

# Volunteer Power



# **What do you want to learn about Volunteer Management?**

**Participant Input:**

**Participant Input Continued:**

# Why Volunteers?



**Effective Volunteer  
Programs Require  
Work**

- Set GOALS and OUTCOMES for using volunteers
- Get clear on what volunteers will do and who will manage
- Write a job description.

Example

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## **EXAMPLE–Volunteer Clean Water Ambassador Job Description**

Purpose: Sunny Skies Community Group is committed to ensuring residents have access to clean drinking water and Rainbow Creek is not polluted. We are looking for volunteers to serve as Clean Water Ambassadors in our neighborhood to help inform residents about drinking water issues, engage neighbors in clean ups, and other community events.

### **Clean Water Ambassador Responsibilities:**

- Provide information about lead in drinking water to residents and other drinking water concerns.
- Alert neighbors when lead service pipe replacements are occurring nearby.
- Provide training on how to install and use filters to remove lead.
- Promote community cleanups and help recruit neighbors to participate.
- Inform neighbors about events sponsored by Sunny Skies Community Group.

### **Skills and Qualifications:**

- Have a friendly and approachable manner.
- Ability to work well both in a team and independently.
- Be sensitive to and be respectful of diverse populations.

### **Physical Requirements:**

- Ability to walk short distances.
- Ability to lift 10 lbs.

### **Time Commitment:**

- Attend the in-person orientation
- Complete 2 hours of volunteering per month, 12 hours over 6 months

### **Orientation and Training:**

- Participate in the in-person orientation (4-6 hours).
- Learn how to install water filters on kitchen taps and provide guidance on maintenance.
- Stay up to date on all things happening in the Sunny Skies Community Group.
- Learn how to use popular social media to share information from Sunny Skies.
- Maintain an active presence on social media pages within your neighborhood.

**Location:** Sunny Skies Neighborhood

**Reports to:** Volunteer Coordinator

*Sunny Skies Community Group is an equal opportunity organization and welcomes volunteers from all backgrounds, ensuring a fair and inclusive environment for everyone.*

# Recruiting Volunteers



# Ways to Recruit

- Door-Knocking
- Phone Banks
- Social Media Posts & Advertising
- Flyers, Postcards, Door Hangers, etc.
- Through Local Businesses, Schools, Churches, etc.
  - More success through local trusted institutions
  - Reaching out to institutions who's services align with your mission



# Recruitment: Leveraging Social Media To Engage



## Instagram

- Use photos and videos of **REAL** people from past events
- Visuals are prioritized, create compelling graphics and keep captions short
- Create shareable content



## LinkedIn

- Make a list of soft/hard skills that can be gained from participating
- Pitch it like a job position
- Talk about how volunteering creates access to being involved with your org in the future



## Facebook

- Create Facebook events
- Longform content is appreciated
- Photos/videos not prioritized

# Anatomy of a good outreach flier!

## Answers the questions:

- When + Where
- What is happening at this event?
- How can people sign up and know more about your organization:
  - Social media accounts
  - QR codes
  - Sign up forms
  - Website - [tinyurl.com](https://tinyurl.com)
  - Contact - include your logo!

## Eye catching! You can make great fliers with:

- Canva - free version, can get non-profit version
- Google Docs - free
- Microsoft Word - need license





# Training & Communication

## Effective Volunteer Programs Require Work:

- Provide training and resources-group, one on one, peer training, videos, photo release form
- Insurance/liability
- Communication/Audience determines channels and frequency



# Managing Volunteers



# Volunteer Management

- Remember to keep track of your Volunteer sign-ups!
  - Volunteer hours is a snapshot of the labor, time, and resources it has taken to accomplish your organizational goals
  - Tracking volunteer data can help your organization secure grants
  - Keeping legacy information to track growth & celebrate org milestones
- Sign-up forms
  - Google forms
  - Mailchimp
  - Surveymonkey
  - Jotform
- Volunteer Database
  - Simplifies follow-up engagement
  - Allows you to to notify contacts for future events





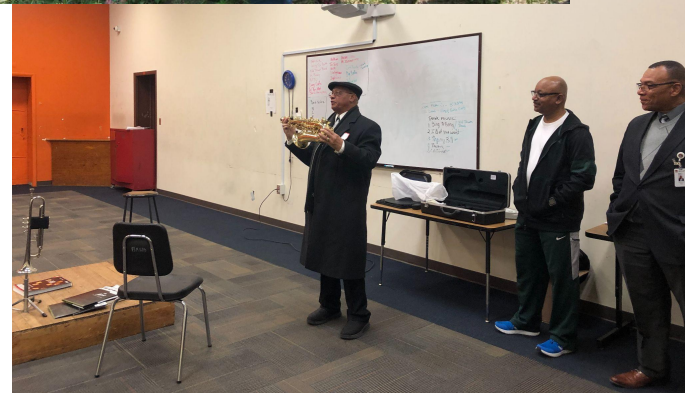


## Recognition and Feedback

- Celebrate and appreciate volunteers—often, different ways, e.g., lunch, gift cards, articles and photos.
- Get feedback—what do they like about volunteering or don't like

# Example Forms & Demo

- Sample Jotform Activity
  - Pros:
    - Drag & Drop Functionality
    - Templates
    - Integrations
    - Data Collection & Export
  - Cons:
    - Limited submissions in the free version
      - 5 Form limit, 100 monthly submissions
- Google Form Activity
  - Pros:
    - Easy to Import Questions
    - Accessible for free
    - Nonprofit Plans for Google Workspace
    - Limited cloud storage
  - Cons:
    - Limited functionality
    - Limited Template Gallery
    - Can be issues with sharing permissions



# Storing and Managing your data

- Information submitted through a form has to go somewhere
  - Website database
  - Salesforce
  - Google Drive

The image displays two screenshots of the Jotform interface. The top screenshot shows a table view of a 'WWW Sample Volunteer Registration Form' with columns for Submission Date, Name, E-mail, Phone Number, Address, How did you hear..., Check one, Seated position, and 1st choice. The bottom screenshot shows a 'Volunteer Registration Form' submission list with columns for Submission Time, First Name, Email, Last Name, Phone, and Street Address.

**WWW Sample Volunteer Registration Form**

	Submission Date	Name	E-mail	Phone Number	Address	How did you hear ...	Check one:	Seated position	1st choice
1	Apr 9, 2025	Alexis Smith	alexis@freshwaterfuture.org	(231) 348-8200	123 Happy Place St...	Facebook	INDIVIDUAL VOLUNTEER		Registration Kiosk

**Volunteer Registration Form**

Default view

	Submission Time	T First Name	T Email	T Last Name	T Phone	T Street Address
1	Aug 24, 2022 2:30 PM	peggy				
2	Aug 7, 2022 10:22 AM	Nichole				
3	Aug 3, 2022 5:23 PM	Mark				
4	Aug 1, 2022 12:51 PM	Sheryl				
5	Jul 26, 2022 11:41 AM	Alison				
6	Jul 15, 2022 9:11 AM	Michelle				

# Polling

- What was your knowledge level before this session?

Scale of 1-10

1 = no knowledge, 10 = expert in this topic

- What is your knowledge level after this session?

Scale of 1-10

1 = no knowledge, 10 = expert in this topic

- Example of what to put in the chat: (4,7)



# Resources:

Example Job Description

Sample Jotform Activity

Photo release form example

Liability waiver example

River Cleanup Handbook (American Rivers)