Peer-to-Peer Volunteer Identification & Recruitment

“Treat people as if they were what they ought to be, and help them become what they are capable of being.”

-Goethe
- A better understanding of the role volunteers play in shaping successful volunteer experiences for their peers
- Practical discussion and hands-on tools
- Ultimately, these things will:
  - Improve the recruiting, development, and retention of volunteer talent
  - Improve the quality of the volunteer experience for YOU!

Objective
The key to volunteer success is building positive relationships with volunteers over time and matching their skills with Skidmore’s needs.
» Build relationships with appropriate staff liaison and fellow volunteers
» Perform the task(s) assigned
» Provide feedback and suggestions for improvement
» Assist in identifying and recruiting new volunteers (especially as a replacement)
» Communicate progress

The Volunteer’s Role
» Build relationships with existing volunteers
» Retain existing volunteers by giving them meaningful work and new opportunities
» Be an active listener; Provide feedback and encouragement
» Recruit new volunteers
» Acknowledge and appreciate volunteers – send notes of thanks and make sure to highlight exceptional effort
» Provide training and support
» Assign work that is necessary (to the institution) and matches (or develops) skill set

Staff Liaison’s Role
Identifying Potential Volunteers
Sample Volunteer Management Framework

Assess needs

Develop & plan

Market & recruit

Interview & select

Develop/Train volunteers

Supervise & evaluate

Recognize

Measure outcomes

SOURCE:
http://www.ssireview.org/articles/entry/the_new_volunteer_workforce
Volunteer Skill/Will Matrix

Greatest potential
Train

Class Leadership
Regional Leadership
Class Agents

Leadership
Delegate

Committee Roles/Leadership
Class Leadership
Regional Leadership
Alumni Board

Entry Level
Guide

Regional volunteers
Reunion Volunteers

Micro-Volunteering
Motivate

Specific Projects
Committee Roles (specific or ad-hoc)

M. Mercier 2011
Volunteer Management Behaviors

**TRAIN**
- Communicate specific steps
- Assign to new opportunities to expand volunteer repertoire

**DELEGATE**
- Provide with insider information
- Assign responsibilities and let them be creative in accomplishing role
  - Trust them, don’t micromanage

**GUIDE**
- Clearly outline your support
- Lots of encouragement
- Start them small and/or keep them small
- Know when to minimize their involvement

**MOTIVATE**
- Give them clear deadlines
- Match their expertise to the role

W I L L

**YOUR BEHAVIOR**

M. Mercier 2011
Recruiting Volunteers
» Ask!
» Clearly define the role and task(s) at hand.
» Assign work that is necessary (to the institution) and matches (or develops) skill set – use the Matrix!
» Be ok with “no.” Often, no simply means “not right now.”
» Keep good notes...so you know who you’ve asked!
» Start a new volunteer with a small commitment.
» Be responsive to questions and concerns.
» Ask your staff liaison for help!
http://www.skidmore.edu/alumni_volunteer/index.php
Volunteer! Keep the connection alive

Join a special group of people who give the gift of time and talent.

Make Creative Thought Happen
STAY CONNECTED
GET INVOLVED

Skidmore is grateful to the 1,500 plus alumni, parents, and friends who are already part of the College’s volunteer team. Together, they help to make Creative Thought happen. Please consider joining Skidmore’s volunteer team today!

- Check out www.skidmore.edu/volunteer for more information on available roles.
- E-mail or call Mike Spoull, director of alumni affairs and college events, at proposal@skidmore.edu or 518-580-8660.

Gifts of time and talent are invaluable to the College and members of the greater Skidmore community.

Gail Dudack ’70
President, Alumni Association

Fact

Building connections is what Skidmore volunteers do best. Together, they interview and enroll prospective students, plan all regional events for alumni, events, and friends, and provide 380 informational interviews for students.

Fact

Fundraising volunteers encouraged 12,622 donors to contribute in 2010-11 and helped provide more than $6.8 million in financial need, through the Annual Fund, for student financial aid, resources for faculty, and support for academic experiences, including collaborative research opportunities.

Fact

Skidmore volunteers have created new programs and networking initiatives including SkidBiz, http://www.skidmore.edu/alumni/ and the College’s business networking group with chapters in New York, Boston, Chicago, New Mexico, San Francisco, and Los Angeles.

Directly affect the success of Skidmore...

Offer your time and talents

Skidmore volunteers work with members of their classes, fellow alumni, and prospective students, while helping to shape the College’s future. We hope you will consider giving back to the College through one of the volunteer roles highlighted here. As a member of the volunteer team, you will continue to strengthen Skidmore and its community by providing greater opportunities for current and future generations.

Discover the benefits of volunteering

- Expand your network of friends and colleagues by connecting with classmates and fellow alumni.
- Be one of the first to know about new programs and initiatives.
- Develop new skills (recruiting, planning, event management, communication skills, etc.).
- Establish a foundation for other volunteer leadership roles.
- Help meet service commitments.
- Gain appreciation and recognition for your time, talent, and effort.
- Be involved with something fun!

And, make a positive difference for Skidmore.

Opportunities for Involvement

Connect with alumni in your city
Regional Event Planning Committee
Skidmore Business Network Coordinator

Connect with your classmates
Class Officers (President, Secretary, Fund Chair, FOP Chair)
Reunion Planning Committee
Class Agents and Fundraising Volunteers

Connect with current students
Alumni Admissions Contact
Career Advisor Network

Connect with other alumni or an affinity group
Friends of Skidmore Athletics
Multicultural Alumni Network
Alumni Board Awards Committee
Alumni Board Nominating Committee

There are many reasons that I have volunteered for Skidmore since 1994. The first is that I enjoy meeting new people and making new friends. The second is that I believe that Skidmore College does a good job of educating people and preparing them for their careers. After that, it is the fun that I have that through my decision to get involved and work with other people who share my feelings and enthusiasm for Skidmore, I am able to contribute to what I really enjoy.

Joan E. Carey, Ph.D. ’73
- Peer-to-peer identification and recruitment can have a very positive impact on committee and project success.
- Have a plan and know where and why you’re using volunteers.
- YOU have the ability to influence the success of your volunteers using an individual, relationship-based approach to volunteer management.
- An assessment tool, like the Volunteer Skill/Will Matrix, will allow you to more accurately recruit peer volunteers for the greatest chance of success.
- All good things take time—Including building a strong volunteer team.

In conclusion...
Questions?