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## Increasing Engagement

Maximizing Potential Through Best Practices and Tools

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## Volunteer Engagement

- What is it?
- What is it NOT?
- Why do we need it?
- How do you measure it?




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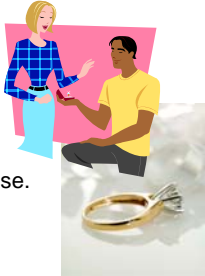
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## Volunteer Engagement

To *ENGAGE* is to promise.

Engagement is *ACTING* on that promise.




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**Volunteer Engagement**

What will your group look like when everyone is fully engaged?

- Many hands make light work
- Diversity of Ideas
- Innovation
- Clarity of purpose and role
- Expansion and growth




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**Volunteer Service**

Remove the scary! Insert the clarity.

- Written and realistic job descriptions are key.
- Job descriptions for leadership.
- Job descriptions for general membership.
- Creates awareness. Establishes accountability.

*A person can't meet an expectation they don't know about!*

Jeff's Wife (often)

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**Volunteer Service**

Remove the scary! Insert the clarity.

What Should be in a Job Description?

- Time commitment
- Scope of responsibilities
- Tasks, actions or functions clearly spelled out
- Alignment between role and mission
- Alignment between skill sets and needs




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**Volunteer Service**

Remove the scary! Insert the clarity.

Be realistic with time commitments!

- Short term: **Get in, out, on with life!**
- Consider technology...
- They all have day jobs too!



**A bad volunteer experience is WORSE than no experience at all!**

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**Volunteer Service**

Other ideas for managing expectations

- Double Bang for Buck! Combine activities
- Identify role for staff support
- Creative Leadership Structures
  - Co-presidents
  - Multiple functional leads



**Revisit and Revise EVERYTHING Annually!**  
**Don't hope things improve...Make it happen**  
**Remember: Hope is not a strategy**

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**Programming!**

How do you determine programming priorities?

- Surveys?
- History/tradition?
- Web-based questions?
- Direction from the center?



**Events and Programs are the Bread and Butter of Engagement!**

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**Programming!**

- Determine outcome of program first
- Define target audience
- Craft correct message using the correct mode
- Collect data




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**Programming!**  
Types of Events

- Student events
- Fundraising (can be a component of other events as well)
- Athletic
- Community Service
- Social/networking




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**Programming!**  
Events Best Practices

- Desired Outcome...
- What activities drive toward desired outcome?
- What is the appropriate audience?
- Communication is key!
- Resources...it is all about can you do it with what you have!
- Get a committee and **GO FOR IT.**




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## Giving Build Connection

Fund raising is NOT a four letter word!



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## Giving Build Connection

Hypothesis: Your most engaged members are also those who participate philanthropically.

- Some can't give time, but can give treasure.
- Both are vital, both are encouraged.



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## Giving Build Connection

- If you are not comfortable asking...Tony Vidmar will!
- Set a goal for participation...its not about the dollars, its about the SENSE.



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 **Engagement Conclusion**

- You know your membership. Evaluate it for engagement.
- Establish specific job descriptions for each role!
- Set realistic timelines.
- Revisit job descriptions and timelines annually.
- Practice event best practices.
- Set a participation goal. Encourage it.

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 No one size fits all or just one right answer but need to assess your capabilities  
Take a bow  
You have taken the first step toward success by attending this session



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 **Questions?  
Comments?**

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