

Strategic Volunteer Management

Volunteer Management Essentials workshop with Sue Jones

Welcome!

Please share your story

- Tell us your name, role & organisation or project
- Why do you need a strategy for volunteering?





- Trainer & coach specialising in Volunteer Management
- Deliver VM qualifications at Level 3 & Level 5
- Over 14 years experience working with Volunteer Managers & organisations
- Created Thoughtful Thursdays weekly tweet chat & discussion for leaders & managers of volunteers
#ttvolmgrs

Excellence
in Volunteer
Management

ilm



3b coaching
Be Believe Breathe

Today's Programme

- Understanding more about strategic planning
- Exploring volunteering culture within your organisation
- The role of Volunteer Management
- Leadership, influence & gaining support for your strategy
- Individual action planning

- Taking time to consider why you are involving volunteers & understanding how they contribute to achieving your organisation's mission and goals
- Matching volunteers to suitable roles
- Setting out clear expectations and responsibilities
- Providing support & training, checking in with volunteers and having recording systems in place to capture information & conversations
- Being ready to respond to issues in a confident and consistent way
- Promoting a culture of feedback – giving and receiving – positive and developmental
- Effective communications – with volunteers, with colleagues and about volunteering
- Reviewing & evaluating progress & impact – individually and collectively





“**CULTURE** EATS
STRATEGY FOR
BREAKFAST.”

Many companies do not fail because they don't have great technology, products or customers, they fail because they don't have a great culture. Products, technology and customers may bring success for a certain time, but when things get tough (and they will get tough), it is always the companies with the strongest cultures who not only survive but thrive. This is why management guru Peter Drucker always challenged business leaders about their vision, values and mission, before he asked them about their strategy, ideas and planning. Sound advice.



Follow @DruckerInst
Read http://en.wikipedia.org/wiki/Peter_Drucker
Watch <http://www.youtube.com/user/TheDruckerSchool>
Search Drucker - Knowledge Worker

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- What is organisational culture?
- Why is it important?
- How do we know if our organisation has a positive or 'pro-volunteering' culture?

Exercise:

1. Work with a partner to discuss the questions on the handout and capture your thoughts as you go through each one.
2. Be ready to share one key learning point from your discussion with the rest of the group.

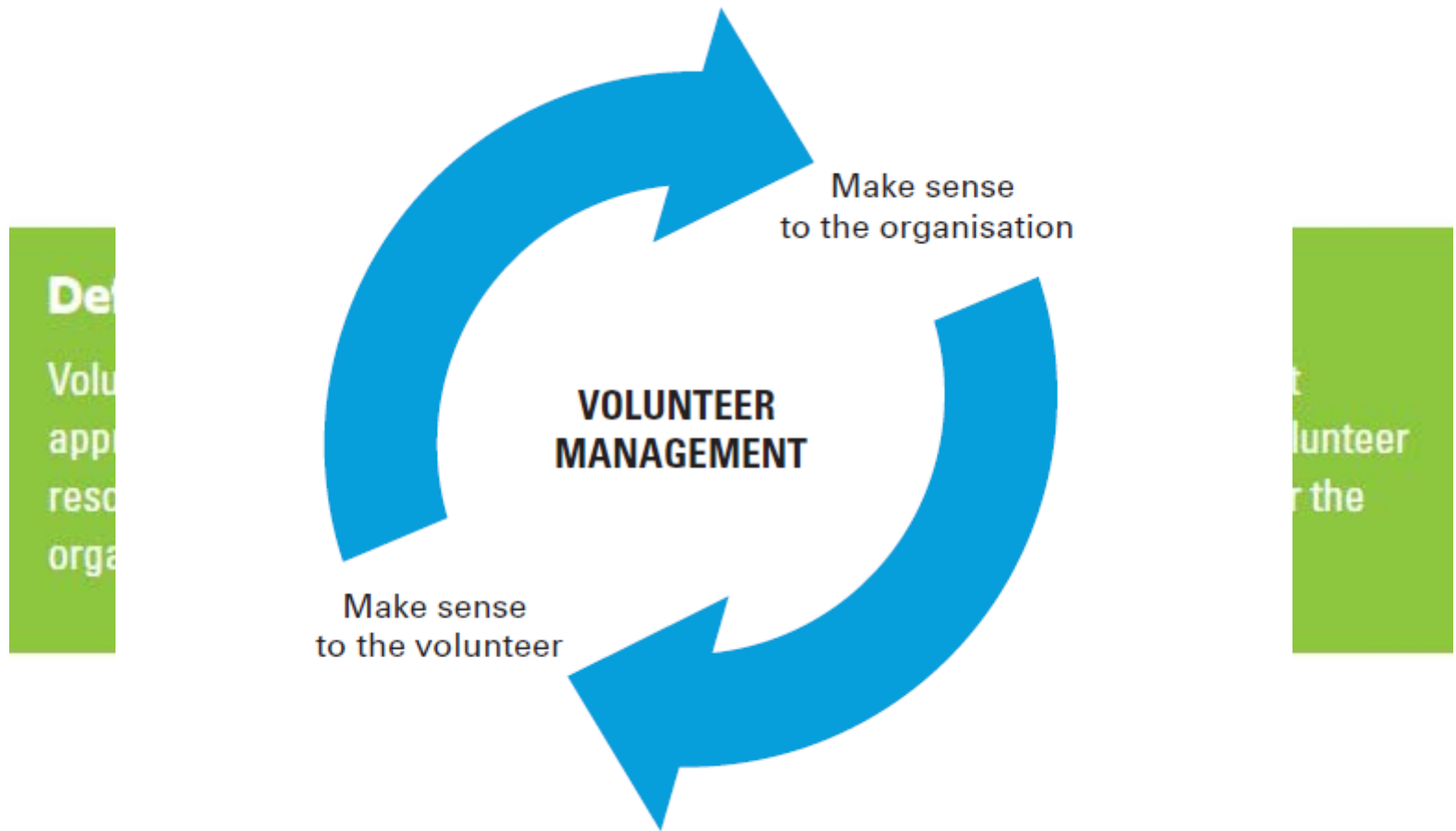


Figure 2. The dual purpose of volunteer management.

Defining strategy...

Strategy relates to the long term direction and development of an organisation. It outlines overall goals and sets out objectives, taking into account relevant resources as well as consideration of the internal and external environment in which the organisation operates.



Vision

Strategy



Goals

Mission



Creating a volunteering strategy

3-Step Strategy for Volunteer Involvement

1. How will volunteers support the mission, vision & goals of the organisation?
2. How will the organisation support volunteers to achieve this?
3. How will the organisation promote volunteering internally and externally?



S	strengths
W	weaknesses
O	opportunities
T	threats

Strategic tools...

S	Specific
M	measurable
A	achievable
R	relevant
T	time-bound



Strategy



Policy



Procedure



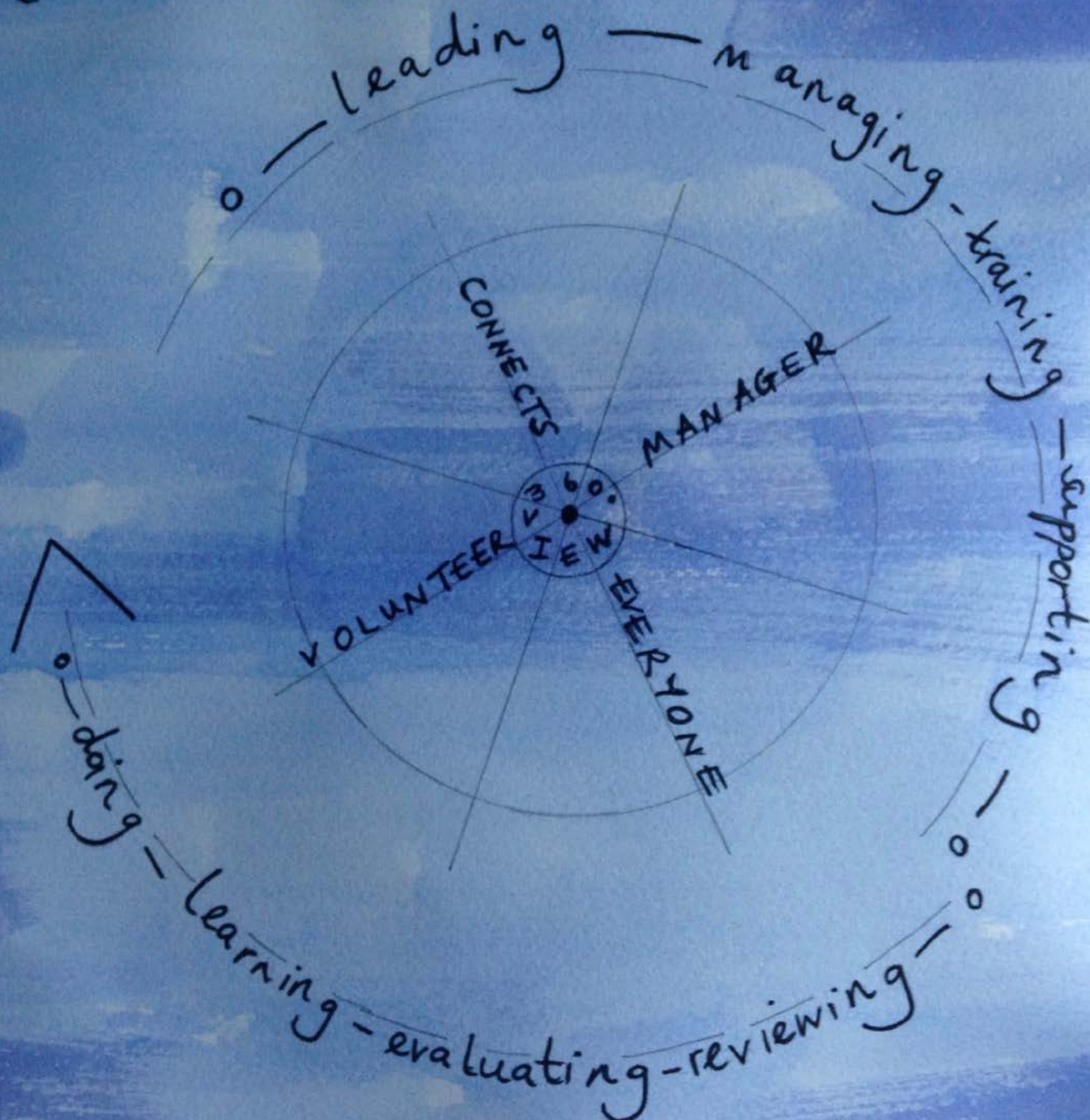
Creating a volunteering strategy

What is your role?

- Leader
- Educator
- Manager
- Facilitator
- Co-ordinator
- Advocate
- **Influencer**



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Model for influencing:

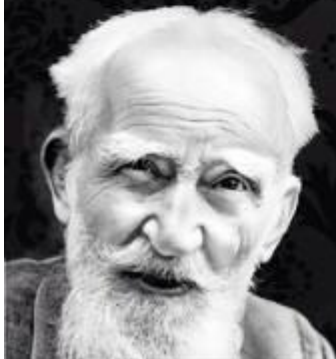
**Choosing Your
Moment**

**Communication
methods**

**Getting
the
'Buy in'**

**Presenting
Your Case**

**The single biggest
problem in
communication is the
illusion that it has taken
place.**



QuoteHD.com

George Bernard Shaw

Irish playwright

1856-1950

Strategic planning – re-cap:

- Be clear about why you are involving volunteers.
- Understand how volunteers link with the organisation's wider aims and objectives.
- Determine the roles that volunteers will carry out – eg specific tasks and activities, plus their contribution and potential development.
- Identify the resources you will need to invest.
- Deciding the role of the Volunteer Manager, Co-ordinator, Leader.
- Measuring impact and communicating this internally and externally.
- Reviewing and re-visiting your blue print regularly.

What will you do next?



- **Conversations**
- **Finding out**
- **Action points**
 - **Resources**
 - **People**
- **Timescales**

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