

# Deep Dive



**VOLUNTEER ENGAGEMENT  
THAT LEAD TO  
SUCCESS**



We all rise when nonprofits thrive. 501 Commons serves nonprofits as experts, innovators, and partners. Our passion is to **amplify the strengths of nonprofits**—so people and communities flourish.

## What We Do



- 501 Commons provides expertise to nonprofits through 30+ services, including a full range of management consulting; technology consulting, IT infrastructure and database management services; outsourced HR; accounting; professional development and board training; and free information and referral services



# Overview



- 10-11.45 am: Diversifying your volunteer base
- 1-2.45 pm: Readyng your staff to work with volunteers
- 3-3.45 pm: Measuring and communicating volunteer impact

# Diversifying Your Volunteer Base



Vanessa W. Blake

# Overview



- What is D & I?
- How do you foster it?
- Strategies to employ
- A panel: Ask the experts!

# Diversity & Inclusion



- Diversity represents the full spectrum of human demographic differences - race, religion, gender, sexual orientation, age, socio-economic status or physical disability
- Inclusion refers to a cultural and environmental feeling of belonging

# D & I in Volunteer Management



- **Benefits**
  - Volunteers can help bridge cultural gaps between clients and staff
  - Expands the number of volunteers you have involved in your organization
  - If someone in a household volunteers, financial contributions from the household generally increase by more than 100 percent

# How Do You Foster D&I?



## **STRATEGIES TO DIVERSIFY YOUR VOLUNTEER BASE**



# Purpose



## Start With Why

- Get clear about your intentions
- Why should you do it?

## Think About How

- What are your strategies?
- What does that look like?

Phase 1



**RESEARCH**



## Action Steps:

- Set goals & outcomes
- Get buy-in
- Conduct culture gap analysis
- Conduct market research

# Research



- Approach
  - What do you want your volunteer base to represent?
  - What is important to you?
- Analysis
  - In what areas does your program need to improve?
  - What do you intend your volunteer program to be?

# Things to Remember



- **Get everyone onboard**
  - You will get effort and commitment
- **Know your weaknesses**
  - You will know what needs to be addressed
- **Know the People You Serve**
  - In order to be able to connect and relate

# Phase 2



## SETTING THE FOUNDATION



## Action Steps

- Celebrate the benefits of a diverse volunteer base
- Develop solutions to barriers to volunteering
- Develop policies
- Train staff on cultural competency

# Setting the Foundation



- Building a culturally competent culture
- Removing barricades

# Things To Remember



- Truly build a culturally competent culture
  - This will ensure authenticity
  - Your organization will be more relatable
  - You can reduce conflict over cultural differences
  - Improve your chances of success

Phase 3



# RELATIONSHIP BUILDING





## Action Steps

- Engage local churches and community leaders
- Engage informal and formal leaders in the community
- Encourage 1:1 interactions

## Relationship Building



- Be a part of the community

# Things to Remember



- You will develop relationships within the community
  - Be able to take advantage of networking and access
  - You will be familiar and deemed more trustworthy

Phase 4



# RECRUITING



## Action Steps

- Mktg. materials should use words that resonate
- Target groups that have your demographics
- Use culturally relevant media channels
- Use altruistic language
- Distribute materials at culturally relevant events

## Recruiting



- Be thoughtful with recruitment
- Conduct target research
- Begin to shift your perspective and understanding
- Recruit from those you serve

# Things to Remember



- You have to tailor your approach to your demographic
  - It can be deemed respectful of the differences
  - It shows a thoughtful commitment to communication
  - You will begin to authentically reflect the community you are seeking to engage

Phase 5



**RETENTION**



## Actions Steps

- Benefits
- Hire Volunteer Manager
- Variety of positions
- Future opportunities for volunteer
- Recognition events
- Create a good onboarding experience

## Retention



- Be open to the abundance of skills available in the community
- Look beyond just what you think you need
- Benefits: Make it valuable for low-income volunteers
- Remain culturally relevant

# Things To Remember



- You need to retain volunteers
  - Improves your reputation
  - Decreases the need for continual recruitment
  - Easier way to keep and maintain relationships in the community



# Conclusion



- Suggestions
- Start with why
- Be intentional with your strategies
- Keep the community you serve in mind

# Questions?



# Our Panelists



- **Erin Murphy**
  - Communications Specialist, Public Health Seattle & King County
- **Martha Flores Pérez, M.A.**
  - Senior Coordinator & Interim Director, Seattle MESA
- **Akasa David Skye**
  - Volunteer Services Manager, Crisis Connections
- **Jill Weidman**
  - Volunteer Coordinator, Pike Market Food Bank

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