Keeping Volunteers Engaged
• Connection
• Next step in Community engagement
• Board member role
MML 2018  
Summer Conference

Make a difference. Volunteer.

Tweet about this session at #MMLConference
An AmeriCorps Program

A UNIT OF THE MARYLAND GOVERNOR’S OFFICE OF COMMUNITY INITIATIVES
Volunteer Maryland builds stronger, healthier communities by developing volunteer programs with nonprofit organizations, government agencies, and schools. The program’s vision is that all Marylanders will participate in and value service as a way of life to enrich and empower community, society, and self.
Multipler Model

Volunteer Maryland!
4 State Staff

32
AmeriCorps Members
30 Volunteer Coordinators
2 Peer Leaders

Service Sites
30 Non-profit, Government Agencies addressing: education, environment, human needs and veteran services

Volunteers
8,057
Community Volunteers Recruited and Managed

Serving Clients and Communities
22,502
Maryland Citizens Served by volunteers recruited and managed by VM AmeriCorps Members
Star Date 2000

- Episodic Volunteering
- Changing Demographics
- Small Numbers of Volunteers Doing Most of the Work
- New Sources of Volunteers
- Technology
- Risk Management
- Tension Between Volunteers and Paid Staff
Generational Theory
MML 2018 Summer Conference

Silent Generation 1937-1945

Baby Boomers 1946-1964

Generation X 1960-1980

Millennials 1975-2000

Generation Z 1995-2012

Tweet about this session at #MMLConference
Silent Generation
1937-1945
Boomers Baby
1946-1964
Generation X
1965-1976

Tweet about this session at #MMLConference
Millennials
1977-1993
Generation Z
1995-2012
• Volunteers have goals
• Driven by results
• Multiple interests
• Looking to build on skills

• Change
• Two way street
• Relationships

Tweet about this session at #MMLConference
Volunteer Type
Volunteer Canada
Bridging the Gap
MML 2018
Summer Conference

• Education/research
• Serve youth
• Environment
• Sports
• Flexibility
• Impact
• Feedback & certifications
• “world citizens”

Youth

Tweet about this session at #MMLConference
Youth

- Energy
- Enthusiasm

Skills • Flexibility • Friends

Tweet about this session at #MMLConference
• Results-oriented
• Hobby
• Efficiency
• Not work
• Flexibility
• Measure progress

Employed

Tweet about this session at #MMLConference
• Skills
• Passion

New Skills • Results • No Hierarchy

Tweet about this session at #MMLConference
• Clear leaders
• Largest volunteer group
• Loyal
• Management
• Time but flexible
• Meaningful engagement

Retired
MML 2018 Summer Conference

- Loyal
- Engagement
- Leadership

Retired

Impact • Purpose • New Skills

Tweet about this session at #MMLConference
MML 2018 Summer Conference

Families

- Busy
- Differences in abilities
- Values
- Family cohesion

Tweet about this session at #MMLConference
MML 2018 Summer Conference

Families

- Interest
- Energy
- Commitment

Time together • Instill Values • Family-Friendly Opportunities

Tweet about this session at #MMLConference
<table>
<thead>
<tr>
<th>Organization Need</th>
<th>Volunteer Want</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>---------------</td>
</tr>
<tr>
<td>Skills</td>
<td>New</td>
</tr>
<tr>
<td>Defined</td>
<td>Flexible</td>
</tr>
<tr>
<td>Long-term</td>
<td>Short-term</td>
</tr>
<tr>
<td>Organizational</td>
<td>Volunteer</td>
</tr>
</tbody>
</table>
pollEv.com/nickifiocco931
How do you utilize volunteers in your municipality?

They stuff envelopes

They answer phones

They run the tables at events

They serve food at events

We have a committee of volunteers who provide valued input for some major decisions.

The are directly involved with the community.
What is the benefit to volunteers who serve at your organization?

Free Parking

Free entry to events

An opportunity to have input around some decisions

A t-shirt and badge

Possible paid position after the campaign
How do you know if your volunteers are satisfied with their opportunity to serve at your organization?

- They keep coming back
- We give them a big party at the end of the year and they show up
- We offer a survey
- We have one-on-one meetings with volunteers
- We ask them for their input
- We don't know if they are satisfied
Why am I doing this?
Motivation
McClelland’s Motivational Needs

The Need for Power
The Need for Affiliation
The Need for Achievement
Achievement

- Specific tasks
- Learning new skills
- Challenges
- Independence

Tweet about this session at #MMLConference
Tweet about this session at #MMLConference

- Relationship building
- Working with others
- Time to chat
- Harmony in the office
Power

- Bring about change
- Test the limits
- Inclusion in decision-making
- Debate rules

Tweet about this session at #MMLConference
Achievement  Affiliate  Power

Tweet about this session at #MMLConference
Volunteer Motivation

• What is the best way to motivate your motivational type?

• What is one way to motivate the two other motivational types?

• What is a way to motivate all three at the same time?
Volunteer Program Needs Assessment

• What do you have?

• What do you need?

• What do you need to revise?
IT DOESN'T GET EASIER, YOU JUST GET STRONGER.

Nicki Fiocco – nicole.fiocco@Maryland.gov
410-697-9282

Tweet about this session at #MMLConference