

# Chapter Chat: Volunteer Strategic Planning

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## CHAPTER PROGRAM UPDATES

- Student Send-Offs
- Annual plans and end-of-year reporting
- Virtual university events
- Virtual chapter events
- Chapter Officers Forum: Sept. 3 – 5
- Welcome New Alumni Parties and Game Watching Parties

# Our Roadmap for Today



- Why plan?
- Types of volunteers positions
- Understanding your needs
- Volunteer Recruitment
- Additional Resources



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## Importance of Volunteer Planning

here  
HELPING HANDS  
BE AWESOME!  
GREAT IDEA

# Volunteer Strategic Planning Helps You



## UNDERSTAND

What you need from volunteers throughout the year



## COMMUNICATE

With current and potential volunteers about what you need them to do



## CONNECT

With volunteers in a meaningful way that will increase engagement AND help you plan for the future



A group of young adults, mostly students, are gathered under a large white tent at an outdoor event. They are smiling and posing for a photo. In the foreground, a red table has a white sign with the number '1' and a small circular logo. There are green cups and food on the table. Other people are visible in the background, some wearing maroon shirts with 'VT' logos. A sign with the number '5' is also visible on the right side of the tent.

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## Types of Volunteer Positions

## A Strong Foundation Includes

- Year-Round Volunteers
- Project-Based Volunteers
- Micro-Volunteers



# Types of Volunteer Positions

## Year-Round Volunteer

**Time Commitment:** Need to be available all year BUT not necessarily busy all year

**Type of Work:** Chapter administration and/or management of major initiatives

**Typical Positions:** President, Finance, Events Chair

## Project-Based Volunteer

**Time Commitment:** Varies based on project

**Type of Work:** This is a single project with a distinct beginning and end.

**Typical Positions:** Scholarship Committee members, Student Send-off Planner

## Micro-Volunteer

**Time Commitment:** Varies by interest

**Type of Work:** These are the “little” things that you need to do in order to make your events and chapter successful throughout the year

**Typical Positions:** Handing out nametags at events, volunteering at community service events





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## Understanding your Needs



# Step 1: Take a Deep Dive into the Chapter's Work

- **Administration:** What do you do to keep the chapter running?
- **Events:** What goes into the planning and execution of each event that you do?
- **Communication:** How do you communicate externally and internally about your chapter and events?
- **Fundraising/Scholarship:** How do you manage funding and selecting scholarships each year?

*List the tasks, time commitment and types of volunteers you might need for each.*

# Volunteer Needs Worksheet

		Type of Volunteer(s) Needed	Time of Year	Time Commitment
Project/Responsibility #1				
Task				
Task				
Task				
Project/Responsibility #2				
Task				
Task				
Task				
Project/Responsibility #3				
Task				
Task				
Task				
Project/Responsibility #4				
Task				
Task				
Task				

## Step 2: See Where You Have Gaps

- **Open Roles:** Do you need new positions? New job descriptions?
- **Project-Based Volunteers:** Are there any officer roles that could or should be a project-based opportunity?
- **Micro-Volunteers:** Can you set up any smaller opportunities on an ongoing basis?



# Volunteer Needs Worksheet

		Type of Volunteer(s) Needed	Time of Year	Time Commitment
Project/Responsibility #1	Example: Student Send-off Picnic			
Task	Overall Event Management Lead to coordinate entire event	Year-round or Project based	April to August	April to June: a few hours/week; July to August will increase as event gets closer
Task	Securing sponsorships	Year-round or Project based	April to August	a few hours a week throughout
Task	Onsite check-in	Micro-volunteer	Day of Event	4 hours

## Step 3: Make it Manageable!

- **Do it in 1, 3 or 6 month increments.** Give yourself time to find volunteers without overwhelming yourself with planning.
- **Assign a board member (or even create a position)** to manage volunteers and volunteer recruitment
- **Work with your Liaison.** We can help you create a specific plan that best meets your volunteer needs.



## 04 Volunteer Recruitment



# Why Volunteer



## Why people DO :

- Feel needed
- Share skills
- Give back to the community/alma mater
- Make friends

## Why people DON'T:

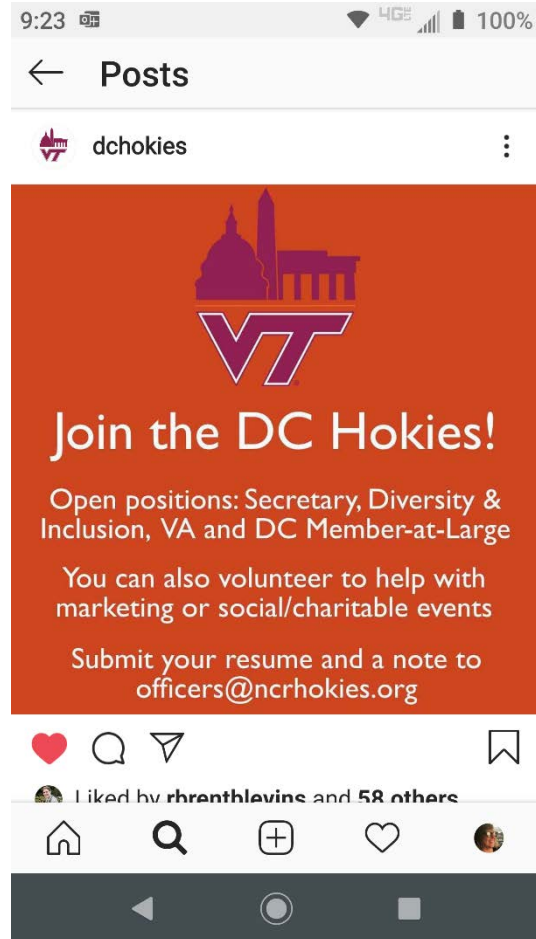
- Lack of time
- Lack of understanding
- Family responsibilities
- Burnout



# Be Prepared

- Understand why people do and don't volunteer
- Be ready to have a solution
- Be specific on roles/responsibilities & time commitment
- Know what you need BEFORE you ask.

## Be Proactive



- Interest Survey to Area Alumni
- Volunteer Call-to-Action Event
- Social Media Call to Action/Social Media Event
- Personal Outreach
- Speak at other local community service group meetings
- Collaborate on projects with other organizations



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## Additional Resources



# Questions?





## Chapter Program Contacts:.

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