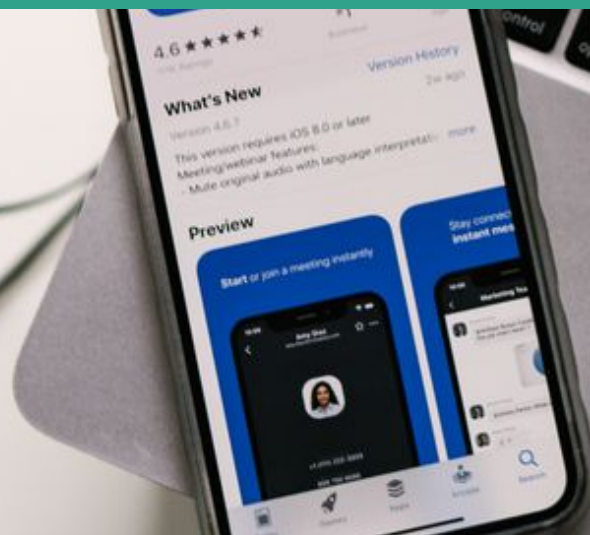




Louisiana 4-H

Recruiting, Onboarding & Utilizing Volunteers in a Virtual Environment



THANK YOU TO THE AGENT ADVISORY GROUP



Laynie Arceneaux, Webster Parish

Camille Brady, Ascension Parish

Dawn Culbreath, St. James Parish

Hannah Devall, St. Martin Parish

Paige Dickey, Concordia Parish

Victoria Dupuis, Lafayette Parish

Stephanie Gravois, Ascension Parish

Hope Guidry, St. Martin Parish

Charles Hebert, Lafayette Parish

Jordon Hudspeth, Catahoula Parish

Carrie Lane, Calcasieu Parish

Kayla McGuire, Jackson Parish

Cassie Phillips, Lafayette Parish

Lekeisha Powell-Lucas, East Carroll Parish

Megan Sarver, Acadia Parish

Kayla Segura, Acadia Parish

Rochelle Wilking, East Baton Rouge Parish

These professionals helped design today's training by suggesting topics and sharing ideas, reviewing training materials, and suggesting supplementary materials and future training topics. View the collaborative whiteboard at <https://bit.ly/2DcCOfP>

Training Agenda

ISOTURE

A model for Volunteer Management

- 1 | Virtual volunteer planning
- 2 | Virtual volunteer identification
- 3 | Prepare systems to recruit and on-board online
- 4 | Using online channels to recruit volunteers
- 5 | Set-up virtual volunteer communication channels
- 6 | Virtual volunteer utilization

Victoria Dupuis will be monitoring the chat!



ISOTURE METHOD FOR EFFECTIVE VOLUNTEER MANAGEMENT



Identification

- Have you assessed your program needs and identified potential volunteer roles?
- Have you identified the desired skills needed for available roles?

Selection

- How are you recruiting volunteers for available roles?
- How are you matching volunteer skills to available positions/roles?

Orientation

- How have you allowed volunteers to learn more about your program?
- Do volunteers understand how their role is important to the overall success of the program?

Training

- Have you provided your volunteers with the skills and knowledge they need to perform their leadership roles?

Utilization

- How will you remove barriers for your volunteers and allow them to assume leadership roles?
- What support structure will you need to provide volunteers to allow them to lead?

Recognition

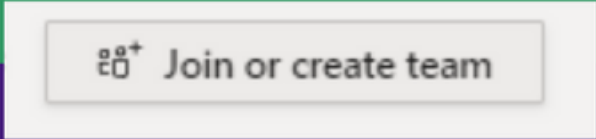
- How will you show your volunteers that you appreciate them?
- How will you recognize your volunteers for their contributions?

Evaluation

- What does success look like for your program?
- How are you sharing your vision of success with volunteers?
- What opportunities have you offered volunteers to provide feedback?
- How have you evaluated your volunteers?

The **ISOTURE** model has a long history of success. With a little bit of strategy and planning to properly **I**dentify, **S**elect, **O**rient, **T**rain, **U**tilize, and **E**valuate your organization's volunteers, you can have a strong, effective volunteer program. Your organization will have the right volunteers for the right roles. (Denny, 2019)

Join the Volunteer Development Resource Sharing Microsoft Team

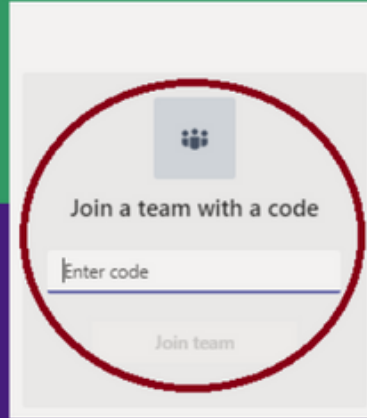


Join or create team

STEP 1

Go to your Teams

In the top corner you can click Join or create team



STEP 2

Join the Team

Find Join a team with a code



Volunteer Management Resource Sharing - 4-H Youth Development

v8dlx24

STEP 3

Enter the Code

Enter code v8dlx24



*Some of you are still
waiting for answers*

Section 1

Planning

Before we talk about recruitment, we need to answer the question of how volunteers will be utilized.



Section 1: Planning

- 1 Assess which components of your program will continue in this phase.

what portions will be converted into a virtual format, and which parts of the program will be on hold.

- 2 Develop a plan for how volunteers can be utilized.

How can volunteer be involved in the new structure or revised structure.

- 3 Communicate with your leaders.

Find out who can continue to lead, who needs training, who needs more time, who is on hold.

- 4 Set-up a system to include all volunteers into your communication channels.

On hold does not mean no communication.



Tip from 4-H agent advisory group



Communicate with someone on the inside

“It is critical to have someone on the inside that can share information with you, and welcome you into those important venues, like school planning meetings, technology trainings, and more. Having a seat at the table (and using it) will provide more opportunity for your 4-H program to be successful this coming year.”



Using your social capital to recruit volunteers



- How can your social and professional networks help you recruit volunteers? Think about your...
 - Personal connections
 - Professional connections
 - Community connections
- Watch the **Lunch & Learn** on Volunteer Recruitment for more information.

What is your social capital? Medium.com. Available at
<https://medium.com/@katerinabc/what-is-your-social-capital-2f845044a4e0>



Section 2

Identification

When you have identified the components of your program that will continue virtually, and what framework your program will be operating in, it will be time to identify the roles you need.



Steps for Creating/Updating New Volunteer Roles

1

Develop new volunteer position descriptions.

Develop new descriptions for the roles that you need. **Over 45 different position descriptions are available on Teams** in the folder “volunteer position descriptions”

2

Include any new volunteer positions that are virtual or hybrid.

Include if the assignment is in-person, hybrid, or all virtual. **A sample is available in the folder on teams.**

3

Update positions to include any virtual responsibilities, or needed technology skills.

4

Include position descriptions everywhere volunteers will see them.

Include links to position descriptions on the website, newsletters, social media, with links to enroll.

When you have identified the components of your program that will continue, and what framework your program will be operating in, it will be time to prepare for recruitment by identifying the roles you need.



WAYS TO VOLUNTEER VIRTUALLY

- Research topics and gather data
- Develop Web sites or databases
- Design or code software
- Edit, critique, or prepare proposals, press releases, newsletter articles, speeches, and blogs
- Develop curricula
- Provide expert advice, such as legal, medical, marketing, human resources management, or business expertise
- Transcribe a video or podcast (audio recording)
- Critique an online resource from a user's perspective (beta testing)
- Design graphics
- Tutor students
- Mentor young people, new employees, or someone starting a new business
- Visit virtually with someone who is homebound, in a hospital, or in an assisted living facility
- Moderate or facilitate online discussion groups
- Review contributions from other online volunteers
- Manage other online volunteers
- Blog or tweet live from an event, providing frequent updates about what they are seeing and hearing
- Prepare and tag photos for online sharing
- Compose songs and write plays with others
- Create and edit videos and podcasts
- Caption online videos
- Monitor the news
- Serve on an advisory committee
- And much more. . . .

What are some virtual volunteer opportunities you would like to explore with your volunteers?

Source: The Last Virtual Volunteering Guidebook



Section 3

Prepare to recruit and onboard online

Before you prepare to recruit virtually it is important to set-up a system that allows your volunteers to apply and complete onboarding online.



Prepare to Recruit and Onboard Online

Electronic form link bit.ly/LA4HVol2021



Develop an area of your parish website that provides information for volunteers.

Include open positions, instructions for enrollment, and where they can get additional information.



Use the new electronic volunteer enrollment form and include a link on your volunteer page.

Also include it in your email signature, 4-H newsletters, or other materials that you send out to members, parents, and stakeholders.



Include link to online training modules that are available, as well as other volunteer resources.

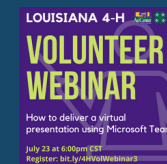
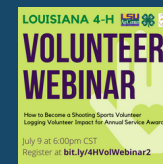
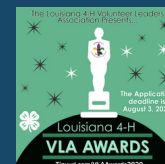
The instructions to access those pages can be put onto your parish page under your volunteer information.



The page provides a way for interested volunteers to retrieve information and apply online.



- This volunteer page should include:
 - An overview of the volunteer experience
 - Volunteer features or testimonials
 - A link to the volunteer application
 - Links to essential online training and how to access
 - Links to volunteer newsletters and other resources



Components of a Successful Volunteer Recruitment Page



BUILDS TRUST

Volunteers are looking for confirmation from others that they will make an impact. Include impact statistics, pictures of volunteers serving, testimonials, or volunteer features.



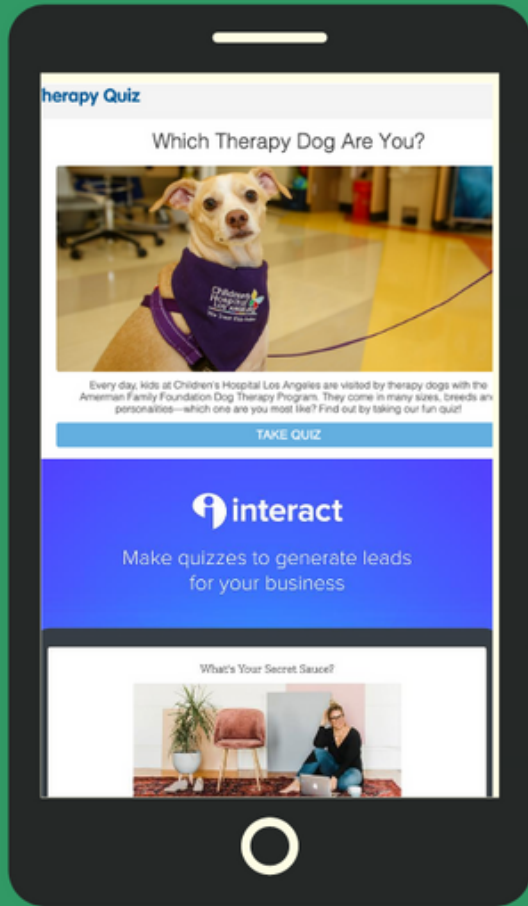
INCLUDES CRITICAL INFORMATION

Though you don't want your page to go on forever, include steps to enrollment, links to position descriptions, FAQs, and more.



HAS A CLEAR CALL TO ACTION

Commitment is a process. Understand that some volunteers might not be ready to serve. Create a way to collect prospective volunteer information, by including links register for to volunteer/parent orientations, or download handouts.



COLLECTING PROSPECTIVE VOLUNTEER INFORMATION

DON'T LEAVE INTERESTED VOLUNTEERS WONDERING WHAT TO DO NEXT.

- Use a qualtrics or google form for volunteers to 'request more information'
- Create a fun quiz to capture volunteer contact information using tryinteract.com
- Include a link to subscribe to the volunteer mailing list
- Include a link to register for a future volunteer orientation webinar
- Other ideas?



What are some additional ways you can connect with prospective volunteers using your webpage?

3 ways to Contribute to the Conversation

- Go to menti.com and enter code 886113
- Type your question or comment in the chat
- Unmute your mic and share



Section 4

Using Online Channels for Recruitment

Now that we are set-up for online recruitment we need create multiple channels to recruit online using tools such as social media, electronic newsletters, virtual parent/volunteer interest sessions, and more.



Do you know who you are
interacting with on social media?

Social Media Platforms



FACEBOOK

- 69% of US adults use Facebook
- 54% female and 46% male
- 79% of people between 18-29 and 30-49 use Facebook
- 75% have completed some college
- 74% use it once a day*
- Users spend 38 minutes a day on Facebook



INSTAGRAM

- 72% of people between the ages of 13-17, and 67% of people between the ages of 18-29 use Instagram
- 35% of US teens rate Instagram as their favorite social network, second only to Snapchat
- 62% of users login at least once daily
- 43% of women use Instagram while 31% of men use it



TWITTER

- 22% of US adults use Twitter
- 24% of men use Twitter and 21% of women
- 44% of 18–24 year olds use Twitter
- 31% of 25–30 year olds use Twitter
- 26% of 30–49 year olds use Twitter





Using Social Media for Recruitment

SHARE COMPELLING CONTENT

Consider what volunteers will find interesting. Data demonstrates that video and graphics with links perform better than static text or simply re-sharing content.

POST REGULARLY

Researchers say you should post between 1 and 3 times per day. Regularly share updates, including photos and volunteer stories to highlight the people who help you achieve your mission.

INCLUDE LINKS TO SIGN-UP, GET MORE INFORMATION

Your posts should include links to enrollment or ways a volunteer can express interest or be reminded. Facebook Premier has a "send reminder" function.

ENSURE COMMUNICATION IS TWO-WAY

Use social media to engage and interact with your followers. Respond to questions on social media, start live videos or chats, create groups for volunteers, volunteer events, and provide feedback.

THE EMAIL NEWSLETTER

53% OF EMAILS ARE OPENED ON MOBILE DEVICES

Email newsletters can be optimized for mobile viewing.

E-NEWSLETTERS OFFER ANOTHER WAY TO COMMUNICATE WITH AND RECRUIT VOLUNTEERS

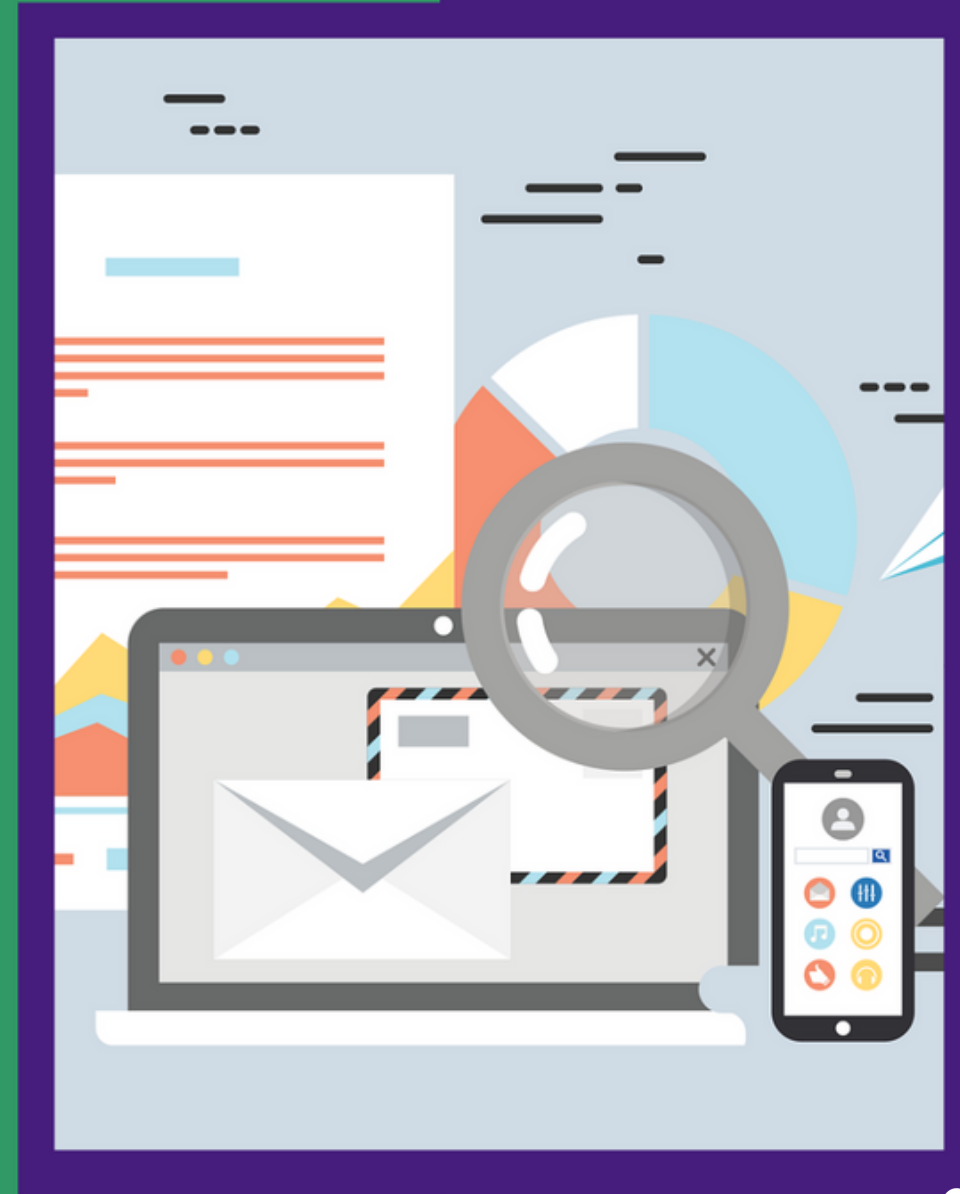
In addition to getting information out to volunteers and stakeholders, studies show that the e-newsletter can help build relationships between an organization and its readers.

E-NEWSLETTERS HELP YOU GENERATE A MAILING LIST

Email marketing is still considered the best way to connect. Online businesses find that email is 40 times more effective at acquiring customers than Facebook or Twitter.

Sources: Campaign Monitor, causevox, nptechforgood.com

Gray, E., & Hopkins, K. (2013). "Who's going to read this anyway?" Non-profits, electronic newsletters, and the elusive reader. In Refereed proceedings of the Australian and New Zealand Communication Association conference: Global networks-global divides: Bridging new and traditional communication challenges, ISSN (pp. 1448-4331).



Comparing different e-newsletters

Paid: Constant Contact

Sendinblue.com ●

Unlimited subscribers, 9,000 monthly send limit, and 300 daily send limit. \$25 to upgrade.

Mailchimp.com ●

10,000 emails per month at 2,000 subscribers*. You can also create links for your e-news using the landing page option.

Benchmarkemail.com ●

Unlimited subscribers and up to 250 emails per month. \$14 for 600 subscribers and unlimited sends.



other items to consider:

Accessibility, subject lines, content, eliminating news from going to spam

● OmniSend.com

15,000 emails per month and 2,000 emails per day. Subscribers does not matter.

● Sender.net

2,500 subscribers and 15,00 emails per month. \$10 gives you 5,000 subscribers, 60,000 emails a month.

● MailerLite.com

The free plan will let you send up to 1,000 emails and custom templates.



DEVELOPING RECRUITMENT MESSAGES

- According to McClelland and Atkinson's **Motivational Theory**, volunteering can meet **motivation needs including:**
- **Affiliation** – volunteers to make friends, likes to get involved with group projects, and prefers to be perceived as a good person.
- **Achievement** – prefers specific goals to work toward, seeks responsibility, sticks to tasks until completed, and sees problems as challenges.
- **Power** – prefers to impact and influence others, can work alone or in a group, can respond to needs of people or programs, and keeps an eye on overall goals of the agency.

MESSAGES SHOULD BE INVITING AND ENCOURAGE PEOPLE TO BECOME INVOLVED

Explain the why before you explain the what. Start with explaining the difference volunteers will make and why volunteers are critical to the organization (why you want them to serve).

MESSAGES SHOULD BE TAILORED TO EACH VOLUNTEER

Volunteers are motivated by different things so you should have multiple recruitment messages tailored to the different volunteers your organization requires, such as students, professionals, parents, and members of your community. Messages should identify specific needs of your members/program, the ways in which a volunteer can address the needs, and the benefits to the volunteer.

MESSAGES SHOULD INCLUDE A CALL TO ACTION

Think about volunteers that are ready to serve, and volunteers that need more information. Where are they going next? What are the next steps?



Motivations to Volunteer

Volunteer Functions Inventory (VFI)

Assessing motivations for volunteerism

Values

The individual volunteers in order to express or act on important values like humanitarianism.

"I feel it is important to help others."

Understanding

The volunteer seeks to learn more about the world or exercise skills that are often unused.

Volunteering lets me learn through direct, hands-on experience.

Enhancements

One can grow and develop psychologically through volunteer activities.

Volunteering makes me feel better about myself.

Career

The volunteer has a goal of gaining career-related experience through volunteering.

Volunteering can help me get my foot in the door to a place I want to work.

Social

Volunteering allows an individual to strengthen his or her social networks.

People I know share an interest in community service.

Protective

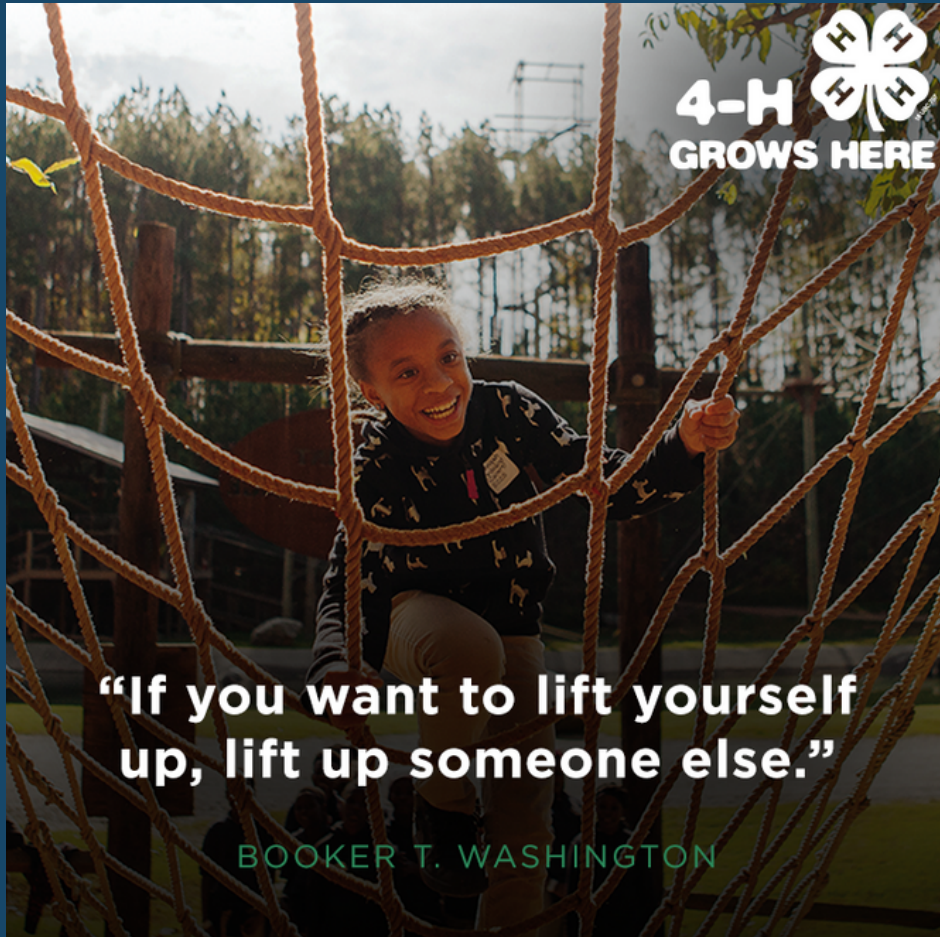
Uses volunteering to reduce negative feelings, such as guilt, or to address personal problems.

Volunteering is a good escape for me.

Clary, E., & Snyder, M. (1999). The Motivations to Volunteer: Theoretical and Practical Considerations. *Current Directions in Psychological Science*, 8(5), 156-159. Retrieved August 5, 2020, from www.jstor.org/stable/20182591



Why did you become involved in 4-H as a volunteer?



- 58% of current volunteers were involved in 4-H in the past. Other responses included:
 - I enjoy sharing knowledge
 - I enjoy working with and teaching youth
 - It provided an opportunity for me to give back
 - I saw that they needed my help
 - Someone asked me to help
 - I was recruited by another volunteer
 - I was involved in 4-H as a youth
 - My kids are or were involved

Source: 2020 Volunteer Engagement Survey



Steps to designing virtual recruitment materials

1 Explain the why before the what.

Start with the impact volunteers will make and why they are needed.

2 Include what is in it for them.

Considering different volunteer motivations, you can highlight training, professional development, working with others, and the opportunity to teach and share knowledge.

3 Include a call-to-action.

In online advertising, this is where you encourage the user to do something. Think about what you want volunteers to do next (click to subscribe, get more info, schedule a call).

4 Create a sense of urgency.

Is there a deadline to apply? Communicate the time frame you are looking to fill the position.



What do other programs do?
Time to take a look!



Where else can I look for volunteers?



- Some volunteer audiences to consider:
 - Teen youth and college students in need of service learning hours
 - Fraternities and sororities on college campuses
 - College students and 4-H alumni
 - Other youth organization leaders
 - School teachers, day care providers and after-school program staff
 - Animal educators (dog trainers at the local petstore or kennel club members)
 - State and governmental agency employee
 - Private industry experts
 - Church youth groups and student government council members
 - Parent and teacher organization members
 - Members of service organizations like the Chamber of Commerce or Rotary

Source: 4-H.org Volunteer Marketing Resource Guide



10 activities for volunteer recruitment

- 1 Add a volunteer referral section to all member enrollment and registration materials.
- 2 Connect with local schools to distribute volunteer recruitment materials.
- 3 Set-up an on-going volunteer recruitment listing with volunteer centers in the area.
- 4 Host a virtual parent meetings or Facebook live where you specially discuss volunteering with 4-H.
- 5 Create virtual “4-H Volunteer Leader” role that specifically recruits other volunteers.
- 6 Schedule an on-going social media campaign.
- 7 Connect with colleges and universities in the area.
- 8 Write letters to the editor in the local newspaper.
- 9 Post information in public locations in your community.
- 10 Hold an annual volunteer recruitment event.

Set-up on-going online recruitment initiatives

1 Set-up an information page on your website

Set-up a page on your parish 4-H webpage that lists all the volunteer opportunities available, links to descriptions, and links to the volunteer enrollment form.

2 Create social media recruitment materials

Create social images and posts about volunteer opportunities that exist in your parish and set them to go out regularly (i.e. each week/month).

3 Have multiple ways of connecting with volunteers

Volunteers come with unique skills and do not always belong to the same communication channels. Telephone calls, email newsletters, social media, and virtual interest sessions

4 Connect with local agencies

Research local community partners, volunteer centers, and colleges in the area and contact them about potential opportunities and events where you may be able to recruit volunteers online.



*What are some ways you can use online channels
(social media, etc.) to recruit volunteers?*

3 ways to Contribute to the Conversation

- Go to menti.com and enter code 88 61 13
- Type your question or comment in the chat
- Unmute your mic and share



Section 5

Set-up Virtual Volunteer Communication Channels

Communication is key for both current volunteers and volunteers that are “on hold” or “not right now”.



Why is communication important?



Qualities of strong
volunteer partnerships
include trust, impact, and
communication

Sources: The Principles of Community Engagement, Second Edition. Community Engagement Partnership Matrix. Community Engagement at the University of Mississippi.
Available at <https://mclean.olemiss.edu/files/2019/01/Partnership-Models.png>



Communicate to retaining your volunteers



- **Communication is important for retaining volunteers through COVID-19**
 - Check-in regularly and often with your volunteers through telephone, email, and virtual calls
 - Virtual coffee chats and lunch meet and greets are just a couple of fun and simple solutions to install additional touchpoints into your programs.
 - Find ways to connect your volunteers to each other, maybe through a virtual mentoring program or a volunteer-led chat.



Setting up virtual volunteer communication channels



- Communication is important for current volunteers and volunteers that are “on hold”.
 - Use Facebook, Instagram, Twitter, as a communication tool but understand communication is two-way
 - Interact with users on social media and respond to all questions
 - Keep webpages up-to-date with current volunteer news
 - Share volunteer news all all platforms
 - Use communication apps and tools



Ideas shared from other agents

What have you done? Share in the chat!



- Other ways to communicate with volunteers

- Agents use Groupme, remind, parent square, electronic newsletters, scheduling telephone calls
- Having monthly virtual volunteer conversations and interest sessions to stay connected
- Setting up virtual office hours for volunteers to ask questions and share ideas
- Setting up a Teams site or a google classroom so volunteers have access to needed resources.

How to add volunteers and members as “guests” to a Microsoft Team: <https://bit.ly/39OW3ry>



*What tools have you used to communicate
with your volunteers?*

3 ways to Contribute to the Conversation

- Go to menti.com and enter code 88 61 13
- Type your question or comment in the chat
- Unmute your mic and share



Section 6

Virtual Volunteer Utilization

How to utilize volunteers in a virtual environment.



Utilizing volunteers in a virtual environment



- In preparing to utilize volunteers virtually
 - We created a guide for **How 4-H Volunteers Can Assist with Virtual Programs** available on the Volunteer Development Microsoft Team.
 - Agents mentioned creating virtual advisory groups and teams to allow volunteers to stay connected and find a fit in this unique situation.
 - For more on this topic, participate in the Volunteer Development Lunch & Learn on August 20th.



Idea sharing



- What are your thoughts? Ideas? What new virtual volunteer recruitment strategies will you implement this year?

Share in the chat, unmute your mic, or contribute to the Jamboard at tinyurl.com/LA4HJamVR



4-H.org Volunteer Marketing Resources

- What you will find
 - Volunteer Recruitment Flyers
 - Social Media Graphics & Copy
 - Volunteer Recruitment Video
 - Volunteer Audiences to Consider
 - Sample Annual Recruitment Plan



INSPIRE KIDS TO DO



How To Implement Your Volunteer Marketing Resources

This resource is intended for volunteer specialists at the state and/or county/parish level. It can be used by 4-H professionals locally to help make the most of the national marketing resources.



How to find the Volunteer Marketing Resources

Visit the Marketing Online Resource Center (MORC) at:
4-h.org/professionals/marketing-resources

Log into: My Profile ↓

Select: Promotional Toolkits Tab ↓

Scroll down to: Volunteer Marketing Resources

bit.ly/4HVolRecruitment



LOUISIANA 4-H VOLUNTEER MANAGEMENT PLAN



	WHAT ARE YOUR GOALS?	WHAT WILL YOU DO (ACTIONS)?	WHEN WILL YOU DO IT?	WHO IS RESPONSIBLE?
RECRUITMENT How will you recruit volunteers for your 4-H program?				
SELECTION & SCREENING How will you select and screen volunteers for your program?				
REQUIRED TRAINING & PROGRAM SPECIFIC ORIENTATION How will you train volunteers for your program?				
RECOGNITION How will you recognize volunteers?				
EVALUATION & FEEDBACK How will you initiative feedback from your volunteers?				
SUCCESSION PLAN How will you use feedback and new ideas to plan for the future?				

Inspired by the "Volunteer Management Plan" by Points of Light and The Hands On Network. Produced by Meggan Franks, Volunteer and Leadership Development Specialist with Louisiana 4-H Youth Development. Contact: mfranks@agcenter.lsu.edu



LOUISIANA 4-H VOLUNTEER RECRUITMENT PLAN



VOLUNTEER ROLE	PERSON RESPONSIBLE	WHO WILL YOU TARGET	METHOD OF RECRUITMENT	RESOURCE NEEDED	EVALUATION & FEEDBACK
Male Overnight Chaperone	4-H Agent Name	-Parents of potential Camp Participants -Grandparents -Teachers -Retired teachers assoc.	-Social Media Flyers -Newsletters -Summer Camp Parent Meeting -Dad's Night out at the 4-H Office -One-on-One phone calls and meetings with Parent's	-Male Overnight Chaperone Volunteer Position Description -4-H.org Recruitment Materials	-Initiate One-on-One Interviews after season is concluded -Use specific program evaluation tool to measure volunteer learning outcomes and capture volunteer reflections

Source: Recruitment Resources. (2020). Sport Wellington. Retrieved from <https://www.sportwellington.org.nz/support-and-development/clubs-and-community/volunteers/recruitment-resources/>

Available at bit.ly/LA4HVolRecruitment



Complete the evaluation at tinyurl.com/y5tk35f3



- Do not miss the Lunch & Learn on August 20 at 11:00 am
To learn more about the series, view recordings, and access previous session materials, visit bit.ly/4HVolDevSeries
- Topic: Virtual Volunteer Utilization

