



Session: Volunteers

2010 Chapter Leadership Conference

The Universal Truths

**Recruiting new
volunteers is hard
work**

- Requires a significant time investment by chapter leaders
- Some people don't like to ask for help

but...

It's worth it!

- No chapter can exist without new leaders
- To get new leaders, you need new volunteers first

Recruiting Volunteers Successfully





Volunteers: Why You Need'em

Shared Responsibilities

Fresh Ideas

Develop Future Leaders

Doing It Yourself



*Plan the event
Pick a venue
Find a speaker
Arrange the food
Setup registration*

- Risk of not completing necessary tasks in time (bus theory)
- May miss or forget something

Working Together



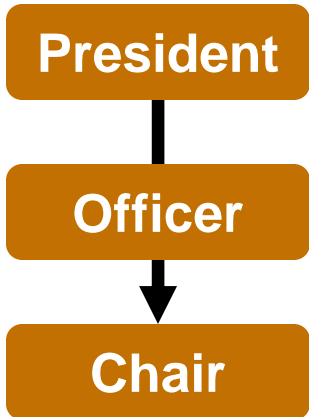
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- Fewer tasks for each individual
- More brains to think over potential problems
- Teamwork and leadership development



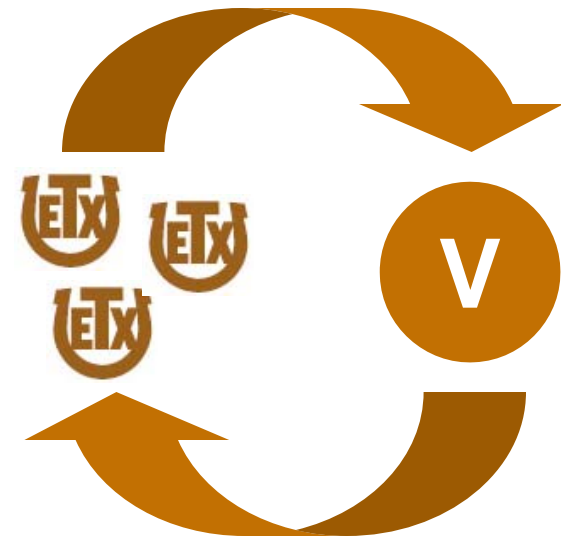
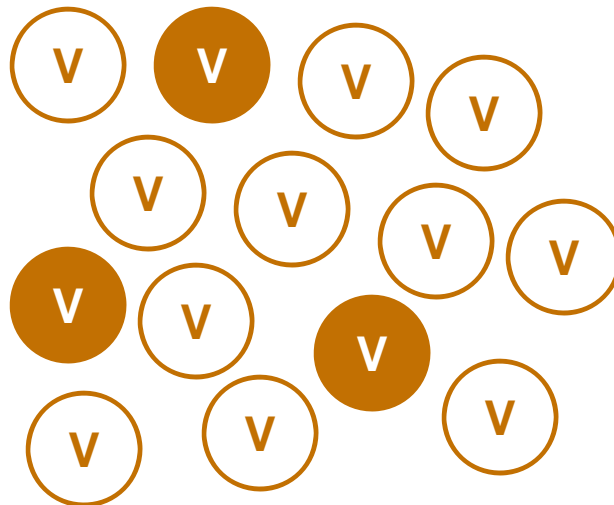
The Need for Building Your Base



Chapters perform better with strong leadership on all levels

Volunteers typically bring friends along to events (keeps the cycle going)

A pool of volunteers will contain a few strong leaders





Volunteers: How to Get'em

Tap into People Who Attend Events

Events Attendees...

- Probably have a some sort of connection to UT
- Like being around UT people
- Are great candidates to be volunteers

Host an Open House

- Serves as an opportunity to explain volunteer opportunities
- Allows for members to show they want to help

Just Ask!

- All board members have Texas Ex friends who could play an active role
- If everyone asks just 2-3 people, you're bound to get some good volunteers

Think about what works in your area



Tips on How to Ask

Timing

Recruiting volunteers needs to be an ongoing activity throughout the year. Your chapter can't succeed without them.

Ask Directly

Be specific and upfront about any special skills required.

Find a Fit

Listen to their needs and wants and fit them in appropriately to the chapter.

Be Positive

Approach recruiting volunteers in a positive manner. Make it easy for them to say yes.

Personalization

When possible, ask them personally. Sometimes a mass email is necessary, but the personal touch is much more effective.

Follow-Up

Always follow up, sooner rather than later, with any potential volunteer.



Volunteers: What to Do With'em

If you get volunteers, USE THEM!

If someone agrees to volunteer but they are never used they will take their time and resources elsewhere.

Makes them feel
needed and wanted

Gives them greater
buy-in to the success
of the chapter

Makes people more
likely to stick around



Delegation: The 3 L's

Don't do it all yourself... delegate!

- Takes the pressure off the one or two people that “do everything”
- Builds a wider base of leadership & brings new people to the chapter
- Casts a wider net of friends
- Gets “buy-in” by leaving room (Starbucks theory); buy-in gives you momentum

L Look for good people

- Keep an eye out for new volunteers
- Think about who would be a good fit

L Listen to them

- Learn what people need from you first
- Find out what they like and want to do

L Let them shine

- Give them room to succeed
- Give them credit for their success



Delegation: The How-To's

STEP 1 Stop doing everything yourself!

STEP 2 Give some tasks to the volunteers

STEP 3 Provide boundaries and guidance for their tasks

Boundaries are the things about the event that you care about:

- Timing and location of the event
- Will there be a speaker or raffle / auction?
- What color are the napkins?

Limit the boundaries so the volunteer has some room to make decisions

Be available to provide guidance

Boundaries may need to be adjusted on the fly

STEP 4 Follow-up

STEP 5 Give feedback



Task Creation

So, what comes first, the volunteer or the task?

Have tasks ready to be assigned to volunteers before they sign-on.

CREATE A LIST OF TASKS

- Secure the location
- Locate a caterer and entertainment
- Create the invitation
- Handle ticket sales
- Design invitations
- Secure raffle prizes
- Table decorations
- Get sponsors
- Get a photographer



FIND VOLUNTEERS

1. Contact people in the chapter
2. Ask them to perform specific tasks
3. Give them boundaries
4. Let them run with it!



How to Keep'em

Integrate them into the culture

Make them feel like they are a part of the chapter's success

Get them involved

Use the volunteers again!

Thank them

Everyone appreciates when they are appreciated

Respect them and their time

Make sure assigned tasks are a wise use of their time

Make sure they have a voice

Respect their opinions and provide an avenue for them to be heard

Constantly be on the look out for future leaders! Start new volunteers in small roles and gradually have them work their way up.

Questions / Discussion