



Land Trust Convocation

Effective Use of Volunteers to Increase Capacity

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Cape Cod Volunteers

- Nonprofit, “volunteer connector” established in 2010.
- Mission: To match people with meaningful opportunities to volunteer on Cape Cod.
- Website: www.capecodvolunteers.org
- Trainings and workshops, roundtables
- Promotion of volunteerism
- Member of MSA, www.massvolunteers.org

Effective Use of Volunteers to Increase Capacity

- Identifying Roles
- Recruitment
- Training
- Cultivation
- Management
 - General overview of topics-Lisa
 - Specific examples-Linda

Identifying Roles

- ◉ Needs assessment
- ◉ Ask staff or other volunteers (sometimes you don't know all that is being done)
- ◉ Start small, identify 2 or 3 key volunteer positions
- ◉ For those of you with staff, also identify, "can this position be done by a volunteer" (why or why not?)

Recruitment

- ◉ Word of mouth is the best avenue (your volunteers are excellent ambassadors)
- ◉ Always be ready to answer, “how can I help?” (if you/other reps are out making a presentation, this is important)
- ◉ Websites like CCV and MassVolunteers.org
- ◉ Circles of influence—who do you know and who do they know?
- ◉ If it is a specific talent you are looking for, where would you likely find that talent?

Training

- ◉ Holding scheduled trainings & orientations instead of whenever someone comes in.
- ◉ Orientation on organization as a whole, give volunteers the big picture
- ◉ Job-specific training, who does it, what does it include; can another volunteer do the training (is that a “perk” for the volunteer?)

Cultivation

- Cultivate for next level—your best volunteers will come from within your volunteer pool.
- Can you identify someone who is committed and has leadership qualities?
 - What do they need to be successful at the next level (ask them)—training, infrastructure, etc.

Management

- Useful to provide one person who is the “go to” person for volunteers
- Consider staff or lead volunteers to manage specific day-to-day questions and work
- Performance Reviews, based on your service descriptions (*forget “volunteers are free so I can’t get rid of them”!*)
- Recognize and celebrate—we accomplished our work because of you! What “perks” can you provide (lectures and talks, guided walks, studies, trainings, etc.)