



Strategic Volunteer Engagement

at any stage and why respect matters



Agenda

- What is Strategic Volunteer Engagement?
- Why is it important?
- How to Identify Gaps In Your Strategy
- How to Address Identified Gaps
- Next Steps

What Does Strategic Volunteer Engagement Mean?





Strategy:

The way in which a business, government, or other organization carefully plans its actions over a period of time to improve its position and achieve what it wants.



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Why
is this
important?



1. You need to know where you want to go.

2. You need to know where you are

3. Having a plan on how to get there helps to avoid mishaps and wasting time.



- 1 Goal
- 2 Assessment
- 3 Identify Areas of Improvement
- 4 Create a Plan
- 5 Determine Capacity
- 6 Act on the plan
- 7 Build on Trust and R.E.S.P.E.C.T

Dream Without Limits

What is the vision you have for your volunteer engagement strategy?



Identify Gaps in Your Strategy

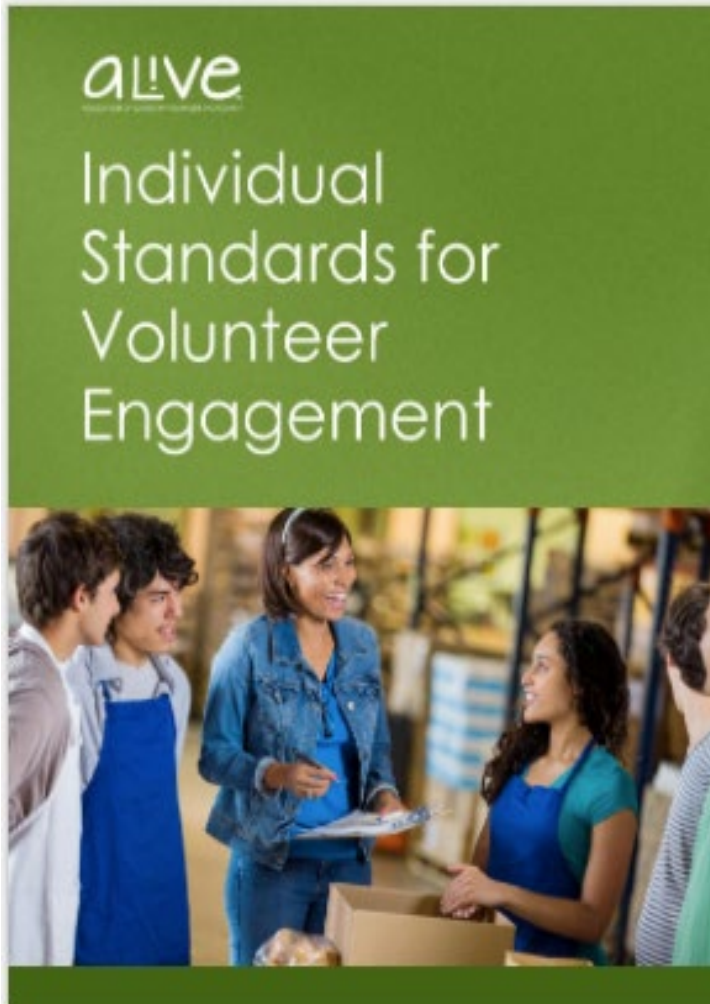


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Assessment Overview



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CVA Self-Assessment Tool

This document is intended to provide guidance when studying for the CAVS Exam. By assessing your own level of knowledge and experience in each topic area, you can identify areas that might require further study or review.

1 = minimal or no knowledge or experience; requires study
2 = some knowledge or experience; requires review
3 = know and understand, with solid experience; little or no review needed

A. Plan for Strategic Volunteer Engagement	1	2	3
1. Assess organizational needs and opportunities for volunteers			
2. Promote organizational readiness (e.g., commitment, capacity, competency)			
3. Research and analyze related programs and services			
4. Develop goals and objectives for volunteer services			
5. Develop policies and procedures for volunteer services			
6. Develop supporting tools and resources for volunteer services (e.g. forms, databases)			
7. Develop evaluation plan for volunteer services			
8. Develop risk management plan for volunteer services			
9. Establish benchmarks for volunteer services			
10. Implement evaluation plan for volunteer services			
B. Advocate for Volunteer Involvement	1	2	3
11. Design communication plan for volunteer services			
12. Implement communication plan for volunteer services			
13. Evaluate communication plan for volunteer services			
14. Inform stakeholders of volunteer service opportunities			
15. Enlist stakeholders in promoting volunteer service opportunities			
16. Develop volunteers as advocates			
17. Advocate for volunteer services (to stakeholders and community)			
18. Cultivate stakeholder and partner relationships			
19. Collaborate with stakeholders			
C. Attract and Onboard a Volunteer Workforce	1	2	3
20. Identify current needs for volunteers			
21. Develop volunteer position descriptions			
22. Develop performance objectives for volunteer roles			
23. Design recruitment strategy for volunteers			
24. Implement recruitment strategy for volunteers			
25. Respond to volunteer inquiries			
26. Select applicants for interviews			
27. Conduct applicant interviews			
28. Administer screening process			
29. Match volunteers with assignments			
30. Evaluate placement of volunteers			
31. Evaluate recruitment strategies			



Diagnostic and Debrief: Volunteer Engagement Organizational Assessment Service

ALIVE offers organizations a low-risk, high-value research-based organizational assessment service to provide leaders with a clear, data-informed snapshot of how effectively an organization engages volunteers, and a focused roadmap for strengthening capacity and impact.

Delivered by Service Enterprise Licensed Providers nationwide, the process offers expert guidance and actionable insights—enabling leaders to determine whether deeper investment—such as Service Enterprise Accreditation—makes sense.



Why This Assessment Matters

For many organizations, volunteer engagement is either under-leveraged or overly relied upon without the necessary infrastructure to support it.

The Assessment Helps Leaders:

- ✓ Understand whether volunteer engagement is truly strategic
- ✓ Identify where small, targeted investments can reduce staff strain and increase impact
- ✓ Align leadership, programs, and operations around a shared vision for engagement
- ✓ Make stronger, informed decisions around engagement

About the Assessment

ALIVE uses the Index of Volunteer Engagement (IVE) Diagnostic and Debrief tool to conduct the assessment. This tool is grounded in extensive research by The University of Texas at Austin's RGK Center for Philanthropy and Community Engagement. The tool:

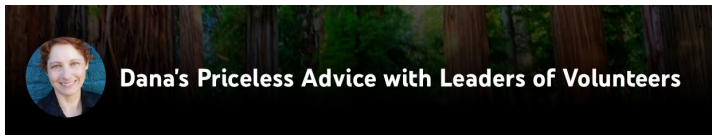
- Measures the degree to which an organization strategically engages volunteer time and skills for mission delivery
- Identifies strengths and areas of opportunity for volunteer culture and capacity building
- Serves as a learning tool to expand and deepen community and volunteer engagement
- Creates a comprehensive custom report of the organization with prioritized suggestions for improvement

The Process (What to Expect)

- Complete a brief application (30 minutes)
- Attend a guided orientation to prepare your team (1 hour)
- Identify a cross-functional team of 5-10 participants
- Complete the Diagnostic (20-30 minutes per participant)
- Participate in a facilitated debrief to review findings and opportunities (2 hours)
- Receive customized recommendations, action steps, and resources to strengthen engagement and impact

Create Your Plan

- Podcasts
- Webinars
- Consultants
- Certification
- Book Clubs
- CVA Study Groups
- Associations
- Books



Act on the Plan

What is 1 thing I can do tomorrow
to act on this plan?



Respect

According to
dictionary.com

Due regard for the
feelings, wishes, rights,
or traditions of others.



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ARETHA FRANKLIN
RESPECT



What does respect mean to you?



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What is a work related pet peeve that
you have?



Volunteers,
coworkers and
our community
have the same pet
peeves that we
do.

Same desire of
respect that we
have.



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If you don't already think so, begin to think of volunteers, community and coworkers as PARTNERS, PEOPLE, who are helping you to move the mission of the organization

UBUNTU

I Am Because We Are

We are human only
through the **humanity**
of others; that if we
are to accomplish
anything in this world it
will in **equal measure**
be due to the **work**
and achievement of
others.





THANK YOU!!!!



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