

The Role of Volunteers: Developing Effective Fundraising Leaders

OAHP

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Presented By:

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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”

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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

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What Are The Traits Of Volunteers?

- Influence
- Affluence and Generosity
- Advocacy and Action
- Wisdom
- Dedication
- Enthusiasm and Eloquence
- Tenacity
- Wit

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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

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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?

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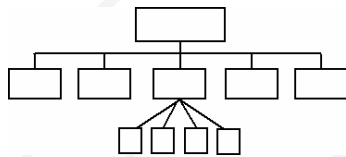
Identifying & Recruiting For A Campaign

- 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

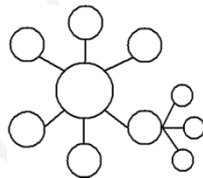
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Volunteer Organizational Structure

- Traditional Organizational Structure



- Team-Oriented Structure



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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

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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!

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Is Volunteerism Declining?

- Number of volunteering remains high
 - 2013: 62.6 million adults volunteered
(2014: US Bureau of Labor Statistics)
 - Women volunteered more than men
 - 35-44 year olds most likely to volunteer
- Volunteer management critically important to creating positive volunteer experiences

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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%)

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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

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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

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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

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Andragogy: Science Of Helping Adults Learn

Malcolm Knowles

Regarding	Pedagogical	Andragogical
Concept of the individual learner	Dependent. Teacher determines what is learned. Teacher evaluates learning.	Increasingly self-directing. Teacher encourages & nurtures. Self-evaluation.
Readiness to learn	With pressures, step-by-step style to advance to next level.	Experience a need to learn. Educator provides tools around life application.
Orientation to learning	Process of acquiring prescribed subject matter.	Task or problem-centered. Relevance to real-life tasks.

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Andragogy:
Malcolm Knowles

Science Of Helping Adults Learn

Regarding	Pedagogical	Andragogical
Motivation	By external rewards and punishment	By internal incentives and curiosity
Diagnosis of needs	Primarily by teacher	By mutual assessment
Learning activities	Transmittal techniques: assigned readings Deductive	Inquiry projects: independent study and experimental techniques Inductive

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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

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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

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Conclusion

- Let's review objectives
- More questions/dialogue
- What are you going to do next week?

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Thank You!

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