

Resident Empowerment Program

The Palm Beach County Office of Community Revitalization



**PALM BEACH COUNTY
OFFICE OF COMMUNITY REVITALIZATION**

Module 3

Building Your Volunteer Base



Do You Have a Vision for Your Neighborhood?



Can you Achieve this Vision by Yourself?

The power of your organization stems from individuals coming together to work for your mission — something that is bigger than any single person.¹

¹ Kelsey Luke. The Value of Tracking Volunteer Hours. Unself. www.medium/unself/the-value-of-tracking-volunteer-hours

Why You Need Volunteers

- No paid staff
- Volunteers bring skills.
- They bring new excitement and energy.
- Increased community ownership
- Able to make positive changes quicker
- Many hands make light work.
- Hours count toward grant match
- They encourage others to volunteer.



Each hour of volunteer time is worth \$24.69.

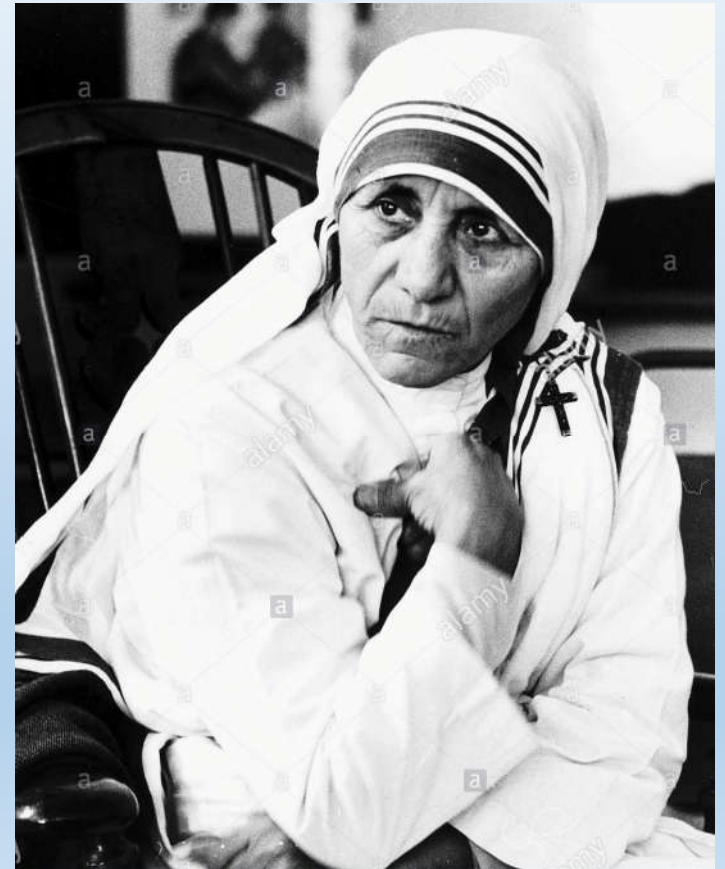
Tracking volunteer hours can help your organization become more qualified for grants.

What Motivates People to Volunteer?

Altruism

The selfless concern for the wellbeing of others.

Altruistic people need a mission. You have to sell your mission.
Most teens and some adults need community service hours.
Be prepared to provide



Wouldn't you volunteer to save puppies?

That's altruism. ASPCA does a great job of moving people to act out of altruism. How can you tap in your residents altruism?



Opportunity to Develop New Relationships

- Volunteering is a social activity.
- An opportunity to meet people with similar values and interests.
- Volunteering can be enjoyable.
- Research shows positive impact on health.



A [Harvard Health paper](#) noted that **people who volunteer weekly benefit from what they call the “happiness effect” and report happiness levels comparable to a life-changing wage increase.**

Advance a Career

- Many banks require their employees to volunteer for various causes to be compliant with the Federal Community Reinvestment Act.
- Companies ask employees to sit on non-profit boards.



Tap into local banks.

Community Service Hours

- High school students need community service hours to graduate.
- Some adults too!
- Tap into your local schools.
- Have community service hour certificates ready.





2021 EVENT


This certifies that

FirstName LastName

Has successfully completed [xxx] hours of Community Service with the
BACK TO SCHOOL PBC! Drive Up Event

July of 2021




Ruth C. Moguillansky
OCR Principal Planner/
Back to School PBC! Coordinator


Houston L. Tate
Director
Office of Community Revitalization


Lindy Harvey
Executive Director
Spirit of Giving Network



IN PARTNERSHIP WITH



Personal Growth & Development

- To develop a person's capabilities and potential
- The process by which a person continually develops themselves to reach their full potential.
- Volunteering helps shape your worldview.

Volunteers need to feel that their efforts are meaningful and will impact change.



Why Don't People Volunteer?



Hint: It's not because they don't care

You haven't communicated the need for volunteers – You can't assume people know:

- a. that there is a community organization
- b. the organization needs volunteers

They Weren't Asked!



They don't have a crystal ball!



Lot's of people are willing to volunteer, but...

- Do residents know there is a neighborhood organization?
- Do you advertise your volunteer opportunities?
- Are your requests for volunteers clear and concise?
- Do you let potential volunteers know they can get community service hours?

Where you post volunteer opportunities is important. Do you have a social media presence? Create a Facebook page

How to Let Volunteers Know about Opportunities

- SignUp
 - VolunteerMatch
 - Engage
 - JustServe
 - Do Something
 - Neighborhood Facebook page
 - NextDoor
- ❖ Remember, volunteers can come from outside your neighborhood.

Too Busy!

- Not Really True – the busiest people (30 - 45 old with children) put in the most volunteer hours.
- Have short term volunteer opportunities. People may volunteer more if they know the commitment is not long term.
- Match volunteers to opportunities that align with their schedule and interests.



Lack of Confidence

- Lots of people want to volunteer but feel intimidated.
- Have a veteran volunteer show them the ropes.
- Don't overwhelm new volunteers with complex tasks/projects.
- Provide positive feedback to new volunteers.
- Make sure their first experience is rewarding and fun.

They feel it won't make a difference

- Make sure that volunteers understand how their actions will impact the community.
- Sell the mission and vision of the organization.
- Be able to convey the work that has already been done towards achieving the mission and vision.
- Explain how their work will move the agenda forward.

You Don't Have a Clear Vision



Define Mission, Goals and Objectives

- Mission – Where do we want to be in the future?
- Goals – What are we going to do to achieve the mission?
- Objectives – What actions will we take to achieve our goals?

Be prepared to define how a volunteers efforts will help the organization achieve its goals.

Once you answer these questions, you can craft your sales pitch

The Organization is Disorganized

The **2nd** biggest reason people don't volunteer.



*Asked at the last minute.

*No clearly defined tasks.

*Don't know who is in charge.

*Don't get reminders.

*No recognition for their effort.

*No tracking of volunteer hours.

It's Not Fun!



Volunteering should not be unpleasant.

Keeping Your Volunteers

- Understand what motivates your volunteers
- Have an awards dinner to recognize volunteers
- Have a raffle for volunteers
- Take photos of volunteers and post on social media
- Express thanks frequently
- Offer to write letters of recommendation
- Let volunteers know about their impact
- Make it fun
 - Facebook
 - Newsletter
 - Awards dinner
 - Give tickets for each hour worked. Raffle gift cards, etc.
 - Every one wants to be recognized
 - For example: bags of litter collected, etc.

Volunteer Database

- Searchable – who is available, what are their skills, etc.
- Can send reminders
- Track volunteer hours – recognize volunteers annually



Questions or Comments?