

Tech Effect

Effective Volunteer Management and Engagement Using Technology

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Microsoft
REGISTERED
Refurbisher

N TEN
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salesforce.com
Registered Consulting Partner

Pipeline of Interaction

Focus on People Where It Counts Most, Data and Automation Elsewhere

Process:

- Get Their Attention (What will grab their attention, not yours?)
- Help Them Understand How Your Opportunities, Meet Their Needs
- Help Them See Themselves in the Position (Brief Testimonials, Photos, etc)
- Get the Least Amount of Details Necessary at First (Use Smart Questions)
- Get to Person-to-Person Interaction ASAP (Face-to-Face is best, phone 2nd)
- Finally, Once They Love You, Get the Full Details

Review:

- Go Through the Whole Process as if You are a Volunteer
- Better Yet, Have a Non-Organizational Friend Do It
- Continually Improve! There's always another level...find it!

Automate Data Management, Not Human Interaction

People Have Needs, If You Meet Them, You Build Loyalty and Passion

- NEVER Automate Communication, Especially on Social Media Platforms
- Make Group Communication Personal, But Don't Patronize, People are Smart
- Ask for Feedback Regularly, and In Simple Formats (Google Docs, Email, Post-It Notes)

Focus On the Relationship, Not the Details (80/20)

Volunteers Dedicate Their Time and Passion to Causes and People

Questions for Volunteers:

- Do you feel that you are of contribution here?
- Do you feel that your strengths, knowledge, and experience are being used?
- Do you feel appreciated?
- Do you feel connected, that you are part of the community?

High Quality Volunteers

Find Your Superstars (Especially with Crowdsourcing)

- Volunteers with High Levels of Commitment and Reliability
- Volunteers with Advanced Knowledge and Experience
- Find Ways to Delegate and Offer Autonomy

Resources

Online

Beth Kanter

<http://www.bethkanter.org/>

The Ladder of Love: Growing Facebook Fans

<http://www.bethkanter.org/deep-engagement/>

John Kenyon

<http://johnkenyon.typepad.com>

7 Social Media Resources and Tools for 2011

http://johnkenyon.typepad.com/john_kenyon_nonprofit_tec/2011/03/7-social-media-resources-tools-for-2011.html

NTEN (Communities of Practice, Research, Articles, Peers)

<http://www.nten.org/>

Idealware

<http://idealware.org/>

NC Center for Nonprofits

<http://www.ncnonprofits.org/>

Books

The Networked Nonprofit – Beth Kanter and Allison Fine

Anything by Seth Godin, Especially: Tribes and Purple Cow

Blink – Malcolm Gladwell

Chip and Dan Heath

Made to Stick

Switch: How to Change When Change is Hard

<http://www.heathbrothers.com/>

socialnomics – Erik Qualman