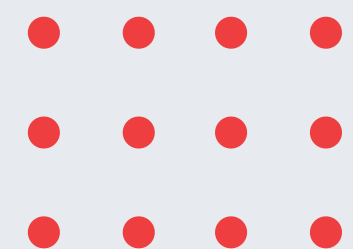


# CREATING A CULTURE OF VOLUNTEERISM IN YOUR ORGANIZATION

LiveOn NY Virtual Training  
February 10, 2021





# AGENDA

1. Introduction
2. Benefits of Volunteering
3. Engaging Volunteers
4. Effective Onboarding
5. Ensuring a Positive Experience

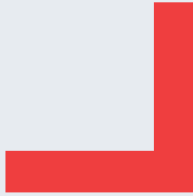
[GVMS: Sixth Edition](#)





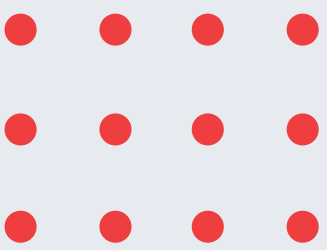
# **INTRODUCTION**

Since our founding in 1987, we've been committed to meeting pressing needs by engaging caring New Yorkers in volunteer service.



# OUR MODEL

- Community Partners
- Program Managers
- Projects
- Team Leaders
- Teams of 5-20 volunteers



# 2019 IMPACT

- 52,000 volunteers
- 500,000 New Yorkers served
- 1,600 volunteer projects monthly
- 1,000 partners across NYC

[www.newyorkcares.org](http://www.newyorkcares.org)



# **FOR DISCUSSION:**

What are the barriers you're facing  
in engaging volunteers?

# BENEFITS

## To the Volunteer:

- Volunteers make a difference
- Connect with others
- Advance knowledge and career
- Improve health and life expectancy
- Joy, life satisfaction, and fulfillment



## KEY STUDIES

**Career:** Volunteering is associated with a **27% increase in odds of finding employment.** ([Corporation for National & Community Service, 2013](#))

**Health:** Adults over age 50 who volunteered on a regular basis were **less likely to develop high blood pressure** than non-volunteers. ([Sneed & Cohen, 2013](#))

**Life Satisfaction:** In a study of 70,000 research participants in the U.K., people who had volunteered in the past year were **more satisfied with their lives, rated their overall health as better, and reported better mental health** than those who didn't volunteer. ([Lawton, Gramatki, Watt, et al, 2020](#))



## **VOLUNTEER STORY**

"I was delivering packages to different families this week and it was amazing to see how much happiness is brought to these people. New York Cares has not only helped people in need but also me to see how amazing this world is. Spreading kindness has brought so much joy to my life...."

**- Anonymous Team Leader on Meal Delivery**



# **BENEFITS**

## **To the Organization:**

- Expand or improve services
- Create new services
- Increase recognition in community



## COMMUNITY PARTNER STORY

“We got a phone call from a client who said ‘Do you know who the young man who dropped off the food for me is? I tried to chase him down the street to thank him!’ We were trying to limit face to face contact, but the seniors were so grateful they were trying to track down volunteers to thank them. **Despite being isolated, they didn’t feel forgotten.** We got phone calls from seniors crying, thanking us, telling us it meant so much that they received the food.”

**- Sara, Jewish Community Council of Greater Coney Island,  
on Meal Delivery Volunteers**

# ENGAGING VOLUNTEERS



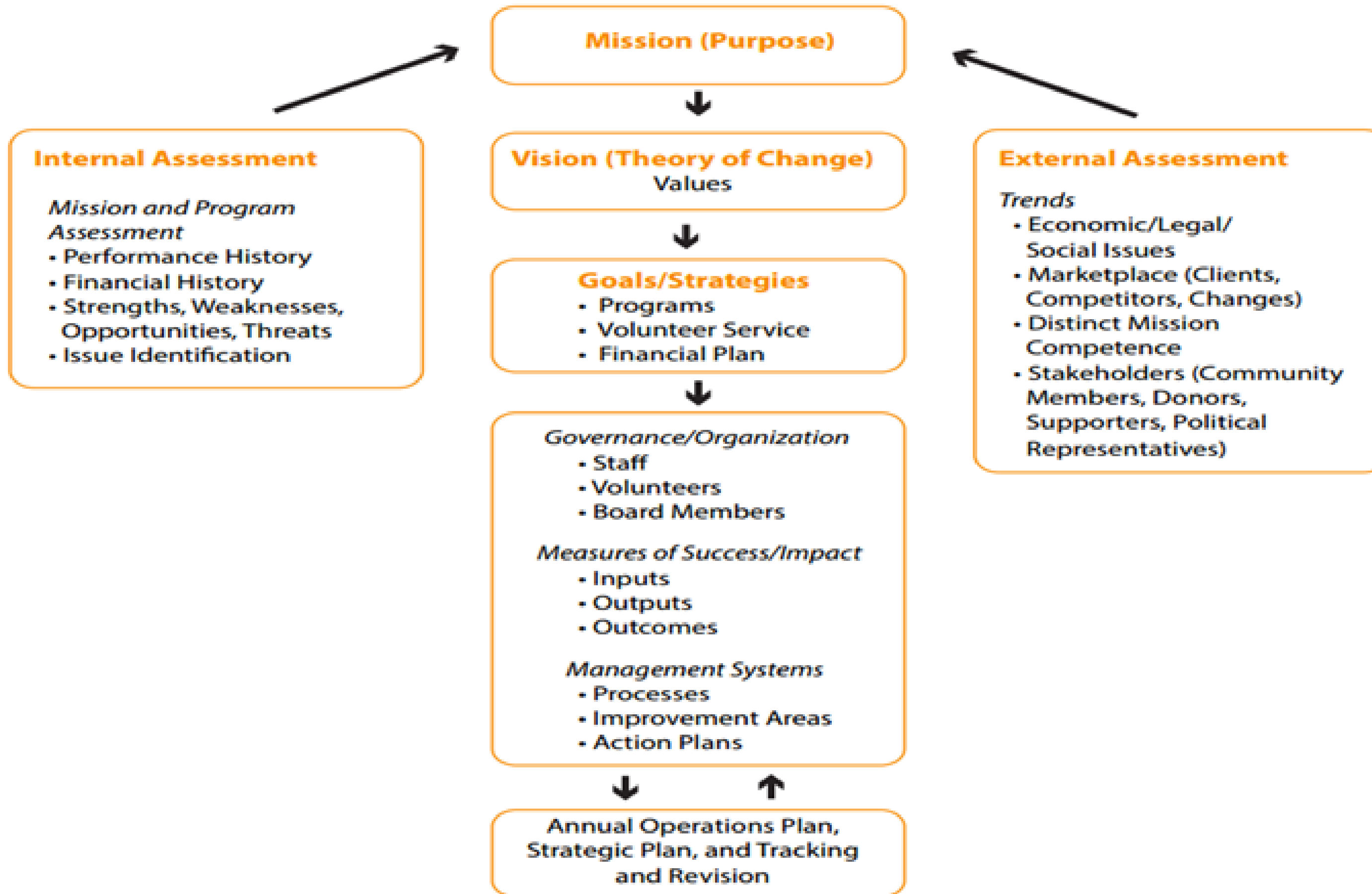
# ENGAGE VOLUNTEERS STRATEGICALLY

Create your organization's strategic plan with **volunteers as a critical goal and strategy**.

**Engage leadership and staff** in conceptualizing how volunteers could support and advance their work.

**Put volunteers' work into context.** How long would it have taken paid staff to do the same task?

**Always trace the role back to the organization mission.** If you can't make the connection, volunteers won't, either.



# EMERGENCY PLANNING

Create a **Continuity of Operations Plan (COOP Plan)**: Outlines the essential functions of an organization and how they plan to maintain those functions in the face of a local or citywide emergency

Plan for likely situations and **define your priorities.**

## **Example Priorities:**

1. Ensure Staff Safety
2. Communications and Technology
3. Human Resources and Accounting
4. Existing Programs
5. Citywide Response Plan and New Response Programs
6. Fundraising

What elements of the COOP are **activated** and when? Are you meeting your top priorities along the way?

Who are the **key decision-makers** and their alternatives?

How will you **communicate** with staff, clients, and volunteers?

Where will you choose to make **exceptions to normal processes**?

- Team Leaders
- Non-oriented volunteers
- Youth under 18

### **Resources:**

- [Continuity Plan Template for Non-Federal Entities and Community-Based Organizations](#) (scroll down)
- [Planning Considerations for Organizations in Reconstituting Operations During the COVID-19 Pandemic](#)



# TAILOR VOLUNTEER RECRUITMENT & MESSAGING

Make sure your recruitment message has a **clear ask and description** of what you would like volunteers to do.

If you are targeting **specific skill sets**, make sure to include them in your messaging.

## **Use a range of recruitment tools:**

- Website and social media
- Direct outreach
- Indirect outreach
- Organizations such as NYC Service, Idealist.org, and New York Cares

## Example:

# Call Seniors For Wellness Checks: Spanish

3 Spots Left

Call Spanish-speaking homebound seniors to provide a wellness check and some friendly conversation to brighten their day. Check their status and food needs, and offer referrals for those who need assistance. The software used protects both caller and recipient phone numbers and other privileged information.

TUESDAY, FEBRUARY 16, 2021

1:30PM - 4:00PM

SIGN UP

Volunteers Requested: 3

Volunteers Requested with over book: 4

Currently Signed Up: 1

### TEAM LEADER



**JOEL DELGADO**

VOLUNTEER FOR 10 MONTHS

PROFILE

CONTACT TEAM LEADER

### PARTNER

Food Bank For New York City seeks to end hunger by organizing food, information and support for community survival, empowerment, and dignity. New York Cares partners with this organization and others to address hunger in all five boroughs. [www.foodbanknyc.org](http://www.foodbanknyc.org)

### ACTIVITY SITE INFO

#### Directions:

This is a virtual volunteering opportunity using a phone banking platform called CallHub. It can be done from any location with strong wifi and a computer.

#### Project Logistics:

Volunteers must complete a background check and digital training on the CallHub.io platform before attending this project. You will receive an email with a log-in link the day before the project. Using this platform requires having Google Chrome as your browser. It is strongly recommended to use a headset or headphone with microphone capabilities to maintain high audio quality. Browser check here: <https://na1.callhub.io/browser-check/>



newyorkcares • Following



newyorkcares Civil Rights leader Dr. Martin Luther King said, "Life's most persistent and urgent question is, 'What are you doing for others?'" To honor his legacy, our partner, The Campaign Against Hunger has a goal of packing 20,000 bags of food for families experiencing food insecurity. To help meet this goal, we have several projects in need of additional volunteers. Won't you join us next week to volunteer for projects serving Brooklyn communities? Consider volunteering on 1/19, 1/21 (shifts 1 and 2) and 1/22. Search via link in bio "Upcoming Volunteer Projects."

[@tcahnyc](#)

Pictured above: Anusha Venkataraman, Chief Service Officer of



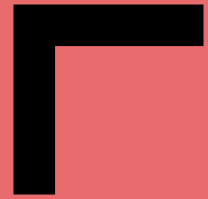
Liked by [redacted] and 117 others

JANUARY 17



Add a comment...

Post



# EFFECTIVE ONBOARDING

- Application
- Interviews
- Background Checks
- Orientation
- Placement
- Training



# EFFECTIVE ONBOARDING

Include, at minimum, a **volunteer application or intake form** and an **interview or orientation**.

Check in with **HR or a lawyer**. What policies specific to your site or clients do volunteers need to adhere to?

Implement **screening processes**, e.g., [GoPass](#) or [Sterling Volunteers](#)

Training gives you the opportunity to build a volunteer's **knowledge in specific areas or introduce new skills**.

Finding the **right placement** is crucial to volunteer retention. Time spent now will save time later!

# New York Cares Volunteer Information Form (VIF)

## LEGAL INFORMATION (REQUIRED)

New York Cares organizes many volunteer programs serving children. Because we work with a variety of childcare agencies, some of which are government-regulated, we must ask you to provide the following information. Please respond even if you do not anticipate volunteering with children at the present time. Thank you for your cooperation.

### DECLARATION OF CONVICTIONS OR PENDING CRIMINAL ACTIONS

List below any convictions for violations of law (other than traffic violations) in this state or elsewhere, and all charges currently pending anywhere. **IF YOU DO NOT HAVE ANY CONVICTIONS, THE "NONE" BOX MUST BE CHECKED. IF THE BOX IS NOT CHECKED, YOUR FORM WILL BE RETURNED TO YOU.**

▶  NONE

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Date of Conviction

Offense

Court & Location

Disposition & Penalty

### CHILD ABUSE AND MALTREATMENT BACKGROUND INFORMATION

1. Are you the subject of an indicated child abuse and maltreatment report of file with the New York Central Registry of Child Abuse and Maltreatment (SRC) or elsewhere?

▶  NO  YES

If yes, please provide date(s), description(s) and explanation(s) of incident(s).

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2. Have you ever been terminated, suspended, placed on probation, reprimanded or otherwise penalized by an employer for child abuse and/or maltreatment in New York State or elsewhere?

▶  NO  YES

If yes, please provide date(s), description(s) and explanation(s) of incident(s).

### REFERENCES (PLEASE LIST TWO PERSONAL OR PROFESSIONAL REFERENCES)

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▶ Name Address (or email address) Phone Relationship

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▶ Name Address (or email address) Phone Relationship

### WAIVER

I have read and understand the Volunteer Policies and Procedures of New York Cares. By signing below, I agree to the following: I attest that I am physically fit and prepared to volunteer. In consideration of my acceptance as a volunteer, I hereby agree to release, defend, indemnify and hold harmless New York Cares, Inc. and its affiliates and sponsors and their officers, directors, employees, representatives and agents, from any and all claims for expenses, personal injury, losses or damages that may be incurred or caused by me during or in connection with my volunteering, whether arising from the negligence of such persons or otherwise. I understand that when I am volunteering through New York Cares, I will be under the supervision and control of a New York Cares Project Partner. I understand that I will not be under the supervision and control of New York Cares, Inc. I grant full permission for organizers to use photographs, portraits, films and videos of me and quotations made by me in legitimate accounts and promotions of this event and New York Cares, Inc. I understand that New York Cares, Inc. reserves the right to collect additional information about me in the future as deemed necessary.

# **ORIENTATION**

- Engage volunteers with your mission and culture
- Reinforce the impact of your program
- Review policies and procedures

# **POLICIES & Procedures**

- Getting Started
- Expectations of Volunteers During Projects
- Volunteer Dismissal
- Volunteer Feedback

**Learn more:** [New York Cares Policies & Guidelines](#)

# COVID-19 POLICIES

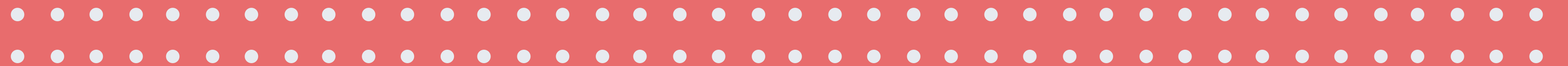
- In partnership with the city's Volunteer Coordination Task Force
- For Volunteers, Team Leaders, and Community Partners
- Procedure for reporting positive cases at a partner site

Learn more: [New York Cares Health & Safety](#)





# ENSURING A POSITIVE VOLUNTEER EXPERIENCE



## Team Leaders:

- Use volunteers to lead other volunteers

## At the project:

- Make sure tasks and timeline match the position description
- Provide a designated supervisor (whether volunteer or staff)
- Do a project kick-off
- Provide name tags

## After the project:

- Thank the volunteers and reiterate impact
- Ask volunteers for feedback
- Give them feedback





## Virtual and phone projects:

- The same tips apply!
- Lead a kickoff and debrief
- Do intros and ask why

## Examples:

- Phone Banking: **"Call Seniors for Wellness Checks"** with Food Bank for New York City Senior Center
- Virtual Project: **"Chat about Current Events"** with the Seniors of Isabella NORCs

## Track impact:

- Determine what volunteers accomplished and what you could not do without their service
- Demonstrate the impact to internal and external audiences
- Share statistics and client feedback

IMPACT TYPE	IMPACT NUMBER
MEALS DELIVERED	<input type="text"/>
<input type="submit" value="SUBMIT IMPACT"/>	

IMPACT TYPE	IMPACT NUMBER
ADULTS SERVED: ONGOING PROJECT	<input type="text" value="4"/>
<input type="submit" value="SUBMIT IMPACT"/>	



## Recognizing and Retaining Volunteers:

- Send thank you notes
- Host appreciation and networking events
- Honor your volunteers with the [Presidential Service Award](#)
- Serve as a reference
- Capture volunteer photos and stories

# FOR DISCUSSION:

Your senior center runs a weekly meal delivery program in which volunteers pack and deliver meals to homebound older adults in the neighborhood.

You arrive to greet volunteers and you quickly notice that two of the volunteers are not wearing masks. One is a new volunteer, Dan, and he has brought a friend, Alex, whom you have never met before and who has not participated in an orientation or any other part of your onboarding process.

What do you say to Dan and Alex?



# **QUESTIONS**

# CONTACT US



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