

Volunteer Management Workshop

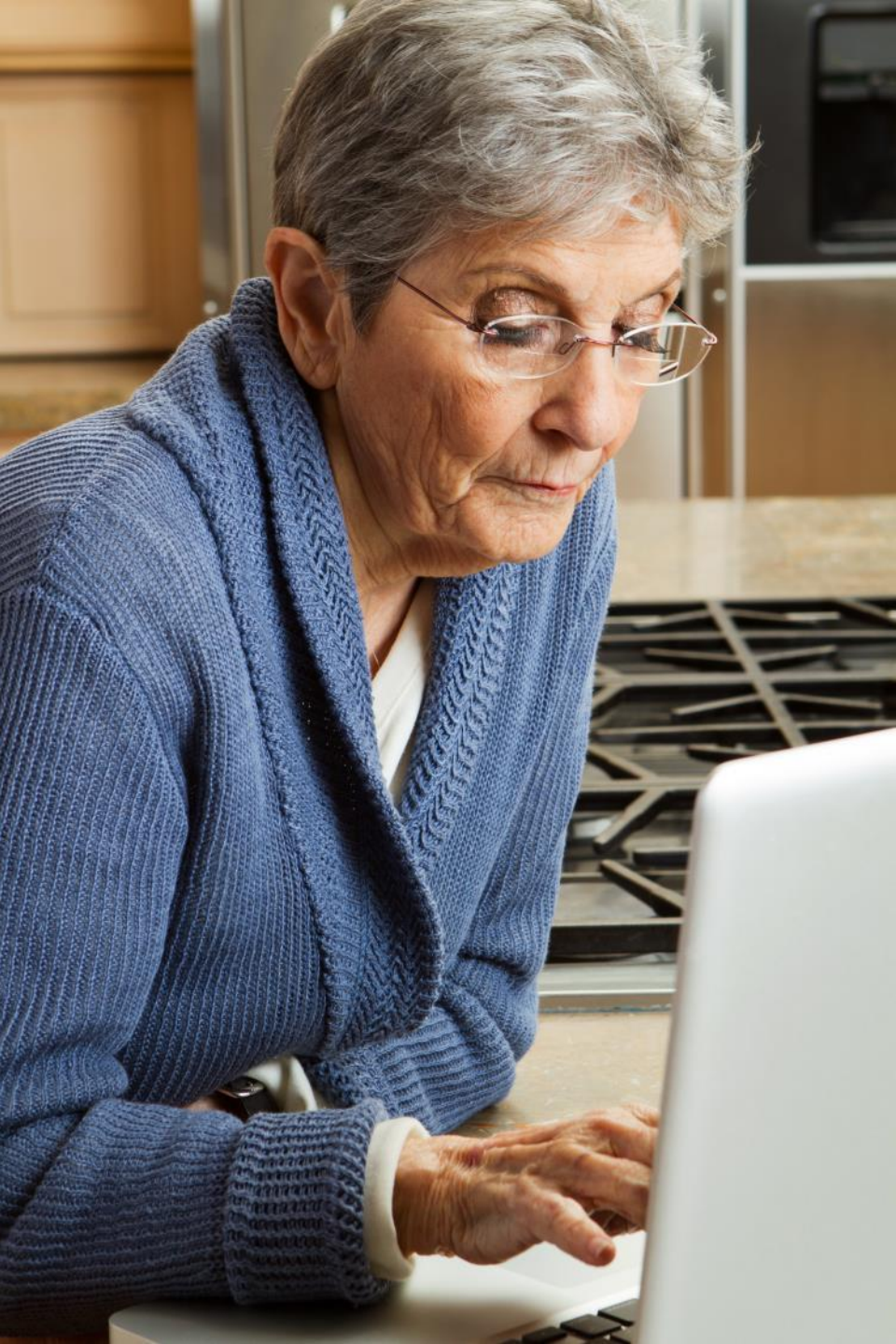
Festivals and Fairs



Specialized Volunteer Management Training

Volunteer
Toronto





Demographics

44% of Canadians volunteer their time.

Canadians aged 55 and up are the least likely to volunteer, but when they do, they give the most time.



Why is this information useful?

Take a look at the people in your community. Consider how you might use high school volunteers or create lasting relationships with older volunteers willing to give more time.

Course objectives



Identify areas of strength and areas of growth



Establish structures for a successful volunteer program



Execute practices to overcome seasonal recruitment challenges and increase retention



Describe the elements of effective, lasting volunteer training



Increase your confidence in your volunteer management knowledge

**Knowledge
Self-Assessment**

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Part One
Setting up for Success

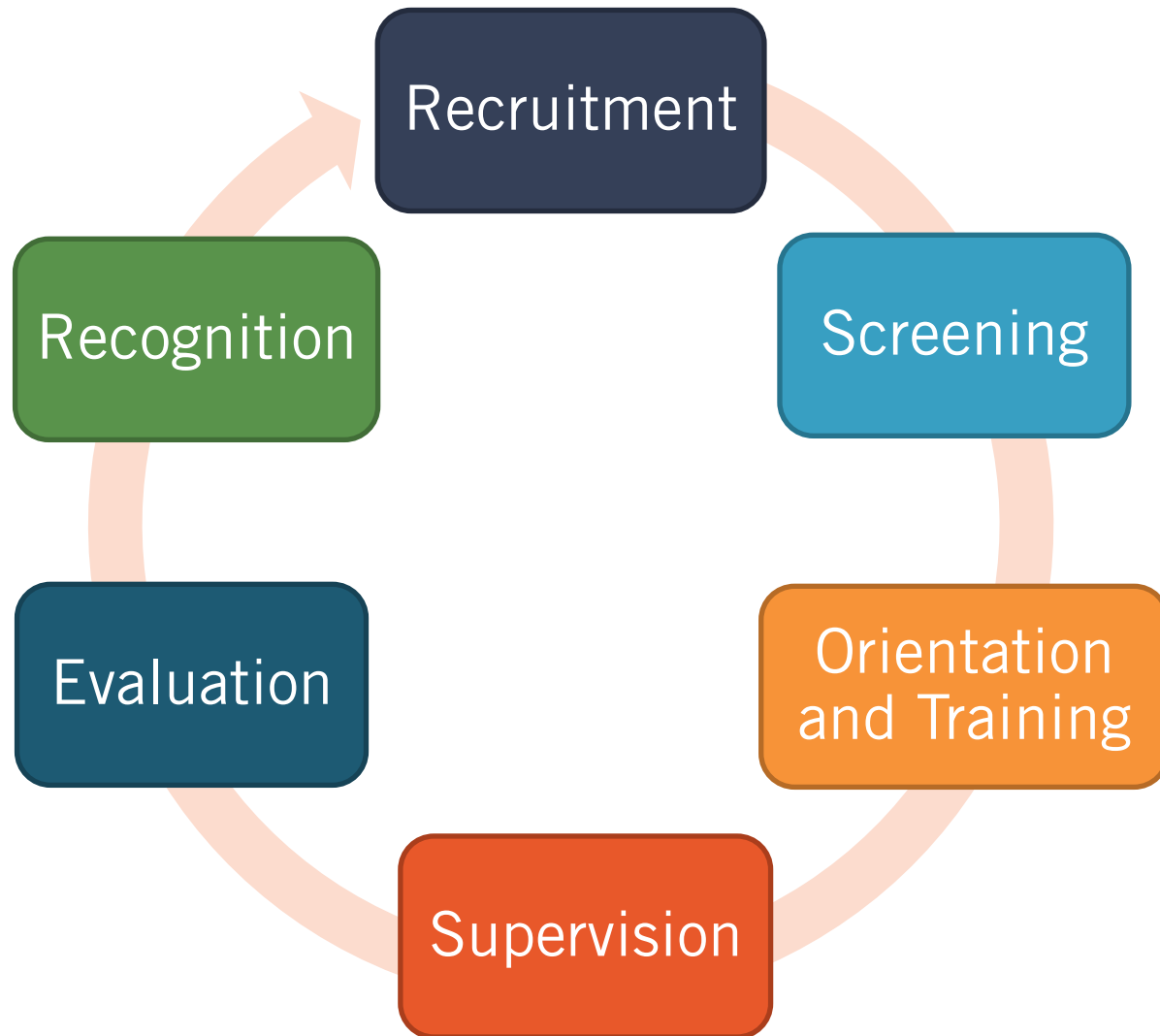


Volunteer management knowledge

Volunteer manager responsible for coordinating, recruiting, supervising and/or leading volunteers

Many people involved in one or more of these responsibilities

Volunteer management cycle



Great volunteer programs

1

Get to know what else is going on – other festivals, opportunities to recruit volunteers

2

Create a timeline: when you need volunteers, how long they're needed, when to provide training, etc.

3

Increase motivation through strong orientation and training

4

Consider volunteer distractions and adjust supervision, determine the volunteer manager/supervisor

5

Determine a single individual or committee to oversee all volunteers (they could be staff or volunteer)

Helping volunteers become leaders

Your best source of future volunteer leaders is your existing volunteers!

Identify volunteers who could take leadership roles

Create transition structures to help volunteers become leaders



Getting support

- ✓ Demonstrate the value and importance of volunteers to your event using impact statements
- ✓ Be clear about the support you need: bigger budget, year-round role, better recognition
- ✓ Maximize relationships within your organization, such as increasing fundraising capacity

Case study: Taste of Woolwich



Challenge:

Planning committee always seeking new volunteer members

Solutions:

Connect with vendors and local community

Let attendees of the festival know about volunteer roles

Promote needs through other organizations

Support systems



Resources

Networks
and
Partners

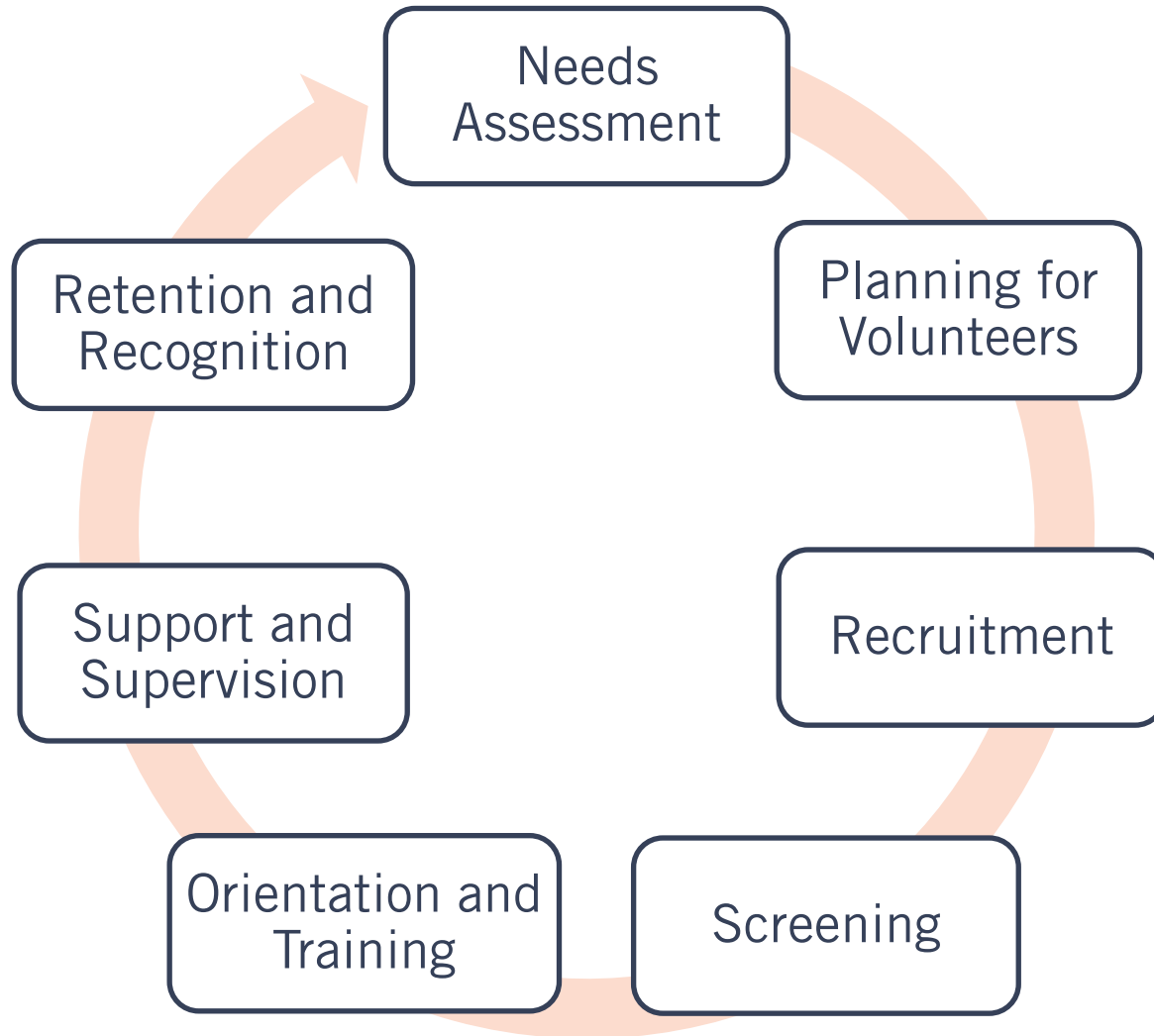


Mentoring

Upfront
Work



Cycle planning activity



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Part Two
Ongoing Recruitment
and Retention

Cycle of recruitment



Addressing needs of the role

How many volunteers will come back and what roles will need new volunteers?

Higher priority to have “people in place” or to retain skills, knowledge and/or history in the role?

Successful retention is done by finding the right volunteers right from the beginning



Promotion

How do you promote?
Is it successful?

Physical

Flyers, signage, posters
Word of mouth
Schools, community spaces,
religious institutions

Digital

Social media
(e.g. Facebook, Instagram)
Your website
Spaces popular with youth



Challenges and opportunities of seasonal recruitment



**Stay
connected**

**Extend
recruitment
period**

**Inform about
other roles
available**

**Create a “skill
pool” of
volunteers**



Case study: Taste of Woolwich

Celebrate the giving history of Woolwich citizens, highlight opportunity to do something good, share what past volunteers love about their role

Retention is good but still an opportunity for fresh perspectives

Build individual relationships with each volunteer, including celebration of motivations

Motivations and access

- ✓ People are motivated to volunteer for their communities and themselves
- ✓ Who volunteers in your community: youth, retirees, people connected to the cause, career volunteers
- ✓ Consider event location and how volunteers can get there



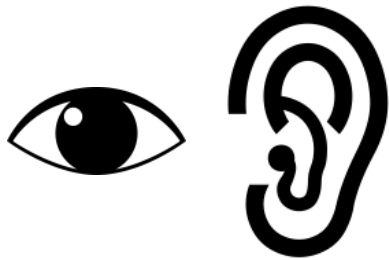
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Part Three
Making Training
Work

Adult education basics

Adult learners want to be respected, given opportunities to practice and want to move quickly

The Learning Process



Intake
(hearing,
experimenting)



Process
(solo, taking
notes)



Interpret
(comparing it with
what they know)

Making effective training

A background image showing a group of people in a training session. One person in the foreground is raising their hand, while others are looking towards the front of the room. The image is semi-transparent, allowing the text to be overlaid.

Step 1

Cater training to learner types by including activities, group work, scenarios

Step 2

Teach things volunteers have already learned in a new way – role plays, simulations, games, videos

Step 3

Assess what volunteers have already learned using situations and scenarios

Step 4

Offer training alternatives, such as group and solo work

Training challenges



Existing Knowledge

Attending Training



Redundancy

Other Options





Case study: Taste of Woolwich

Committee chair:

One-to-one meeting

Involve scenarios and past chairs

Event volunteers:

Orientation over the phone, follow-up to check comfort of volunteers

Provide visual aid and brief additional training at the start of the event

Training questions

Don't have time to make new training materials?

Options for providing training online?

Where can training take place?

What are some alternatives to training?

What if my volunteers don't like training?

Training worksheet

Training style	Motivation	Connection
Scenario	Making a contribution	Showcase the impact the volunteer will make in the role by using a scenario activity of a real interaction
Icebreaker	Networking with others	Use an icebreaker that will encourage volunteers to meet each other, forging connections for later in the role



Your ongoing role:

Serving your organization's mission



Resources

- Achieve Ontario
- SPARK Ontario
- CNIB
- Hot Docs International Documentary Film Festival

CANADIAN CODE FOR VOLUNTEER INVOLVEMENT



VOLUNTEER
BÉNÉVOLES
CANADA



The Canadian Code for

Volunteer
Involvement

volunteer.ca

The Canadian Code for Volunteer Involvement



volunteer.ca/ccvi

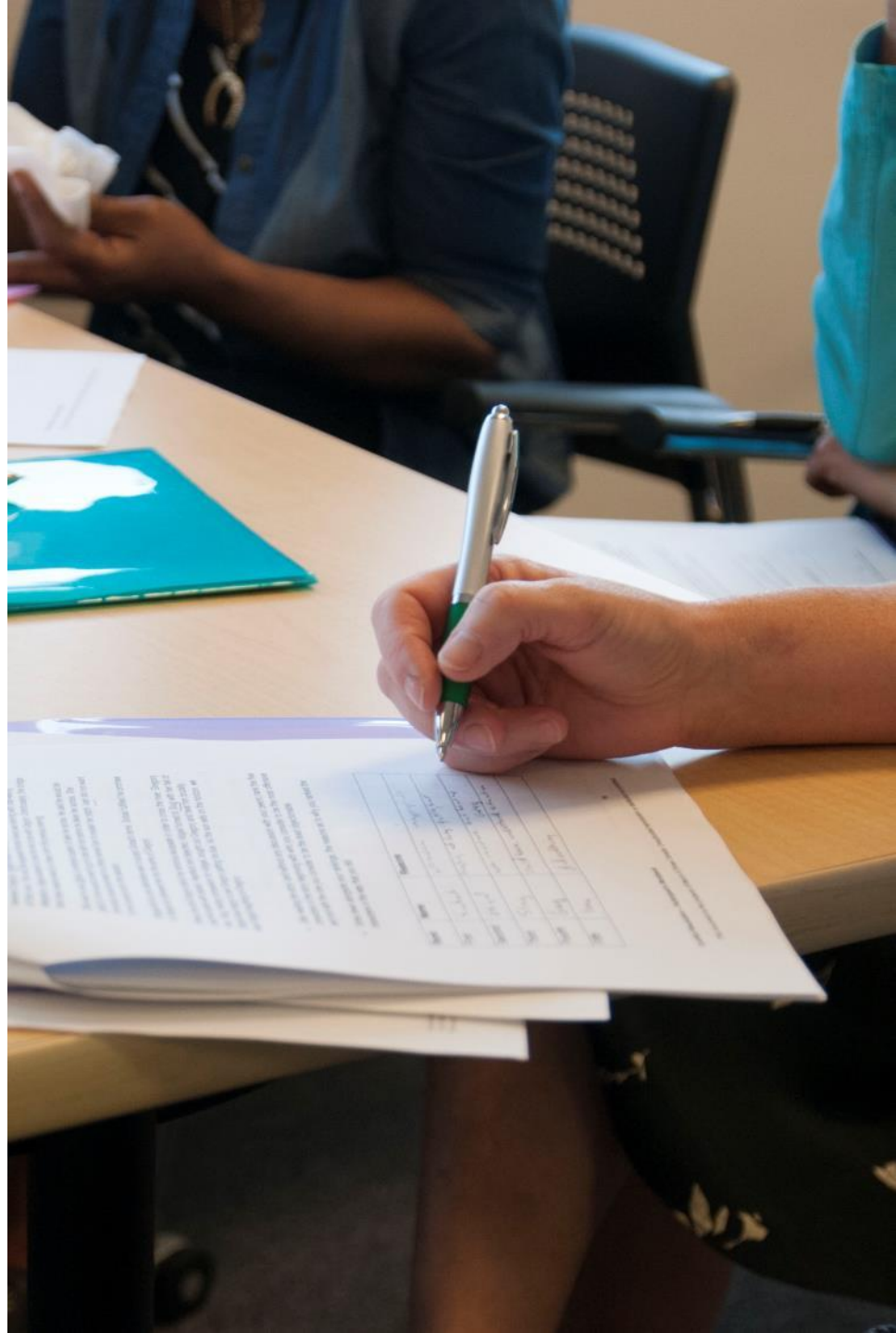


10 Standards
of Volunteer
Management

For more support

- ✓ Connect with Volunteer Dufferin
- ✓ Join or build a network: FEO
- ✓ Connect with other volunteer managers
- ✓ Revisit these training materials
- ✓ Consult available resources
- ✓ Contact Volunteer Toronto:
info@volunteertoronto.ca

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“ Get prepared for volunteers well before your next event — volunteers will recognize that you’ve taken the time to setup a great program for them to excel in. Stay connected with volunteers year-round and they can help your program succeed.



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