Revolutionize Your Volunteer Program!
Who we are…

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Introductions

Where do you work?
- Nonprofit
- Business/Corporate
- Education Institution
- Public agency (state, county, town)
- National Service participant (AmeriCorps or Senior Corps)
- National Service staff
What experience do you have...?
Learning Objectives

- Understand skills-based volunteering.
- Assess current level of skills-based volunteering.
- Develop a skills-based volunteer project or role.
Today’s workshop…

- Preparing an organization for skills-based volunteering
- Giving you tools to get started.
- Assumptions:
  - Experience with volunteer or human resource management
  - Some have experience with project management
  - Not supplanting paid positions
Benefits of SBV

- 77% of nonprofits learned new skills from skills-based volunteer engagement.
- 90% of skills-based volunteers see that their work with the nonprofit “made a real difference to the client.”
- 87% skills-based volunteers say their project increased their interest in volunteering.
Challenges

Nonprofits that engage skills-based volunteers before they are ready can find the drawbacks to be considerable.

- Volunteer engagement was not worth the time or money spent;
- Solutions delivered are a mismatch for their needs;
- Skills-based volunteers felt under-utilized, under-appreciated, or frustrated.

Measuring Results: The Business Case for Skills-based Volunteerism
http://commonimpact.org/resources/post/business-case-for-skilled-volunteering
Skill-Based Volunteering Definition

**Skill-based volunteering:**
Capitalizes on an individual’s personal talents or core business skills, experience, or education.

**Pro bono:**
Capitalizes on an individual’s core professional skills to provide professional expertise.

**Volunteer Leaders**
Capitalizes on an individual’s career knowledge and experience by directing or managing projects or other volunteers.
What is Skills-based Volunteering?

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Taproot Foundation, 2008.
What are volunteers currently doing?
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Organizational Readiness

- Is your organization ready?
  - Organizational stability
  - Strong dedication to capacity building
  - Focus on relationship building
  - Firm time commitment from the staff

Readiness Roadmap
www.readinessroadmap.org
Needs Identification

- Not necessarily essential (or even best) to be able to determine exactly what you need the SBV project to do.
- Assess the categories of needs you have that might be well-suited.
- Secure a relevant subject matter expert to assess your organizational needs and identify particular project types that are suited to address identified challenges.
Project Readiness

- Capacity to sustain the solutions to get the long-term value.
- Carefully vetted have greater chance of achieving their intended impact.
- Mutually beneficial experiences unlock potential for long-term relationships between nonprofits and skills-based volunteers.
- Prioritize projects and timelines needed.
Sourcing (Recruitment)

- Corporations/Businesses
- Professional Services Associations
- Colleges/Universities
- RSVP, AARP, ENCorps
- On-line Resources (VolunteerMaine.org, Linked-in, SkillsforChange.com, etc.)
- Volunteer Centers (York, Cumberland, Franklin, & Penobscot Counties)
Planning

- Completed and delivered in a timely manner.
- Deliverable is implementable and sustainable.
- Organization’s and SBV’s expectations are met or exceeded.
- All parties involved report high satisfaction with the interactions.
- Sharing impact the SBV project made – short and long term.
Implementation

- Introduction phase for volunteers and nonprofit management.
- Execution phase.
- Ending phase and conclusion.
Evaluation

- Essential to demonstrate the value of SBV.
- Scope of evaluation depends on what’s feasible.
- Evaluate success of SBV project over short, medium, and long term.
Recognition and Celebration

- **Recognize** – share the results of the project and explain role the skills of SBV made a difference.
- **Celebrate** – the SBV project & accomplishments of the volunteer’s efforts. Needs to happen regularly during the project.
- **Storytelling** – great way to get people excited about the project & engage other volunteers. Also recognizes and celebrates the work done by SBV.
Skills-Based Volunteering Model at United Way of York County
Organizational Readiness

- UWYC leadership understands value of engaging skills-based volunteers (SBV).
- Organizational climate receptivity to SBV.
- Effective volunteer management practices for SBV volunteers in place.
  - Clarified roles and responsibilities within the organization regarding recruiting and screening.
- Strategic relationships with companies/community partners.
Needs Identification

- Developed process for identifying skills-based volunteer (SBV) opportunities.
- Reviewed strategic plan to identify projects for SBV.
- Assembled list of potential SBV projects.
- Assessed risk associated with potential SBV projects.
Project Readiness, part 1

- Developed SBV project contract that includes:
  - Expectations of organization & SBV
  - Scope of work
  - Deliverables
  - Timeline

- Prioritized SBV projects for implementation.
  - Is it urgent? (We want projects NOT to be urgent)
  - Does it require expertise and high level of skill?
  - Is it Important?
  - Would it conflict with other events/projects in place?
Project Readiness, part 2

- Developed marketing and outreach plan targeting individuals with needed skills.
- Updated screening and interviewing tools to assess SBV applicant’s level of expertise.
Sourcing (Recruitment)

- Specific position descriptions
- On-line Technology
- Corporate/Community Partners
Planning

- Developed feedback loop for the SBV to share findings.
- Developed tracking system to record the value of the donated time and services.
- Created reporting mechanism to track outcomes, deliverables and hours of service.
Implementation

- Developed onboarding protocols and orientation plan.
- Clarified reporting channels for the volunteer.
Evaluation

- Design a program evaluation plan.
- Collect and analyze data collected
- Exit interview at conclusion of SBV project
Recognition and Celebration

- Exit interview at conclusion of SBV project.
- Identify professional development opportunities, if appropriate.
- Recognition plan reflects unique contributions of SBVs.
Lessons Learned

- ALL volunteers come equipped with skills that can be leveraged to achieve strategic outcomes.
- Recruiting and guiding specific volunteers/skill sets can deliver concrete results when managed with INTENTIONALITY.
- Example – UWYC 2014 Online Auction was 2x the value of previous year with SBV placement!
Skills-based Volunteering

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Resources

- Readiness Road Map
  http://www.readinessroadmap.org

- Skilled-Based Service Engagement Tool
  http://www.pointsoflight.org/sbvreadiness

- Skilled-Volunteering 101: Is Your Organization Ready to Engage
Taproot Foundation’s Project Finder

100+ common pro bono projects that include:
- Project description
- Project impact
- Degree of difficulty
- Skills needed for the project.

www.taprootfoundation.org/get-probono/be-powered-pro-bono/project-finder
Please complete the session evaluation.

Questions?