

Building Back Better: Assessing Needs & Identifying New Opportunities

California State Library

March 17, 2022



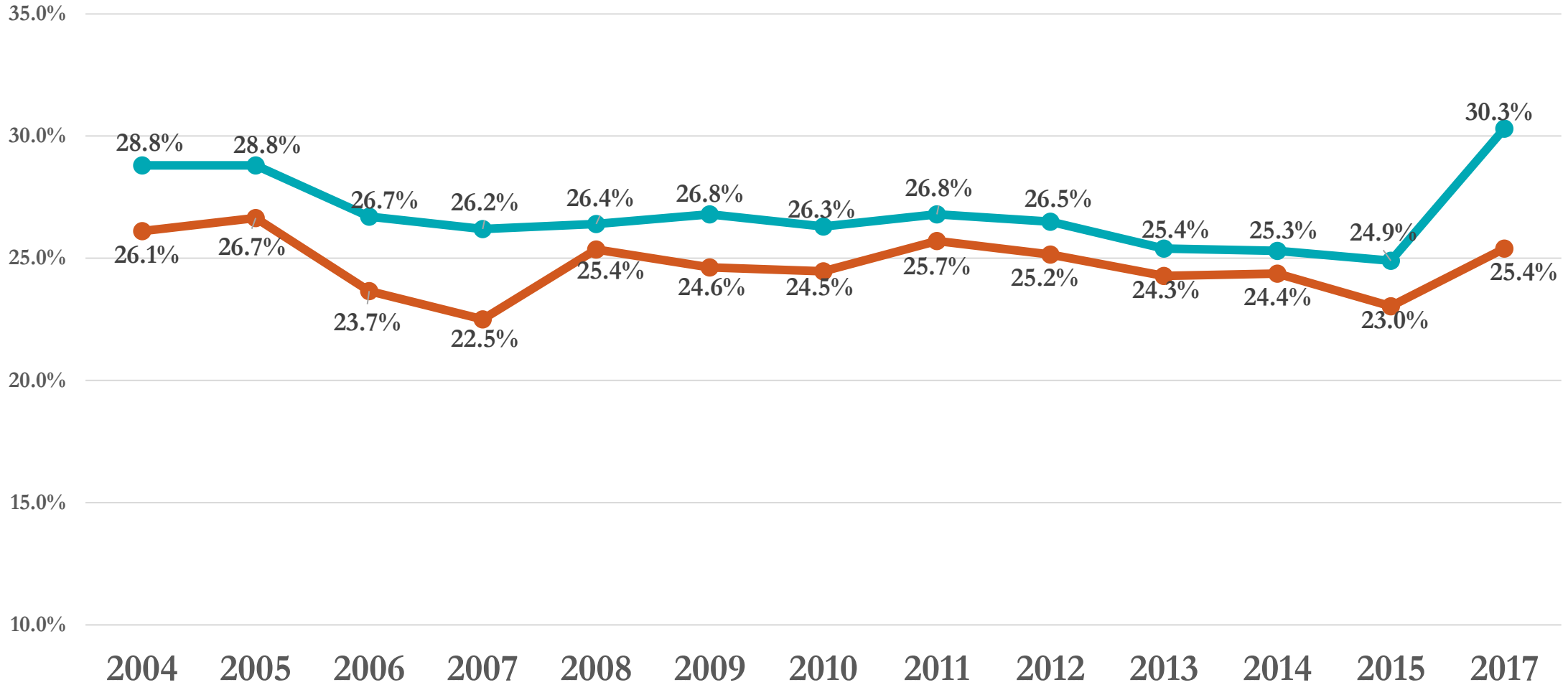


Change

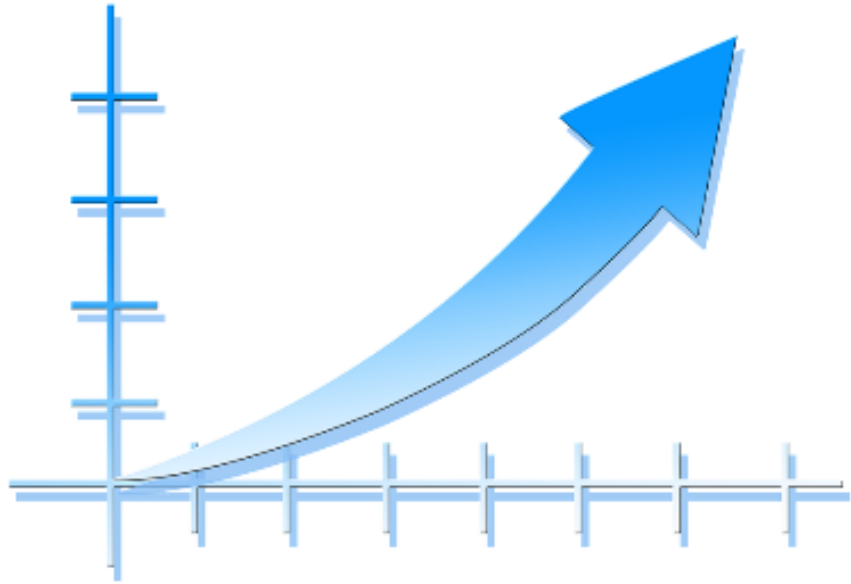


Volunteer Rates (US)

—●— United States —●— California



Trends and Issues Shaping Volunteerism



Time

Technology

Economics

Evolving
Philanthropy

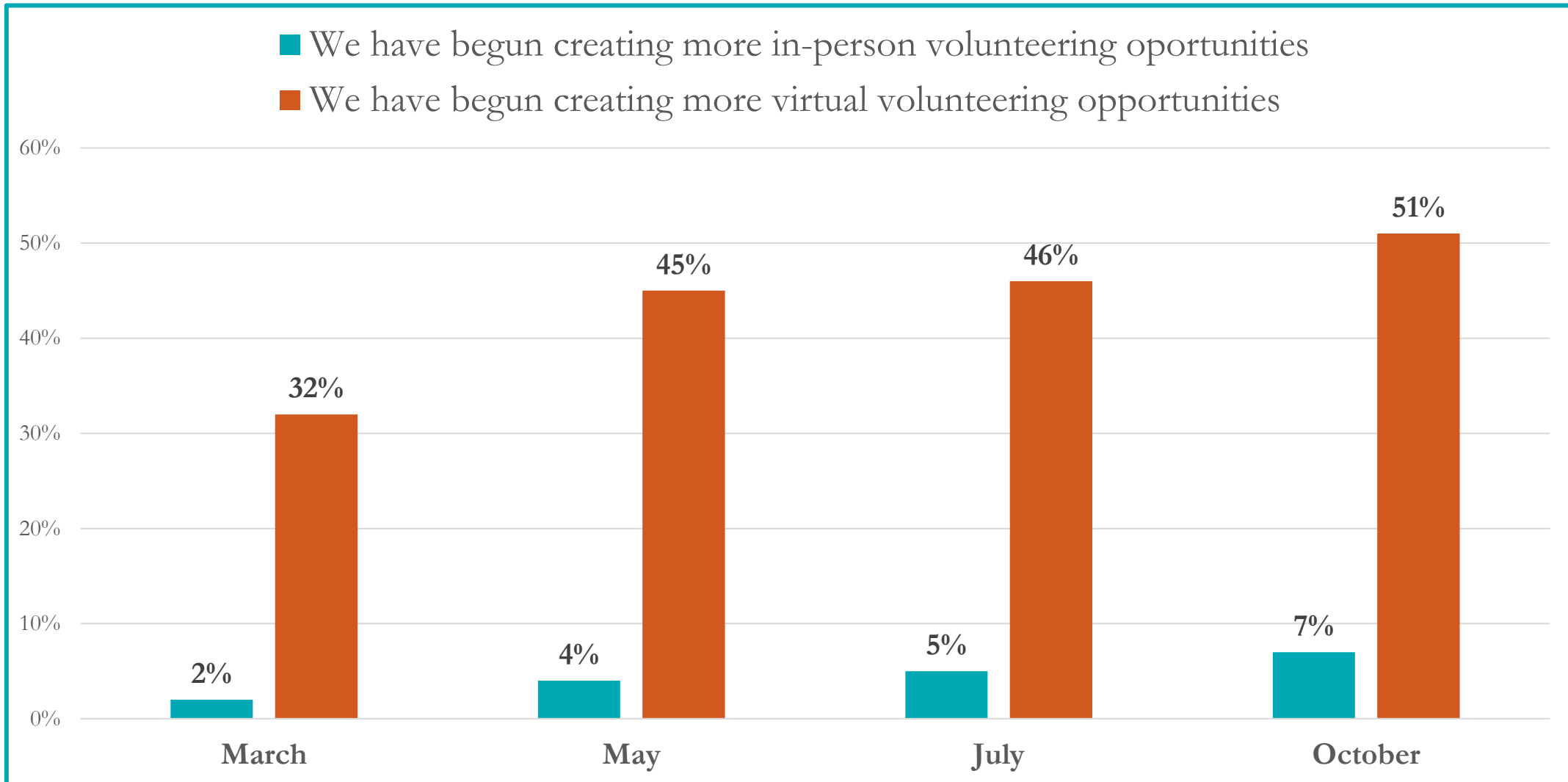
Social Trends

Generational
Shift

COVID-19



Virtual vs. In-person Volunteering - 2020

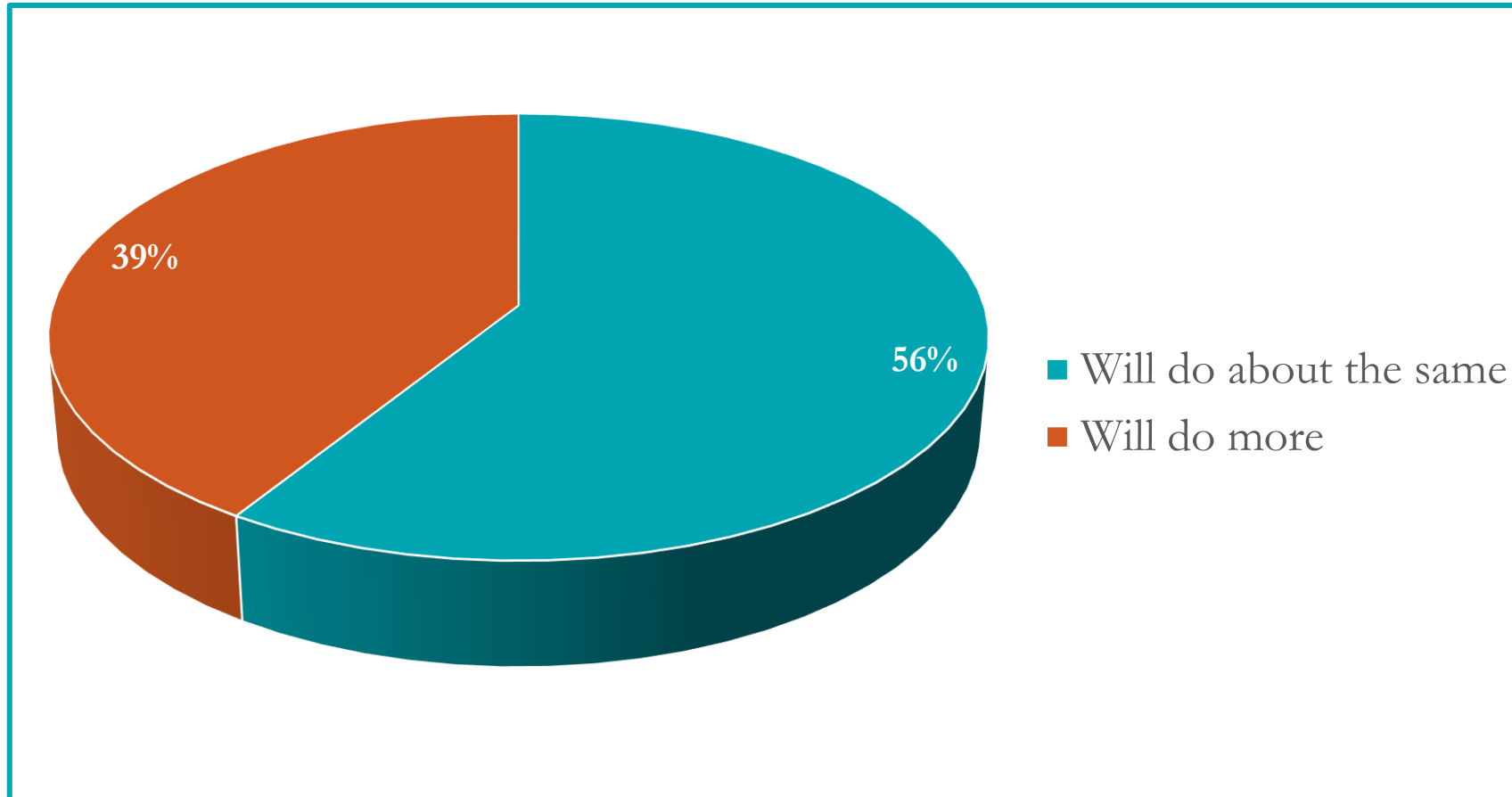


Which of the following apply to your organization? Since March 2020, we have... (select all that apply)

- Increased virtual opportunities
- Increased virtual trainings
- Changed policies and procedures
- Recruited/engaged new volunteers
- Put most volunteering in hold

Anticipated Levels of Involvement

95% say they will maintain their current level of involvement or **do more** to get involved and make a difference after the pandemic passes.



Gen Z (53%)
is most likely of all
generations to get
more involved

2021 Industry Insights: Key Takeaways

Most volunteers continued volunteering during the pandemic while 1 in 5 held off due to COVID-19.

82% of organizations emphasized access to “virtual and in-person” opportunities, versus 54% in 2020.



Shifts in Motivations



Volunteers 2020

- 48% Supporting cause
- 54% Being social and productive

Volunteers 2021

- 65% Supporting cause
- 72% Being social and productive

Crisis-Driven Innovations



NEW WAY

Systemic Cracks

Diversity and
Inclusion

Technology

Strategic
Commitment

Funding



Return to Pre-
COVID
Practice

Carry
Innovations
Forward

COVID-Driven Strategies

Connecting Formal and Informal

Virtual Volunteering & Training

Rethinking Retention

Capturing Impact

Redefining Community

Case Studies: Potential Partnerships


Neighborhood Pods

Events

Learn More

Request Support

Offer Support
Find Resources

 **MN COVIDsitters**

[I'm a Healthcare Worker](#) [I'm a Student](#) [Flatten the Curve](#) [About Us](#)

[Twitter](#) [Facebook](#) [Email](#) [Donate](#)

Caring for your family while you care for ours.

Since the start of the pandemic, we have:

- babysat for 248 Twin Cities families
- pet-sat 38 furry friends
- run 156 errands for healthcare workers

We are a 100% volunteer-run organization, and we can't keep going without you.

Please donate to support our mission!

Responder: Food Pantry – Partnering in New Ways



Virtual Volunteering



Distance Learning
Producer

Tech Team

Tech Liaisons

Re-entry Planning

Hybrid: Going Virtual with Volunteer Roles



HISTORY
COLORADO

Native American Photographs Tagging Mission

More than 18,000 photographs from the Records of the Bureau of Indian Affairs (BIA) are now available in the National Archives Catalog. We are looking for Citizen Archivists to add specific topical subject tags to each photograph in the Record Group. Adding tags will help increase access to these rich records.

New to the Citizen Archivist program? Learn how to register and get started. Already have an account? Login here.

Native American Photographs Tagging Mission

Please review the instructions on this page and tag each photograph with one or more of the established subject tags from the list below.

Tagging Native American records with these topical subjects will make them more searchable in the Catalog, and will help organize them by subject for use in future projects and resource guides.

[View the photographs in the Catalog, and get started tagging!](#)



Reynold Lorton Gall

Hybrid: COVID-19 Driven Innovations

**marlene
meyerson jcc**
manhattan EVERYDAY EXTRAORDINARY



Virtual 60+: SeniorechNYC-Ordering Groceries Online

FALL

Norman Reiss
Learn what you need to know about ordering groceries online, including a live demo of how to use Instacart.
Please regi...

TUE, SEP 29 - TUE, SEP 29 | 06:00 PM - 08:00 PM | \$10 MEMBERS/\$10 PUBLIC

REGISTER



Virtual 60+: SeniorechNYC: Internet Dating

FALL

Melanie Radley/Karen Jeanne Radley
Curious about the world of internet dating? Have your questions answered by a mother/daughte...

WED, OCT 14 - WED, OCT 14 | 06:00 PM - 07:30 PM | \$10 MEMBERS/\$10 PUBLIC

REGISTER



Virtual 60+: SeniorechNYC-Restaurant and Delivery Apps

FALL

Norman Reiss
Learn all you need to know about the most popular restaurant delivery apps, along with a live demo of Grubhub.
Please r...

TUE, OCT 20 - TUE, OCT 20 | 06:00 PM - 08:00 PM | \$10 MEMBERS/\$10 PUBLIC

REGISTER



Virtual 60+: SeniorechNYC-Photo Editing on iPad, iPhone, Android, Computer

FALL

Muriel Mandell
Learn to crop, correct, enhance, and remove blemishes.
Please register in advance and the program link will be sent t...

WED, OCT 28 - WED, OCT 28 | 01:00 PM - 03:00 PM | \$10 MEMBERS/\$10 PUBLIC

REGISTER

Rethinking Retention



What is Retention?



Hours/events/shifts

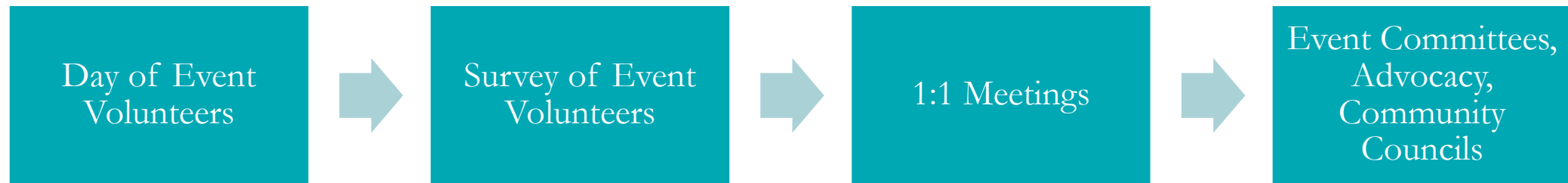
Years of service

Fulfilling required commitments

Consistency

Maintaining certifications

Case Study: National MS Society Colorado/Wyoming Market



**National
Multiple Sclerosis
Society**

Measuring Impact



Outcome Measures

Volunteer Impacts and Outcomes

- Number of individuals reached as a result of volunteer-led programs
- Number of individuals served directly by volunteers
- Services delivered (e.g., meals served, trees planted, pounds of food collected, etc.)
- Changes in behavior and condition for those served (e.g., increase in reading level among those tutored, changes in high school graduation rate among students mentored, improved health among those who receive volunteer-led training in managing chronic conditions)
- Increased organizational capacity or resources (e.g., staff time saved, new volunteers recruited, funds raised, or in-kind gifts collected)

Case Study: Measuring Impact

Douglas County Libraries


Service Enterprise:
Make engagement a
core strategy

Developed new roles:

- Lead homebound delivery volunteers
- Lead bookstore volunteer
- Online book sales

Result:
Greater Impact!

Redefining Community



When leaders create a robust and committed community, they build relationships that are effective and resilient.

Charles H. Vogl

In communities, members...



Grow

Feel more connected

Work together

Have fun

Prior to COVID-19, which strategy have you found to be most effective in nurturing a sense of community?

- Volunteer roles that require teamwork
- Team leaders responsible for nurturing community
- Educational/training events
- Social events
- Social media

7 Principles of Community

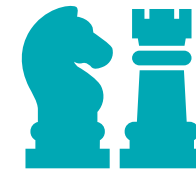
Boundary	The line between members and nonmembers.
Initiation	The activities that mark a new member.
Rituals	The things we do that have meaning.
Space	A place set aside to find our community.
Stories	What we share that allows others and ourselves to know our values.
Symbols	The things that represent ideas that are important to us.
Leadership & Growth	A path to growth as we participate.

Cornerstone Visiting Nurse Association



- Communications to integrate a hybrid corps
- Dedicated spaces
- Rituals and leadership opportunities

Build Back Better



Position
Engagement as
Strategy

Embrace
Innovation



Share Impact

Lead!



Responder: City Programs and Strategy

Catastrophe
identified gaps in
engagement



Commitment to
leverage residents
as volunteers



Develop a strategy
and resources to
support it

Responder: City Programs and Strategy



Volunteerism during the COVID Response & Recovery City of Boulder Volunteer Cooperative Guidelines

To support the City of Boulder in incorporating volunteers in our response and recovery during the COVID-19 crisis, the Volunteer Cooperative has outlined the following information and recommendations.

Pre-COVID-19 State of Engagement

Over the past year, the City of Boulder had 7,000 people volunteer over 80,000 hours in our community. The wage value of this contribution is over \$2.2 million. Through the city, volunteers support hundreds of programs and work with staff across the city to help provide amazing programs and services to meet the needs of the community.

Volunteer-related Assets

The city has several volunteer-related assets to lean on, which may be leveraged to support response and recovery effort. These include:

Recommendations for City-wide Approach to Volunteerism during COVID-19 Response and Recovery

The Volunteer Cooperative recommends the following:

1. A lead member from the **Volunteer Cooperative** serve on the Community Recovery Team and **be available to provide guidance to other recovery teams** to assess and contribute to the planning of volunteer organizing and mobilization opportunities.
2. All volunteer programs and projects should be developed with the Guiding Principles previously mentioned (see above).
3. All volunteer programs and projects must be managed in CMIB.
4. COVID-19 response and recovery programs should be **jointly promoted as city-wide efforts where possible** vs. separating out by departments. This will help focus community participation on priority services and recovery areas of most need.
5. Any **new** volunteer initiatives should be brought to the VC core team for consultation and possible collaboration in the design and set up of the programs as resources allow. This model of co-design and consultation between the VC and city departments proved successful for the recent volunteer programs: COVID-19 Recovery Center and Emergency Response Connectors

Volunteer Engagement Planning

VQ Volunteer Strategies

Phased Volunteer Engagement Plan Template

Phase Name

Anticipated Dates/Conditions/Durations

Develop a plan for each phase that addresses:

- Roles
- Recruitment
- Retention
- Reorientation and Retraining
- Recognition
- Release
- Risk Management
- Revision of Policies
- Resources
- Report

RECRUITMENT
Outline the recruitment efforts necessary to fill the roles of "current" volunteers, outreach to new audiences, or recruitment efforts so your recruitment meets capacity.

RETENTION
Clarify how your organization defines retention and volunteer consideration of pandemic safety concerns (especially active vs. inactive status for volunteers). Identify retention goals.

REORIENTATION AND RETRAINING
How will new and current volunteers be oriented and trained, new protocols and procedures, and new service roles, changing expectations as the organization moves forward?

RECOGNITION
Outline recognition strategies, noting how they will be applicable. For example, will volunteers who are inactive as volunteers?

RELEASE
Explain the steps to helping volunteers retire or exit the organization.

RISK MANAGEMENT PLANNING
How will volunteers be integrated into the organization's policies, for example, expectations for Personal Protection procedures, insurance, and policies around screening?

REVISIONS TO POLICY
Which policies will need to be updated? Policies that remain consistent across all phases while policies that vary phase by phase.

RESOURCES
Detail the financial, technological, space, and other resources to implement these activities. Consider also professional staff who will advocate for engagement and help to lead the effort.

REPORT
Describe how you will measure and track volunteer impact. Include a communications plan to share that impact with leadership, community, and others, as appropriate.

VQ Volunteer Strategies

Volunteer Engagement Plan for COVID-19 Recovery, Reopening, and Return

While every organization that engages volunteers has been affected to some degree by the COVID-19 pandemic, no one approach can guide all of them in recovery and return to operations. Each organization must abide by its local mandates and protocols, its capacity, and the unique nature of its mission and services. Nevertheless, all organizations will likely reopen, return, and recover in phases and the ways that volunteers are engaged should align with organizations' plans. Refer to pages one and two for background on the planning, then complete the template on pages 3 and 4 to develop your own plan.

Background
Briefly address each of the following so that the volunteer engagement plan aligns with and supports the organization's plans.

MISSION
What is your organization's mission? Has it shifted at all due to the pandemic?

VISION FOR VOLUNTEER ENGAGEMENT
What is your shared vision statement for volunteer engagement (if you have one)? Have you developed one over the past year to guide your COVID-19 response?

STRATEGIC PRIORITIES
What are your organization's strategic priorities, and have they been revised considering COVID-19? Will the priorities (including audiences served or issues to be addressed) be expanding or changing as the organization reopens and recovers?

ORGANIZATIONAL REOPENING PLAN
What is the organizational plan for reopening? What are the anticipated phases and what conditions will trigger shifts from one phase to another? Include the anticipated timeframe.

Volunteer Engagement Plan
Volunteer engagement efforts and opportunities will differ from phase to phase. In planning each phase, consider each of these components of volunteer engagement - including the activities (if any) for each and how success will be measured.

ROLES
Assess and identify which volunteer positions will be safe, necessary, and possible during the phase. Consider both onsite and virtual opportunities.

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Leading Change

Management

- Processes to keep things running smoothly
- Involves planning, budgeting, organizing, controlling, problem solving

Leadership

- Processes to create or significantly adapt organizations
- Defines vision
- Aligns people with vision
- Inspires others to achieve the vision



VQ Resources

VQStrategies.com



Downloadable tools and templates



Books and tool kits



Webinars



VQ Blog



VQ Impact e-Newsletter



Thank you.

VQStrategies.com
info@VQStrategies.com

