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Innovations in Volunteerism
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Higher Logic

Learning objectives
• Why is volunteerism important?
• What are the emerging trends in volunteering?
• How to build a volunteer program to support the new model
• How to create a point system to track participation and reward volunteers
• Using badges to recognize volunteers
Importance of engagement

<table>
<thead>
<tr>
<th>REASONS FOR NOT RENEWING MEMBERSHIP</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of engagement with the organization</td>
<td>17%</td>
<td>15%</td>
<td>14%</td>
<td>12%</td>
<td>11%</td>
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<td>Did not renew membership - not satisfied</td>
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<td>12%</td>
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<td>9%</td>
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</tbody>
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Engagement = Retention = $$$$$$

Associations are being "Ubered" too

- Information, research, statistics
- Education, professional development
- Advocacy
- Certification
  - Service - volunteerism
  - Provide a community, network, "home", identity
Build an emotional connection

The influence of volunteerism

- One simple volunteer role shifted a member’s value perception 6 points (from 38 to 44 percent in the Net Promoter Score).
- A deeper commitment such as task force/committee or long-term volunteer roles, sets the value perception at 60 percent.

ASAE “10 Lessons for Cultivating Member Commitment”

And if you need more proof...

- Compared to associations who saw no change or a decrease in membership in the past year, associations reporting growth are also significantly more likely to say they are seeing increases in:
  - Volunteerism (37% vs. 30% and 17%)

Marketing General Inc. 2014 Membership Marketing Benchmarking Report
A paradigm shift in volunteering

By looking at volunteering differently, associations are able to engage more volunteers with more flexible and targeted volunteer opportunities.

Member Lifecycle Curve

Types of Volunteerism
Types of volunteerism

• Term-based
• Task-based or “Micro”
• Nano

Term volunteering

• “Traditional” association model
• Standing committees: boards, committees, chapter officers
• 1+ year terms
• In-person meetings, monthly conference calls

Issues with term volunteering

• Too many volunteers for too few committee openings
• Members can’t commit for long terms
• Members can’t travel to in-person meetings
• Committee members may not be the best members to fulfill a specific task
• Decision-making is too slow
• Require a lot of staff overhead
Generational issues
- Cost of travel to in-person meetings
- Clout to get approved time away from office
- Willingness to spend time away from family
- “Latch-key” volunteers

Micro (task-based) volunteering
- Aligned with skill set
- Time: hours to days
- Medium: web or in-person
Common characteristics of micro-volunteer opportunities:

- Mission-related
- Discrete and/or small
- Non-hierarchical
- Typically does not require an application process, screening or training period
- Takes only minutes or a few hours to complete

Types of micro-volunteering

- Asking or answering a question on a community/listserv
- Judging awards
- Writing an article/paper/blog
- Speaking
- Mentoring

Nano-volunteerism

- Type: Tiny contributions
- Time: Quick (Seconds to Hours)
- Medium: mobile, online
Types of Nano-volunteerism

- Crowd-sourcing
- Recommend
- Endorse
- Comment
- Share
- Forward

How to build a volunteer program

Build a pool of opportunities

- Biggest issue – not enough opportunities for number of people who want to volunteer
- Identify possible elements of volunteerism a member might participate in, and consider asking staff members from each department to brainstorm the list.
- Identify which elements will help move the organization’s mission and vision forward.
- List on website; make easy for new ones to be added
- Provide mechanism for members to apply/sign up.
Build a pool of volunteers

• Let them build a “volunteer profile”
• Capture their:
  • Skills
  • Interests
  • Willingness to travel
  • Time availability
Tools & models from non-profits
- http://ivolunteer.com
- https://www.sparked.com/welcome/volunteers
- Your survey tool
- Member directory
- http://www.conecomm.com/microadvocacy

Recognizing and rewarding volunteers
Ways to reward
- Use a point system
- Online badging
- Volunteer leaderboard
- Thank you notes
- Gifts
- Traditional annual awards ceremonies

Point system
- Time involved x skill level required
- Add $ value of hourly contributions to report on how much volunteers contribute to bottom line

Ribbons/Badging
- Go digital!
- Not just once a year at conferences
- Directory
- Website
- Committee rosters
- External tools like OpenBadge
Ribbons/Badging

- Point-based
- Committees
- Donating
- Speaking
- Mentoring
- Blogging
- Writing

Show achieved and achievable

Top Contributors
Summary

- Volunteerism is a key component in driving engagement
- Find new smaller ways to engage members in volunteering
- Build a pool of opportunities
- Build a pool of volunteers
- Match them together
- Build a point system to reward your volunteers for their service

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