature the volunteer in an agency newsletter, in a social media spotlight or local news article
- Personal thank you note
- Name/photo recognition at the agency
- Director thanks them personally when they are doing their volunteer work
- Assignments and opportunities for socialization



Power Motivated Volunteers

Ways to recognize Volunteers who are motivated by POWER:

- Broad-based Recognition (i.e., media)
- Acknowledge their impact within and on behalf of the organization
- Invite to become a Volunteer leader, Ambassador, serve on Advisory Committee or Board of Directors
- Job assignments with increased responsibility and authority
- On-going program, site, or award named for them



Motivation: Protective



- Connect the dots to show volunteers the value of their contributions.
- Ensure supportive volunteer environment.
- Check in with your volunteers on their experience.
- Award a “volunteer of the month” parking spot and rotate it regularly.

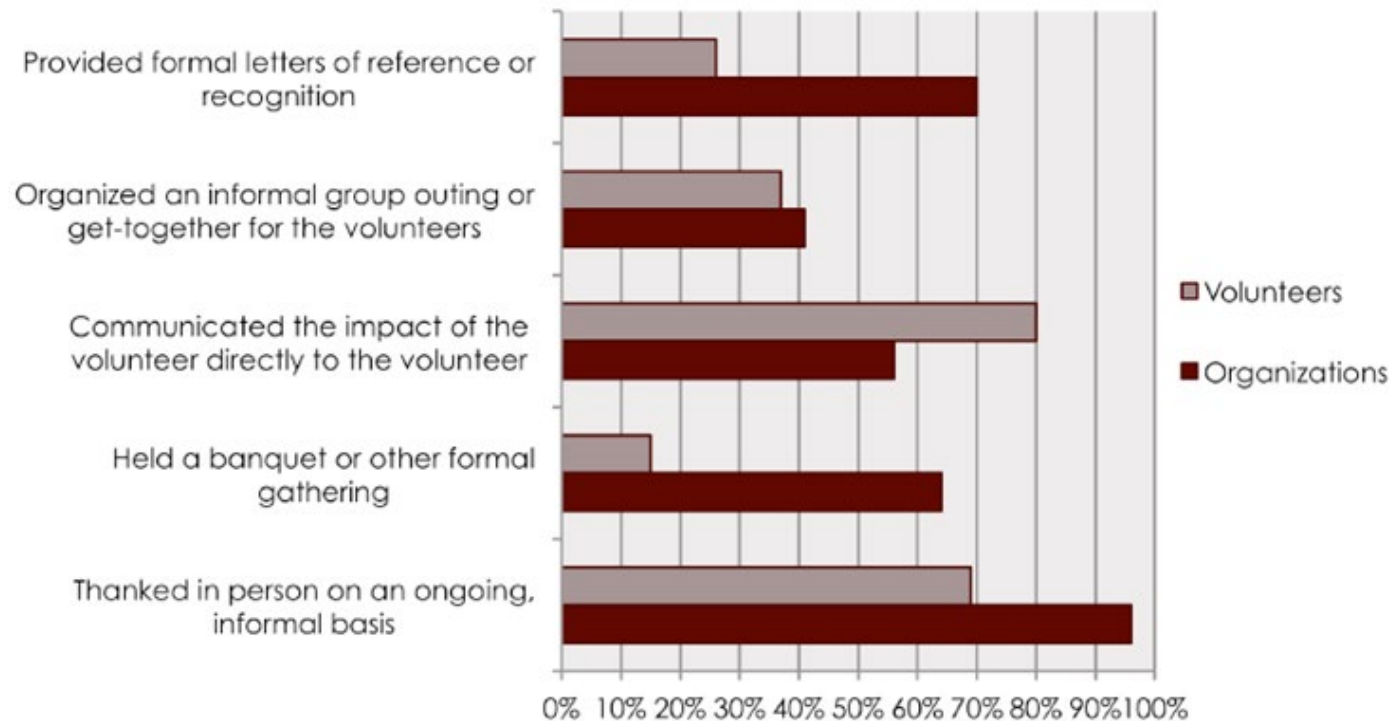
Motivation: Enhancement



- Reward volunteers for greatest effort, improvement, and learning through trial and error.
- Create a Volunteer Acknowledgement Wall including volunteers who have contributed a significant amount of time and talent
- Have a fun organization-wide volunteer celebration in person or virtual.

What does the research say?

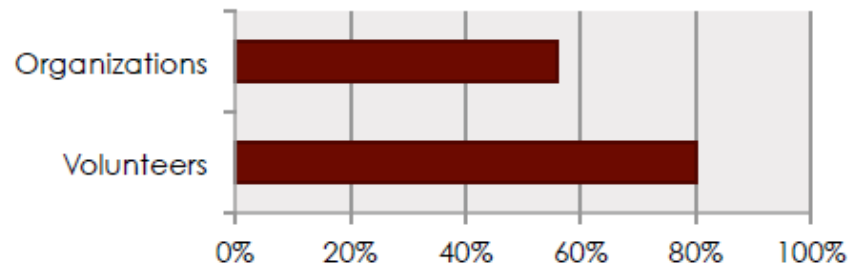
Recognition practices/preferences



Source: Volunteers Cast a Beautiful Shadow – 2013 Volunteer Recognition Study from Volunteer Canada

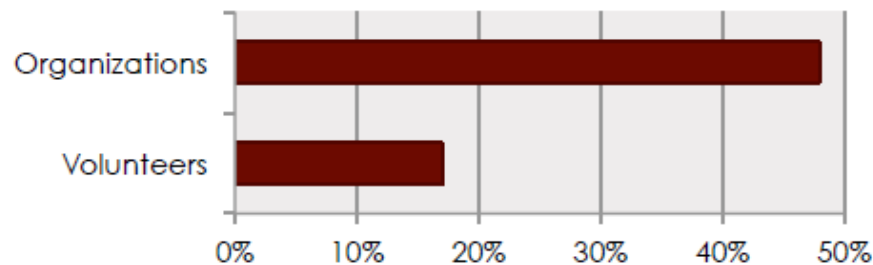
What does the research say?

Communicating impact – hearing how my work has made a difference



80% of volunteers would like to be recognized by hearing the impact of their contributions, and less than 60% of organizations are currently doing this. This highlights an opportunity for organizations to focus heavily on communicating impact to volunteers.

Public recognition of volunteers



Source: Volunteers Cast a Beautiful Shadow – 2013 Volunteer Recognition Study from Volunteer Canada

Communicate Your Value Proposition

We help [xyz agency] **do** [impact of your activity or compelling solution to a problem you implemented] **by doing** [the result of your volunteer mobilization].



Communicate Volunteer Impact

From
October to
December
of 2021

our volunteers sent

8,765 Letters

to seniors and disabled individuals in nursing
homes and assisted living facilities, for a total of

24,899 Letters

throughout 2021...

This brings the grand total of letters sent since the
beginning of the campaign in April 2020 to...

41,608!
*Thank you to all
our volunteers*

Volunteer
Hours
Contributed



of Active Volunteers in 2021

1054
428
in Q4 alone



\$470,950

According to the Independent
Sector, those hours are worth over

23

VOLUNTEERS
delivered

4311

**MEALS TO
ISOLATED SENIORS**

between April 29 to June 5, 2020



Easy & inexpensive ways to recognize volunteers



- Welcome your volunteers **by name** and SMILE
- Stop to talk to your volunteers when they are performing tasks on-site
- Create a comfortable atmosphere
- Offer access to coffee/tea/water/snacks
- Say “Thank you!”
- Leave candy grams at their workstation
- Plan a picnic (potluck) or casual get together in the park

Easy & inexpensive ways to recognize volunteers



- Handwritten thank you notes
- Send a personalized birthday or special occasion card

Writing GREAT thank you notes



1. Make it personal to their contributions and NOT generic
2. Be specific
3. Connect their impact to the mission
4. Be timely
5. Be vulnerable

Easy & inexpensive ways to recognize volunteers



- Handwritten thank you notes
- Send a personalized birthday or special occasion card
- Make merit certificates for service
- Celebrate volunteers in your newsletter or on your company intranet/bulletin board etc.

Key Takeaways

- Recognition is NOT just a once-a-year event, it should be year around.
- Volunteers generally do not want you to spend a lot of money on appreciating them.
- Volunteers want to know the IMPACT they are making.
- Use a variety of different recognition methods.
- Create a month-by-month recognition plan
- The staff and board of your organization needs to know what work volunteers do for you and recognize the volunteers' contributions

**VOLUNTEERS WHO FEEL RECOGNIZED AND APPRECIATED
WILL STAY WITH YOUR ORGANIZATION**

Resources

- 2013 Volunteer Recognition Study by Volunteer Canada:
https://volunteer.ca/vdemo/engagingvolunteers_docs/2013%20Volunteer%20Recognition%20Study.pdf
- Volunteer Recognition tool from Volunteer Canada:
https://volunteer.ca/vdemo/rec_tool.html
- David C. McClelland, “The Achieving Society”, 1961 - Motivational Theory
- United Nations, Sustainable Development Goals: <https://sdgs.un.org/goals>



GREATER
NASHVILLE
REGIONAL
COUNCIL

Rebecca Nofi, MA, CVA

Volunteer and Community Engagement Manager

rnofi@gnrc.org

www.linkedin.com/in/rebeccanofi

Find us on the socials @TheGNRC | **GNRC.org/Volunteer**