Why Are Volunteers So Important?

- Impact on the volunteer
  - Internalize the case
  - Involvement leads to...
  - Volunteers give more!
    - Volunteers give 10X more than non-volunteers
    - 2/3 of all volunteers donate to where they volunteer – “super supporters”
Why Are Volunteers So Important?

- Donor’s responsiveness to a committed volunteer
  - Charitable motives are clear
- Provide accountability and credibility
  - Organization’s eyes and ears
  - Community’s eyes and ears

What Are The Traits Of Volunteers?

- Influence
- Affluence and Generosity
- Advocacy and Action
- Wisdom
- Dedication
- Enthusiasm and Eloquence
- Tenacity
- Wit
What Are The Jobs Of Volunteers?

- Does the volunteer know?
- Clearly defined written description:
  - Affirming the plan of campaign
  - Recruiting a volunteer corps
  - Articulating the Case for Support
  - Soliciting Major Gifts
  - Planning and attending meetings
  - Resolving questions

Additional Roles Of Volunteers

- Volunteer insiders ask the same questions as donors:
  - Is there a clearly articulated mission?
  - Is there a clearly identified purpose?
  - Will the case appeal to donors?
  - Is the planning accurate/thorough?
  - Is the goal ambitious/realistic?
  - Are there sufficient prospects?
Identifying & Recruiting For A Campaign

- Leadership is a critical element of success
- Will typically emerge from the family
- If not...
  - Develop Board (months or years)
- Courtship must be discreet
- Traditional vs. team-oriented campaign organization

Volunteer Organizational Structure

- Traditional Organizational Structure

- Team-Oriented Structure
How Are Effective Volunteers Developed?

- Start by asking!
  - 25% of adult population volunteered in 2013; 41% were asked

Training vs. coaching
- Didactic method
- More likely to be caught than taught
- The student must be motivated to learn

How Are Effective Volunteers Developed?

- Learn by doing to build confidence
  - Role-playing exercise or objection-based workshop
- Let the volunteer discover fulfillment of success
- Make it FUN!
Is Volunteerism Declining?

- Number of volunteering remains high
  - 2013: 62.6 million adults volunteered
  - Women volunteered more than men
  - 35-44 year olds most likely to volunteer
- Volunteer management critically important to creating positive volunteer experiences

Why Do People Volunteer?

- Feeling compassion for those in need (86%)
- Having an interest in activity or work (72%)
- Gaining a new perspective on things (70%)
- Importance of activity to people the volunteer respects (63%)
  * Source: Independent Sector, Giving and Volunteering in the United States, 2001

- High Net Worth Volunteers
  - Passionate about the cause (43%)
  - Approached by the organization (31%)
Why Has Voluntary Leadership Changed?

- The number of organizations competing is increasing
- Changing demographics, social habits
- New generation of volunteers
- Listen and discover motivation for serving
- We must seek to understand and support the volunteer

What Motivates A Volunteer?

- Two types of motivation
  - External vs. Intrinsic
- You cannot motivate another to action
- Create environment for volunteer to discover intrinsic motivation
  - To meet the needs of the community
  - To fulfill personal needs
  - Provide authentic involvement
What Motivates A Volunteer?

- Cyril O. Houle: Adult Learner Patterns
  - **Goal Oriented**
    - Seeks education to accomplish a specific goal or clear-cut objective
  - **Activity Oriented**
    - Seeks educational activity for reasons having no connection with announced purpose of activity
  - **Learner Oriented**
    - Seeks knowledge “for the sake of knowledge” or for the desire to know

Andragogy: Science Of Helping Adults Learn

<table>
<thead>
<tr>
<th>Regarding</th>
<th>Pedagogical</th>
<th>Andragogical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readiness to learn</td>
<td>With pressures, step-by-step style to advance to next level.</td>
<td>Experience a need to learn. Educator provides tools around life application.</td>
</tr>
</tbody>
</table>
Andragogy: Science Of Helping Adults Learn

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</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>By external rewards and punishment</td>
<td>By internal incentives and curiosity</td>
</tr>
<tr>
<td>Diagnosis of needs</td>
<td>Primarily by teacher</td>
<td>By mutual assessment</td>
</tr>
<tr>
<td>Learning activities</td>
<td>Transmittal techniques: assigned readings Deductive</td>
<td>Inquiry projects: independent study and experimental techniques Inductive</td>
</tr>
</tbody>
</table>

Leading The Leaders: The Role of Staff

- Provide a clear road map
- Provide the necessary resources
- Build authentic relationships
  - The volunteer will serve when they feel ownership
- Use board members as advocates to encourage others
  - Individuals serve when asked
Leading The Leaders: The Role of Staff

- Success is inspiring and contagious
- Prepare materials, conduct research, records, strategies, stay on schedule
- Serving at the behest of volunteers
- Acknowledge their involvement

Conclusion

- Let’s review objectives
- More questions/dialogue
- What are you going to do next week?
Thank You!

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