Chapter Chat:

Volunteer Strategic Planning

EMILY PINETTE, CHAPTER PROGRAMS

JUNE 18, 2020
CHAPTER PROGRAM UPDATES

- Student Send-Offs
- Annual plans and end-of-year reporting
- Virtual university events
- Virtual chapter events
- Chapter Officers Forum: Sept. 3 – 5
- Welcome New Alumni Parties and Game Watching Parties
Our Roadmap for Today

• Why plan?
• Types of volunteers positions
• Understanding your needs
• Volunteer Recruitment
• Additional Resources
Importance of Volunteer Planning
Volunteer Strategic Planning Helps You

UNDERSTAND
What you need from volunteers throughout the year

COMMUNICATE
With current and potential volunteers about what you need them to do

CONNECT
With volunteers in a meaningful way that will increase engagement AND help you plan for the future
Types of Volunteer Positions
A Strong Foundation
Includes

• Year-Round Volunteers
• Project-Based Volunteers
• Micro-Volunteers
### Year-Round Volunteer

**Time Commitment:** Need to be available all year BUT not necessarily busy all year

**Type of Work:** Chapter administration and/or management of major initiatives

**Typical Positions:** President, Finance, Events Chair

### Project-Based Volunteer

**Time Commitment:** Varies based on project

**Type of Work:** This is a single project with a distinct beginning and end.

**Typical Positions:** Scholarship Committee members, Student Send-off Planner

### Micro-Volunteer

**Time Commitment:** Varies by interest

**Type of Work:** These are the “little” things that you need to do in order to make your events and chapter successful throughout the year

**Typical Positions:** Handing out nametags at events, volunteering at community service events
03 Understanding your Needs
Step 1: Take a Deep Dive into the Chapter’s Work

- **Administration**: What do you do to keep the chapter running?
- **Events**: What goes into the planning and execution of each event that you do?
- **Communication**: How do you communicate externally and internally about your chapter and events?
- **Fundraising/Scholarship**: How do you manage funding and selecting scholarships each year?

*List the tasks, time commitment and types of volunteers you might need for each.*
# Volunteer Needs Worksheet

<table>
<thead>
<tr>
<th>Project/Responsibility #1</th>
<th>Type of Volunteer(s) Needed</th>
<th>Time of Year</th>
<th>Time Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Task</td>
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<td>Project/Responsibility #2</td>
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<td>Project/Responsibility #3</td>
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<td>Project/Responsibility #4</td>
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Step 2: See Where You Have Gaps

- **Open Roles**: Do you need new positions? New job descriptions?
- **Project-Based Volunteers**: Are there any officer roles that could or should be a project-based opportunity?
- **Micro-Volunteers**: Can you set up any smaller opportunities on an ongoing basis?
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</thead>
<tbody>
<tr>
<td>Example: Student Send-off Picnic</td>
<td>Overall Event Management Lead to coordinate entire event</td>
<td>Year-round or Project based</td>
<td>April to August</td>
</tr>
<tr>
<td>Task</td>
<td>Securing sponsorships</td>
<td>Year-round or Project based</td>
<td>April to August</td>
</tr>
<tr>
<td>Task</td>
<td>Onsite check-in</td>
<td>Micro-volunteer</td>
<td>Day of Event</td>
</tr>
</tbody>
</table>
Step 3: Make it Manageable!

- **Do it in 1, 3 or 6 month increments.** Give yourself time to find volunteers without overwhelming yourself with planning.

- **Assign a board member (or even create a position) to manage volunteers and volunteer recruitment**

- **Work with your Liaison.** We can help you create a specific plan that best meets your volunteer needs.
Volunteer Recruitment
Why Volunteer

Why people DO:

• Feel needed
• Share skills
• Give back to the community/alma mater
• Make friends

Why people DON’T:

• Lack of time
• Lack of understanding
• Family responsibilities
• Burnout
Be Prepared

• Understand why people do and don’t volunteer
• Be ready to have a solution
• Be specific on roles/responsibilities & time commitment
• Know what you need BEFORE you ask.
Be Proactive

- Interest Survey to Area Alumni
- Volunteer Call-to-Action Event
- Social Media Call to Action/Social Media Event
- Personal Outreach
- Speak at other local community service group meetings
- Collaborate on projects with other organizations
Questions?
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