

ASHP Affiliate Volunteer Conference
Common Challenges to Volunteerism Brainstormed Ideas

Questions Asked:

How can you attract younger volunteers (Millenniums and Gen Xers) including those new to the profession?
How can you keep more senior volunteers (Baby Boomers, Older Gen Xers)
How can you attract and keep “no time to” volunteers (all ages, those with young families, those new to the job, those with little control over their work time, those with aging parents)? Consider: a) Jobs: I what ways can you shift and change volunteer roles? b) Messaging: What words will you use? c) Images: What pictures, graphics will you use? d) Needs/interests: Focus on pro-social motivations e) Technology- Web, email, social media
How can you create a brand for your volunteering for 2009?
How can you refashion complex and time-intensive volunteer positions into an ad hoc role?
What innovative rewards and recognition methods can you use in 2009?
How many ways can you make a direct ask and what other innovative recruitment techniques can you tap?

How can you attract younger volunteers (Millenniums and Gen Xers) including those new to the profession?

- Technology is the basis for communication
- Flex schedule tasks
- Mentoring Key-skillful matches
- Recognition-Need to feel important
- Ad Hoc approach to accommodate work schedules
- Explain and demonstrate the importance of networking
- Info gathering-sound bites/speed
- Flexibility in assignment
- Careet Ladder Approach
- Volunteerism leads to career advancement
- How to begin? Where to look?
- someone needs to approach!!!
- Explain resource of educational opportunities
- Smaller jobs-show progress
- Virtual meetings (web teleconference)
- Matching interests/working preferences
- Identify Skills, Benefits, Learnings
- Direct ask-consider who asks
- Recognition-press releases, letters to employers
- Facilitate process, use technology-(e-mail, links)
- Social events-networking
- Reduced membership fees
- Community service projects
- Newsletter Reviewer
- Community Service Planner
- Greeter at meetings
- Membership meetings
- Poster Mentor
- Poster Judge
- Coordinator of Ad-hoc positions
- Educator at junior level/career day
- Graphics designer
- website Manager
- Mock interviews/CV
- Social/Planner Retreat
- Volunteer trainer

Images: Eye catching

- No counting trays
- No token white lab coats

Message: Clinical connection

Technology-E-mail, on-line publication, facebook, virtual committee work

Social Events-get to know others

For young volunteers: “Jump start your career”

- Extreme images
- Professional team image and technology\\Advance your career
 - Man/woman climbing mountain
 - Someone helping
 - Getting an award

For more seasoned volunteers: “Solidify your career”

- Man/woman standing on mesa
- Decision maker-mentor
- Mentoring others

How can you keep more senior volunteers (Baby Boomers, Older Gen Xers)

- Engage them in a mentoring program
 - Bridge to future generation of volunteers
 - Creates an exit strategy for long time volunteers
 - Provides succession planning
- Create a retired membership category if your organization does not have one
- Create an honorary Board member/ex-officio BOD member seat
- Connect senior volunteers with activities with the schools
- Do a direct ask to senior volunteers. Ask them to be a part of task forces, etc. and stress that their experience, lessons learned and knowledge of best practices is needed.
- Create an advisory committee

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a) Jobs:

- Create advisors to committees
- Create subject matter experts
- Develop ad hoc projects
- Give them specific, short term tasks
- Have them serve as subcommittees/co-chairs

b) Messages:

- Words to use: Advise, share, historian, expertise
- Volunteer testimonials

c) Images:

- Pictures of mature practitioners with newer practitioners
- People that are engaged
- Open Door

d) Needs/Interests:

“New” senior volunteer vs. a “long term” senior volunteer

e) Technology

- Utilize technology such as calls, Sharepoint portals, wikis, etc. but don't alienate those who are not tech savvy
- Train volunteer leaders to lead volunteers in virtual meetings, webinars, etc.
- Use technology to mke information available when they want/need to access it

Who?

- Member profile (everyone)
- Member survey

How?

- Membership recruitment ex. DOP letter, DVD non-member list
- Member survey (house on line)
 - Get to know your members
- Create interest groups

- ER RX
 - E-pharmacy
 - New Practice
 - Mentor
- Social media
- phone-
 - email
 - mail
 - facebook

What?

- Match up volunteer activity w/volunteer activity already doing in other organizations
 - annual meeting
 - poster judge
- Minimal commitment
 - Review newsletter
- Match volunteer activity w/family obligations
 - Putt-putt CE
 - NH Volunteer (med review)
 - Turn Key
- Present already developed presentation paired to interest (add to CV)
 - Senior RX
 - Resident (present national poster)
- Family vacation-annual meeting-1 day seminar local area
- Address potential volunteer burn out:
 - Recognition
 - Ask for input on how to improve
 - Re-engage volunteers
 - Create a succession plan

How can you create a brand for your volunteering for 2009?

- Newsletter Reviewer
- Community Service Planner
- Greeter at meetings
- Membership meetings
- Poster Mentor
- Poster Judge
- Coordinator of Ad-hoc positions
- Educator at junior level/career day
- Graphics designer
- website Manager
- Mock interviews/CV
- Social/Planner Retreat
- Volunteer trainer

How can you refashion complex and time-intensive volunteer positions into an ad hoc role?

- Break down programming committee functions into smaller roles
- Break up the membership role into regions or types of members (i.e. new, renewing, student/new practitioner)
- Newsletter committee: Set up responsibility by month or by column/topic
- Work with leaders/chairs to increase their comfort with delegation
- Improve communication; outline accountability and timelines
- Delegate small volunteer jobs to those who have never volunteered before.
- Use technology to enhance volunteerism. Utilize conference calls, create interactive workspaces using google and wikis
- Break down the programming committee tasks. Have regularly scheduled meetings for the committee with time lines for completion. Make volunteer work easier. (i.e. have members communicate electronically vs. face-to-face)
- Programming committee
 - One group looks at programming overall or day by day
 - Another group focuses on exhibits
 - One group is responsible for grant requests
 - Delegate responsibility for collecting information for ACPE/CE
 - One group coordinates the awards
 - Another group oversees any business/governance during the meeting
 - Create a group to coordinate social (non-programming) activities

What innovative rewards and recognition methods can you use in 2009?

- Send a personal letter to the volunteers' supervisor
- Create a spouse award
- Ask the volunteer what they would like as recognition (give them a choice)
- Give a group photo of the committee to each member
- Give small gifts to those who make a multi-day commitment to the organization
- Recognize any member (i.e. Web, print, etc.) no matter how small the volunteer role is
- Double check reimbursement policies to make sure volunteer activities are adequately covered
- Provide raffles and prizes for volunteers
- Officer discounts as incentives/rewards
- Handwritten thank you
- Have a standing agenda item on the Board agenda/conf. calls to recognize/thank volunteers
- Identify volunteers' alumnus and submit recognition to their alumni newsletter

How many ways can you make a direct ask and what other innovative recruitment techniques can you tap?

- Know your volunteer's skills (conduct survey, speed dating)
- Member get a member
- Website lists of activities with contact information
- Competition-entry for free Ipod
- Discounts on membership fees
- Contact by friend, mentor
- Members solicit non-members to participate as non-members