

# Event Volunteer Engagement

## Effective Ways to Assess, Source & Transition

### Session Overview

- **Assessing**
  - Event
  - Skills & Talents
  - Position Descriptions
- **Sourcing**
- **Transitioning (Moves Management)**
  - Succession Planning
  - Re-assessing
- **Q&A**
- **Take it a Step Further & Wrap-up**

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*“Panic causes tunnel vision. Calm acceptance of danger allows us to more easily assess the situation and see the options.”*

*Simon Sinek*

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### Assessing Event

- 3 things that stood out as you reflected on your event.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- 2 things that to address before the next event.

1. \_\_\_\_\_
2. \_\_\_\_\_

- 1 change that you will champion.

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## Skills and Talents

- Determine and document the cores requirements for each role.

- What makes the people who have the role successful?

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- What must be included in a coaching year?
- Differentiate between what is a must have and what/how it is done because of the person who is doing it.

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- Do you know who has the skills that you need?

- Look at your event day volunteers as a candidate pool.
- Have the volunteer recruit their replacement.



## Job Crafting vs. Position Descriptions

- **Job Crafting**

- Volunteers use opportunities to customize their position and actively determine their tasks and interactions with others to achieve a mission aligned activity/goal.
- Volunteer reframes their work, physically, socially and cognitively. It is what volunteers do to redesign their service in ways that foster engagement, volunteer satisfaction, and resilience.

- **Position Descriptions**

- A document that describes the general tasks, or other related duties, and responsibilities of a position. It may specify the functionary to whom the position reports, specifications such as the qualifications or skills needed by the person in the job, and a salary range.

- **Characteristics to Consider When Assessing a Position**

Must Be	Neutral	Must Be
Short-term		Long-term
One-time		On-going
Daytime		Off-hours
Regular		On-call
Direct Service		Indirect Service
With People		Isolated
Independent		Highly Supervised
Challenging		Simple
Demanding		Low-stress
Steady		Position Sharing

- **Components to Review When Assessing a Position**

- Position Title
- Purpose/Link to Mission
- Duties & Responsibilities
- Training Offered/Required
- Term of Assignment
- Minimum Qualifications
- Supervisor/Contact Person
- Benefits

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*“People don’t buy what you do, they buy why you do it.”*

*Simon Sinek*

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## Sourcing

### Find Your Customer

- What are their motivations?

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- How can we link it to our mission and organizational needs?

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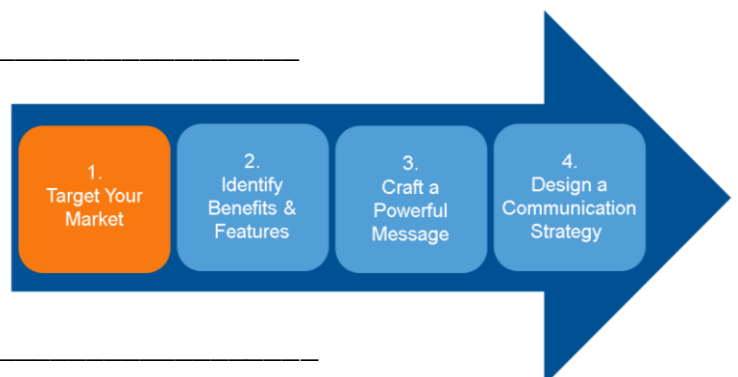
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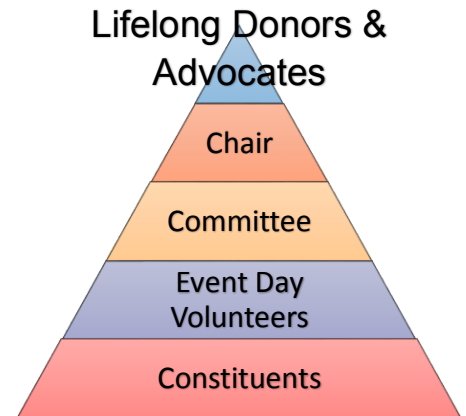


## Popping the Question

- “Formal” request
  - Do they feel special/unique?
  - Do they see it as a promotion?
  - Seeking specific people to take on specific roles
    - Skills-based
    - Targeted recruitment
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## Volunteer Engagement Pyramid

- Coach in an entry level positions
- Implement moves management
- Example: Co-Vice, Chair, Past



*“Leadership is absolutely about inspiring action, but it is also about guarding against mis-action.”*

*Simon Sinek*

## Transitioning Succession Planning

- Terms
  - Define the length of commitment
  - Set term limits (maybe just for certain roles)
- Leadership
  - Provide a progressive Chair position (Vice, Chair, Past)
  - Use Co-Vice Chairs as a year-long interview
- Knowledge transfer & documentation

## Moves Management

- Event Watchers
  - Volunteer/staff that just sit back and audit an event.
  - People watch (attendees, staff & volunteers)
  - Look for continuous improvement & successes
- Post-event Assessment
  - Meet with Event Watchers
  - Leverage volunteers to help:
    - Position description reviews
    - Document & refine processes
- Recognition
  - General appreciation/recognition
  - Invitations to deepen engagement
  - Lifetime achievement awards