Seed of Hope Foundation

Developing leaders of integrity and excellence for generations to come.

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Who We Are

Jacqueline Barnes
Founder

Gwendolyn Young
Executive Director

Mother & Daughter Make Inc. 500 List
Programs & Services
What We Offer

Mentoring

Roundtables

Life Skill Workshops
Volunteer Recruitment
Who Represents You In The Community Matters
Objectives

• Participants will:
  
  – Be able to identify the five basic requirements of implementing an effective volunteer recruitment and screening process.
  
  – Have a clear understanding of how volunteer selection affects the community perception of their organization.
  
  – Gain some tips and tools to help with volunteer recruitment and retention.
  
  – Leave excited about the next steps and ready to grow and/or strengthen their volunteer base.
Volunteer Recruitment

• More Americans volunteered in 2011 than any year since 2005
• An average of 64.5 million Americans volunteer each year
• Volunteers provided 7.9 billion hours of service valued at $175 billion

Corporation for National & Community Service
http://www.volunteeringinamerica.gov/national
Five Basic Requirements for Building an Effective Framework

• Don’t recruit – build instead
• Conduct a needs assessment
• Develop goals and objectives
• Implement a screening process
• Create a volunteer management structure
Don’t Recruit – Build Instead

• Are your programs engaging and can show impact?
• Does your organization’s brand spark life or emotion in people?
• Is it easy for volunteers to get involved?
• What is our capacity for volunteer recruitment, retention and recognition?
Needs Assessment

• What are the needs of the organization?
• What area carries greater priority?
• What knowledge, skills, abilities and/or resources does the organization need?
Develop goals and objectives

• What outcome are you looking for by bringing volunteers on board?
• How many volunteers do you want on the roster?
• How many total number of hours are you expecting volunteers to contribute?
• Does the dollar value of volunteer time impact your budget?
Implement a Screening Process

• How will volunteers be vetted?
• Whose going to manage the screening process?
  – Application
  – Interview
  – Backgound checks
  – Fingerprinting
  – Reference Checks
Create a Volunteer Management Structure

• How will volunteers be managed?
  – Volunteer overseer
  – Insurance Coverage
  – Volunteer Placement
  – Job Descriptions
  – Volunteer Orientation & Training
  – Volunteer Evaluation
  – Motivating & Recognizing
Create a Volunteer Management Structure

• How will volunteers be managed?
  – Media and Photo Waiver Release
  – Confidentiality Agreements
Why Is The Framework Important?
Community Perception

• Failure to maintain trust can be devastating to an organization, leading to loss of community support, loss of funding, or even a lawsuit for negligent “selection” of a volunteer.
• According to the IRS, 85% of all charitable nonprofits have no paid staff and are run entirely by volunteers.
• 1/3 of Americans reported having “not too much” or no confidence in charitable organizations (2008 Brookings Institution survey)
• 70% felt that charitable organizations waste “a great deal” or a “fair amount” of money. (2008 Brookings Institution survey)
• Only 10% thought charitable organizations did a “very good job” spending money wisely (2008 Brookings Institution survey)
• ¼ thought charities did a “very good job” of helping people.
Community Perception

• Volunteers represent your organization to the public, even though they are not paid employees.

• Knowing what volunteers have done (or hopefully *not* done) affects what they will do for you.

• Volunteer background screening reduces your management risk factors.
Community Perception

• Creating a strong recruitment and management framework:
  – It demonstrates to the community and your stakeholders that you have taken the necessary precautions to minimize risks
  – Saves you time; thereby saving you $
  – Increases the opportunity to weed out volunteers who are not serious
  – Serves as a disaster catcher
  – Systems and processes are easier to manage
Tips & Tools
Tips

• Understand the volunteer needs and motives for volunteering
• Have tasks/projects and expectations clearly outlined
• Make volunteering easy and flexible
• Show appreciation
• Provide meaningful and valuable training
• Check-in with volunteers
Tools

• IRS Stay Exempt
• Google Grant
• Volunteer Match
• Causes
• 501 Commons
• GreatNonprofits.org
• LinkedIn for Nonprofits
• Hands On Network
Tools

- Chicago NonProfits
- Google Apps for Education
- Vertical Response
- Volunteer Spot.com
- Guide Star
- Network for Good
- WGN-TV Community Calendar
- Board Source
Tools

Volunteer Screening
- Trak 1
- Intellicorp
- True Hire
Questions