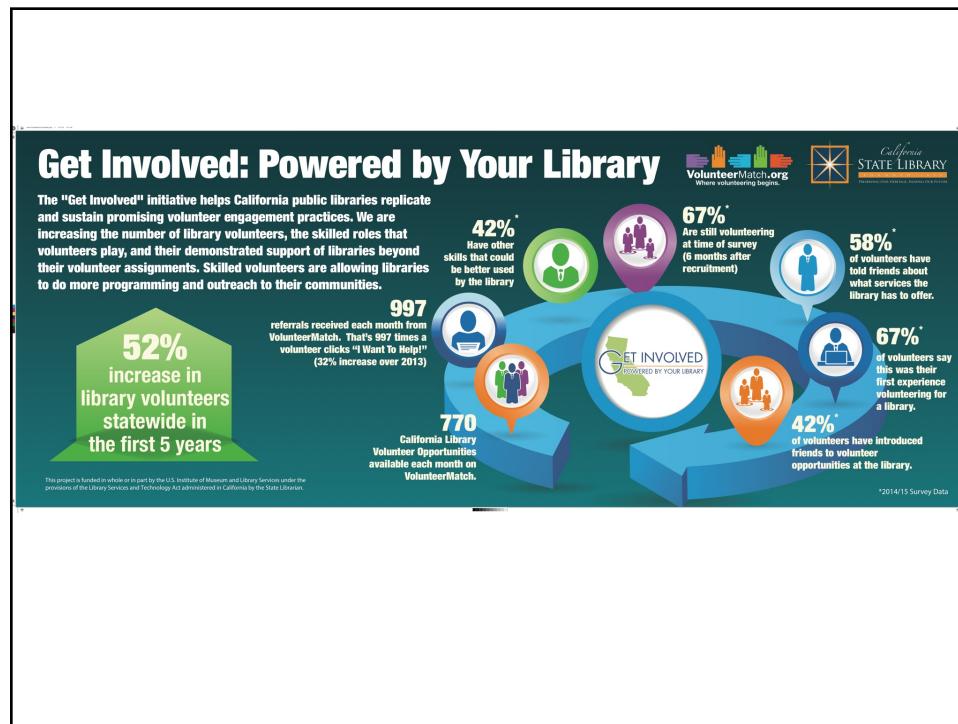


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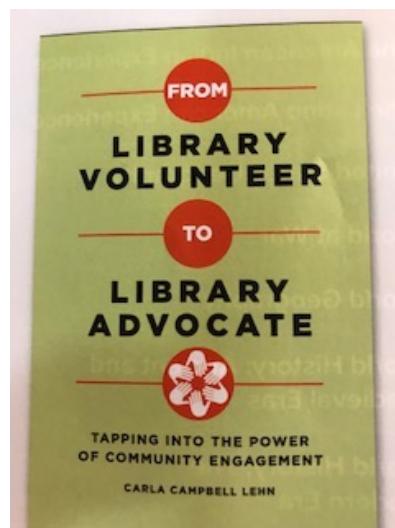
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## Get Involved Outcomes

- **Surveys of library volunteers who signed up on VolunteerMatch in first 5 years of Get Involved:**
  - 79% 1<sup>st</sup> time volunteering for library
  - 66% told friends about library services
  - 34% told friends about library volunteer opportunities
  - 8% individually spoke to local decision-makers on behalf of the library
  - 7% gave \$ to support the library and 5% asked friends to give

3



4



## Learning Objectives

**Benefits to the Library:  
Why Engage Volunteers?**

**Needs & Interests  
of Today's Volunteers**

**What Motivates  
Volunteers:  
Ensuring the Right  
Fit**

**Designing  
Volunteer Job  
Descriptions &  
Recruitment Plans**

**Staff Roles in  
Volunteer  
Engagement**

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## The Benefits: Why Engage Volunteers?

**Enhance or  
Expand  
Services**

**Gain  
Community  
Connections**

**Specialized  
Skills**

**New Energy  
& Ideas**

**Develops  
Library  
Supporters and  
Advocates**

**Frees Up  
Staff Time**

**People Who  
are Engaged  
Give More**

The image part with



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3



## Trends Require Shift from Traditional Volunteer Management Practices

Engage their skills and expertise

Offer flexibility and a wide variety of options

Want clear expectations of time, tasks and training

Show them impact on mission -- how will their work make a difference?

Beyond volunteer management -- engagement in meaningful ways



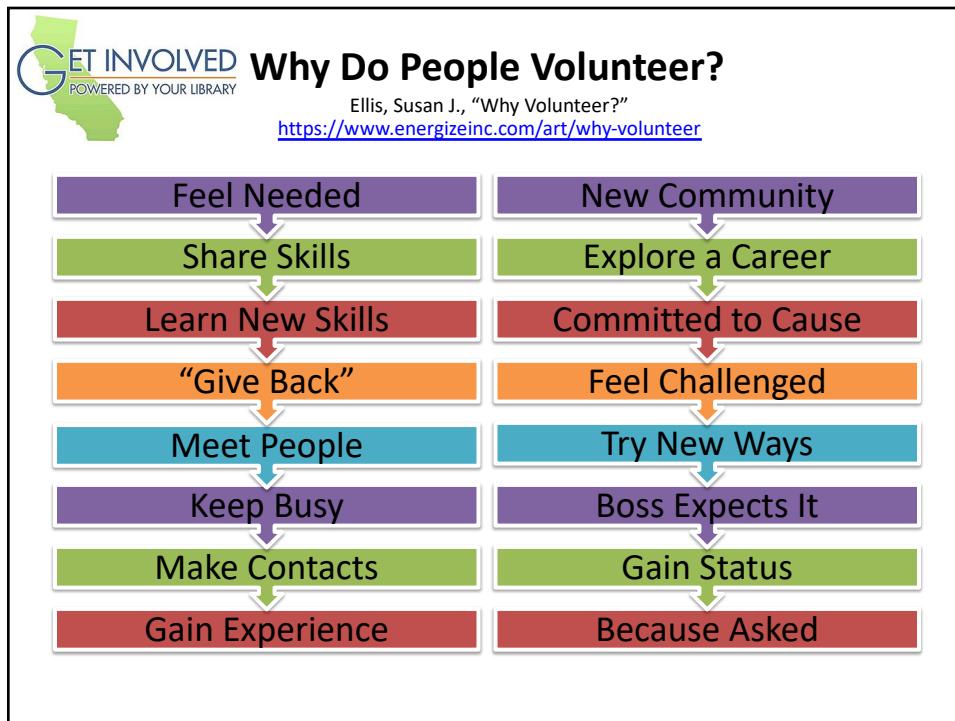
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## Why People Volunteer . . .

### Why Do You Volunteer?

8



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## Elements of a Volunteer Job Description

- Descriptive Title (not just “Library Volunteer!”)
- Position Overview and Impact (does it make a difference?)
- Key Responsibilities
- Qualifications
- Training and Support Provided
- Benefits of Volunteering
- Time & Length of Commitment
- Staff Connection/Collaborator

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LEHN PUBLIC LIBRARY

**Volunteer Position Description**

**Public Speaker**

**Position Overview and Impact:** Make presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

**Key Responsibilities:**

1. Attend a 2-hour orientation to the Library and on its public speaking objectives, presentation outline and materials that have been prepared.
2. Respond to requests to speak based on your schedule when Speaker's Bureau Coordinator contacts you with a speaking engagement.
3. Report data on number of attendees, particular interests of the group and/or unanswered questions to the Speaker's Bureau Coordinator within 3 days of speaking engagements.

**Qualifications:**

- Commitment to the Library's vision and mission
- Successful public speaking experience

**Training and Support Provided:** Orientation to the Library, and training on public speaking objectives, outline and materials, as well as access to Speaker's Bureau Coordinator as needed.

**Time Commitment:** Average 3 - 5 hours per month based on number of speaking engagements offered

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LEHN PUBLIC LIBRARY

Volunteer Position Description

**Speaker's Bureau Coordinator**

**Position Overview and Impact:** Manage the library project that delivers presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

**Key Responsibilities:**

1. In conjunction with the Library Director, develop speaking engagement objectives and speaker presentation outline and materials.
2. Recruit, train, supervise and acknowledge volunteer public speakers.
3. Identify priority community groups to contact for speaking engagements in conjunction with Library Director. Contact the groups and schedule a speaking engagement on their calendar.
4. Contact and schedule a trained volunteer speaker to attend each engagement.
5. Track and report volunteer hours and speaking engagement statistics quarterly.

**Qualifications:**

- Commitment to the Library Literacy Service vision and mission
- Successful public speaking experience and project management skills
- Good community contacts

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**GET INVOLVED**  
POWERED BY YOUR LIBRARY

## Skilled Volunteer Examples

<https://www.youtube.com/watch?v=CmjRBxOmoUc&feature=youtu.be>  
<https://getinvolvedclearinghouse.org/management-tools/50-project-ideas-skilled-volunteers-build-your-capacity>

- Job Center Coach
- Event Planner
- Computer Coach
- Graphic Designer
- Photographer
- Adult Literacy Tutor
- Coordinator, After School Programs
- Homework Helper
- Lego Club Leader
- Public Relations Specialist



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## Job Description Tips

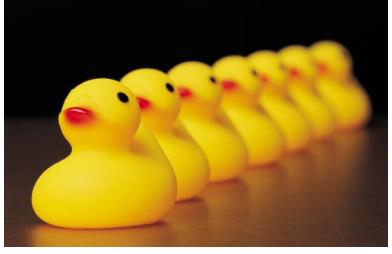
- Don't Sit Alone in Your Office
- Be Sure What You've Written is Realistic
- Include Enough Information to Get the Right Person
- Think Strategically: What Do You NEED?
- Consider Program Management Jobs for Volunteers
- Delegate Part of the Volunteer Engagement Duties

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**GET INVOLVED**  
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## Success Factors for Volunteer Engagement Programs

- Meaningful Written Job Descriptions
- Targeted Recruitment
- Careful Screening
- Orientation/Training
- Supportive Climate Requires Staff Buy-In
- Feedback/Collaboration/Support
- Recognition/Acknowledgment
- Sustainability Strategies



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## Targeted Recruitment



Based on Volunteer Job Description -- WIIFM

Not every warm body fits every position

Assess Skills/Interests and make a good fit

Don't be limited to who you know -- work together

Better to have vacancy than wrong volunteer

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## Staff Roles



- Must have: Volunteer Engagement Coord.
- Trained Staff Volunteer Supervisors
- Branch Volunteer Coordinators (big systems)
- Supportive Library Director is KEY

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## Summary

- We Don't Motivate Volunteers -- They Come Motivated by something
- Goal is to Match the Right Person to the Right Job
- Most Important Tool is Written Position Description
- Targeted Recruitment is most effective approach
- Today's volunteer requires a different approach
- Volunteers can become your most ardent supporters and advocates
- Tools/Resources Exist to Help You -- You're Not Alone!

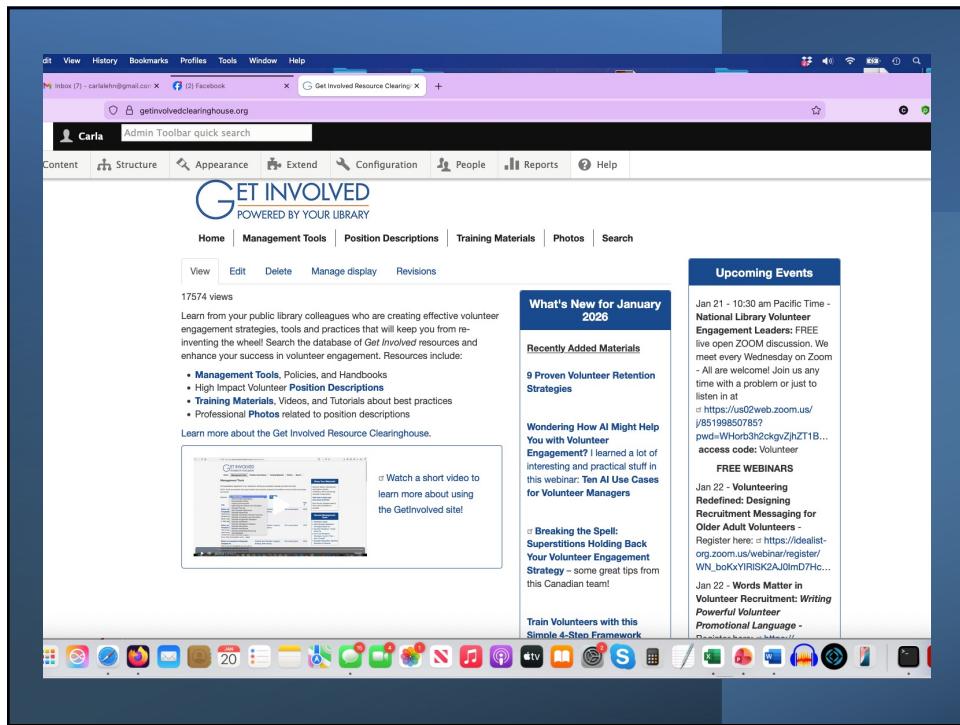
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## Support for Your Success

- **Get Involved Clearinghouse** – [www.getinvolvedclearinghouse.org](http://www.getinvolvedclearinghouse.org)
- **Free Webinars** – “Upcoming Events Box” on the Clearinghouse – new
- **Bibliography** -- <https://getinvolvedclearinghouse.org/training-materials/bibliography-volunteer-engagement>
- **Listserv** – weekly resources shared – e-mail [lehn@plpinfo.org](mailto:lehn@plpinfo.org) to be added
- **National Library Volunteer Engagement Leaders** -- FREE live open ZOOM discussion. We meet every Wednesday on Zoom 10:30 am Pacific Time - All are welcome! Join us any time with a problem or just to listen in at <https://us02web.zoom.us/j/85199850785?pwd=WHorb3h2ckgvZjhZT1BOVVWxEMzH1Z09> access code: Volunteer
- **My first book available free** -- <https://getinvolvedclearinghouse.org/training-materials/volunteer-involvement-california-libraries-best-practices>

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