



Not Your Mama's Volunteering: Skills-Based Volunteerism

Jericho Road Pasadena bridges communities by matching the professional talents of volunteers with the needs of community-based nonprofit organizations to promote community development, strengthen social services, and enrich the lives of volunteers.

www.jrpsadena.org

Volunteers Provide Resources To:

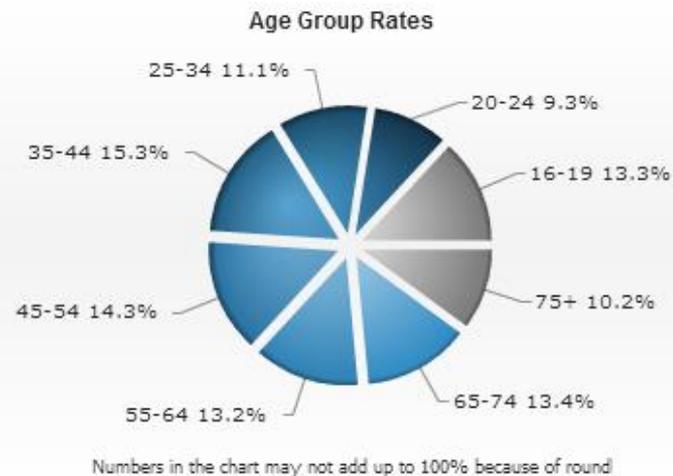
- ▶ **Serve More Clients**
- ▶ **Deliver More Programs**
- ▶ **Strengthen Its Staff**
- ▶ **Spread Its Message**
- ▶ **Increase Its Financial Capacity**



National Statistics

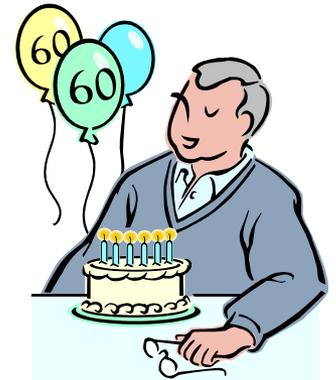
- ▶ **62.8 million volunteers (25% of residents volunteer)**
- ▶ **32.1 volunteer hours per capita**
- ▶ **7.9 billion hours of service**
- ▶ **\$184 billion of service contributed**

www.volunteeringinamerica.gov, 2015



Changing Face of Volunteerism

- ▶ As Baby Boomers retire, trends in volunteerism are changing.
- ▶ Traditionally, volunteers signed up with an organization and did whatever the organization needed.
- ▶ Baby Boomers and Generation Xers want to use their professional skills.
- ▶ They have many options, so they want to do substantive work with a strong impact.
- ▶ Millennials want to gain professional experience.
- ▶ Baby Boomers: 1946 – 1964, Gen X: ~1965 – 1983, Millennials / Gen Y: ~1984 - 2002



Defining Terms

- ▶ Skills-based volunteering (SBV): Volunteers who are using a particular skill, like woodworking, web design or video production. Skilled volunteers are generally giving their leisure time.
- ▶ Pro bono: Volunteers who give of their professional skills, like lawyers or doctors. 'Pro bono' is often used when skills are given within a professional setting, like a law firm lending their lawyers to a community cause or a medical practice that sees low-income patients for free.



Examples of SBV / Pro Bono

- ▶ Database Design
- ▶ Creating a personnel manual
- ▶ Re-writing a brochure
- ▶ Creating a marketing plan
- ▶ Creating a planned giving program
- ▶ Producing an informational video
- ▶ Seeing low-income patients at a doctor's office or at a community fair
- ▶ Filing taxes
- ▶ Teaching someone to read
- ▶ Installing plumbing in low-income housing



Preparing for Skilled Volunteers

Nonprofit Readiness:

1. Organization has a volunteer management process in place:

- ▶ Screening or vetting process
- ▶ Match-making process
- ▶ Recognition process



www.readinessroadmap.org

Preparing for Skilled Volunteers

Nonprofit Readiness:

2. Organization has a pro-volunteer culture:

- ▶ Are volunteers viewed as an asset or just free labor?
- ▶ Are volunteers included as part of the team?
- ▶ Both staff and volunteers have opportunities to build relationships.



Preparing for Skilled Volunteers

Nonprofit Readiness:

3. Staff has a clear idea of priorities, roles and responsibilities:

- ▶ If staff are working with volunteers, is there clarity on who is responsible for what?
- ▶ Do they think that the volunteer's project is a priority?
- ▶ Are they comfortable with having a volunteer giving them direction?



Preparing for Skilled Volunteers

Identifying Your Needs:

1. Would you like to assist more clients?
2. Would you like to provide new services to your clients?
3. What are your current staff and volunteers under-qualified to do?
4. Are there gaps in your operations?



Finding Skilled Volunteers

Recruitment:

Online: volunteermatch.org and idealist.org; your website

Cold-calling: Call businesses in your area to see if they do pro bono work



Networking: Ask current staff and volunteers if they know anyone with the right skills

Find the nerds! Look for affinity groups like professional development networks or meetup groups.

Implementing Skilled Volunteers

Placement:

- ▶ Screen your volunteers. Do they need to show credentials? Do they need to go through a background check? Do they need to go through training or orientation that staff need to complete?
- ▶ Create a job description or project scope of work. The clearer your expectations, the more likely you are to get a really good fit for your needs and the more likely the volunteer is to fulfill the expectations.



Implementing Skilled Volunteers

Implementation:

- ▶ Will the skilled volunteer work independently or with staff or other volunteers?
- ▶ How will skilled volunteer's work be monitored?

Evaluation:

- ▶ Did volunteer produce expected results?
- ▶ Did they find the experience satisfying?
- ▶ Will their work help fulfill the organization's mission?

Recognition: How would the volunteer like to be recognized?



Jericho Road Pasadena

“On the one hand, we are called to play the Good Samaritan on life's roadside, but that will be only an initial act. One day we must come to see that the whole Jericho Road must be transformed so that men and women will not be constantly beaten and robbed as they make their journey on life's highway. True compassion is more than flinging a coin to a beggar. It comes to see that an edifice which produces beggars needs restructuring.”

- Rev. Dr. Martin Luther King, Jr.



What We Do ...

- ▶ **Build relationships with nonprofit clients and volunteers**
- ▶ **Engage skilled volunteers**
- ▶ **Focus on nonprofit organizations' core issues and concerns**
 - ▶ **Operational**
 - ▶ **Managerial**
 - ▶ **Adaptive**
 - ▶ **Leadership**
- ▶ **“7 Step Model” helps ensure effective matches, consistent project management structures, and clear outcomes**



How We Do It

- ▶ **Recruit a bench of highly skilled volunteers interested in making a real impact in their communities**
- ▶ **Recruit a network of nonprofit organizations interested in increasing their capacity**
- ▶ **Make appropriate matches**
- ▶ **Set up projects that are specific and time-bound (average project is less than 6 months long)**
- ▶ **Monitor and support the collaborations along the way**
- ▶ **Celebrate success!**



Volunteer Resources

- ▶ Volunteermatch.org
- ▶ Idealist.org
- ▶ Energizeinc.com
- ▶ Serviceleader.org
- ▶ Pointsoflight.org
- ▶ Nonprofitrisk.org
- ▶ CVAcert.org: Certification in Volunteer Administration
- ▶ [Directors of Volunteers in Agencies \(Doviala.org\)](http://Doviala.org)

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