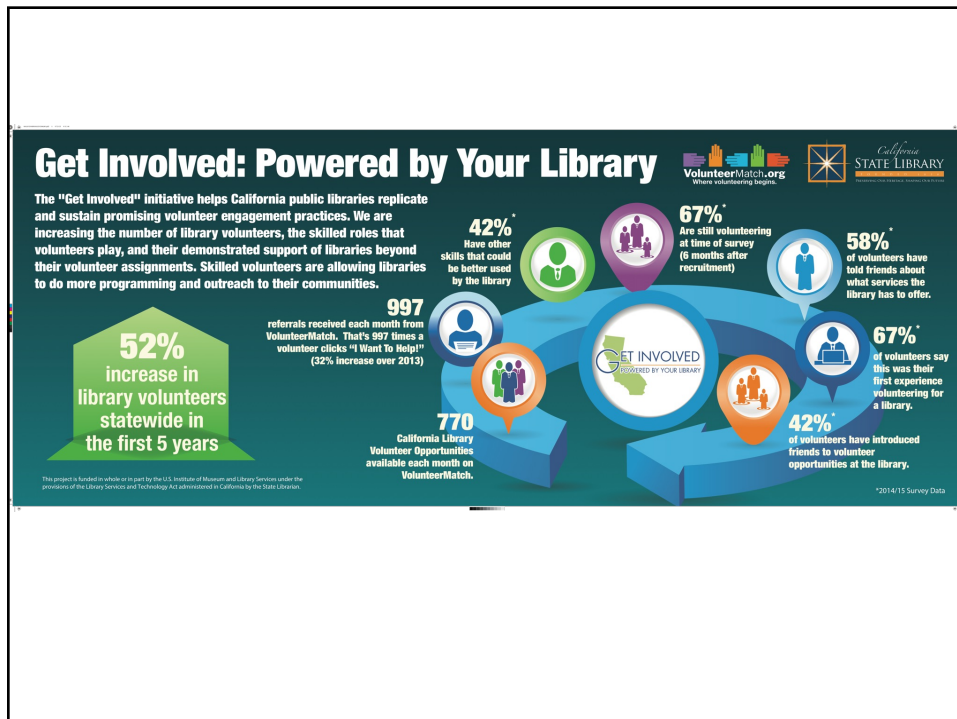


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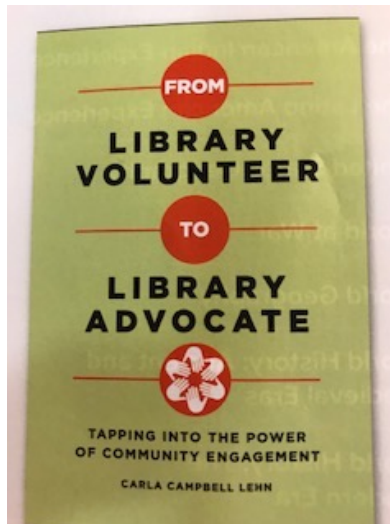
2



Get Involved Outcomes

- **Surveys of library volunteers who signed up on VolunteerMatch in first 5 years of Get Involved:**
 - 79% 1st 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

5



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



6



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**



7



Why People Volunteer . . .

Why Do You Volunteer?

8



9

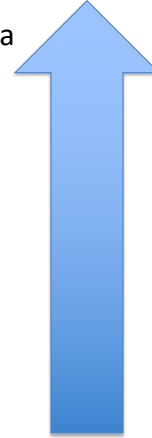


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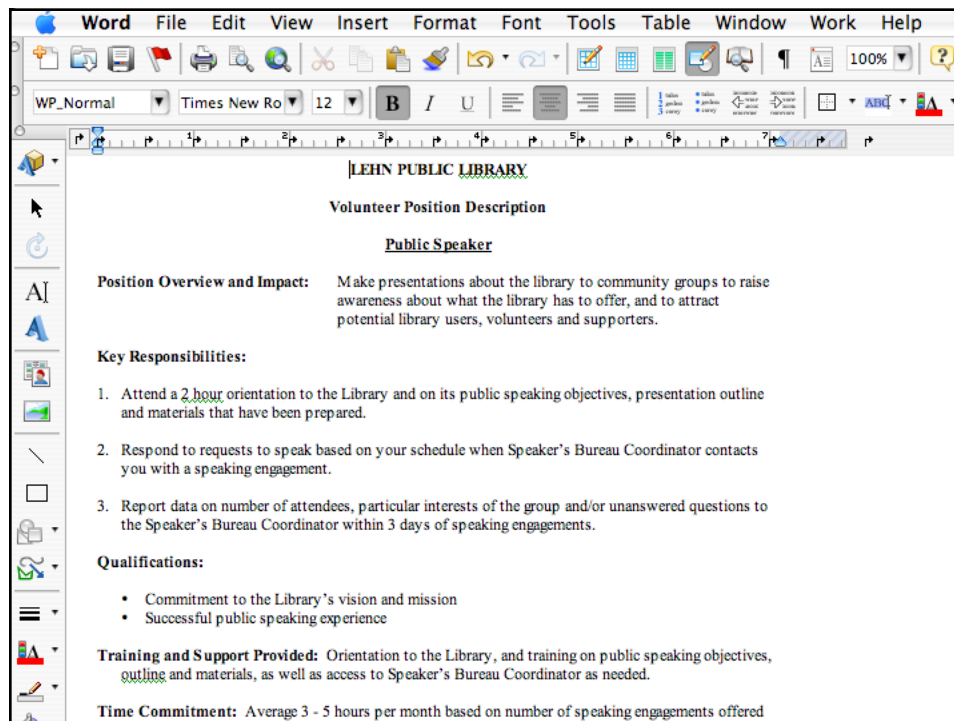


Elements of a Volunteer Job Description

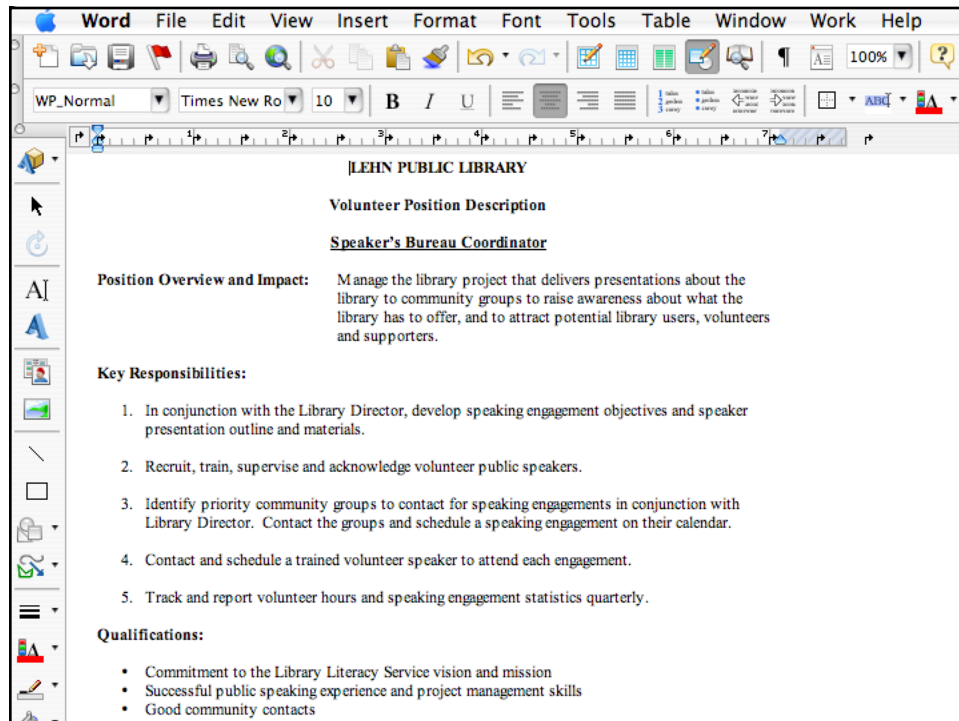
- Descriptive Title (not just “Library Volunteer!”)
- Position Overview and Impact (does it make a difference?)
- Key Responsibilities
- Qualifications
- Training and Support Provided
- Benefits of Volunteering
- Time & Length of Commitment
- Staff Connection/Collaborator




11



12




13



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



14



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

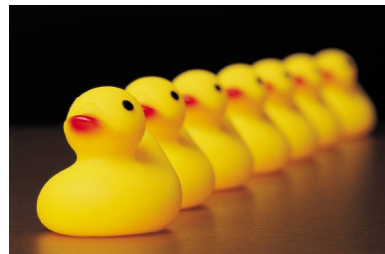
Delegate Part of
the Volunteer
Engagement
Duties

15



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



16



Targeted Recruitment





17



Staff Roles



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

18



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!

19



Support for Your Success

- **Get Involved Clearinghouse** – 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 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=WHorb3h2ckgvZjhZT1BOVWxEMzh1Z209> access code: Volunteer
- **My first book available free** -- <https://getinvolvedclearinghouse.org/training-materials/volunteer-involvement-california-libraries-best-practices>

20

