

Innovation in Community Engagement



Hands On

TWIN CITIES

Be the Change. Volunteer.

Learning Objectives

- Gain insight on current trends in volunteer engagement.
- Be inspired by case studies of innovation in capitalizing on these trends in volunteer engagement to meet organization mission.
- Practice designing innovation in volunteer engagement in a fun and interactive way.

Share with a neighbor

What changes are you seeing in who is volunteering and what positions are volunteers seeking today?

How are you adapting to any changes you are experiencing?

Changes in who is volunteering MAVA Survey

- 45% More inquires from **students and interns**
- 31 % More inquires from **Boomers**
- 31% More inquires from **young adults**
- 31% More inquires from **retirees**
- 24% More inquires from **job seekers**

“The Status of Minnesota’s Volunteer Programs in a Shifting Environment”
<http://www.mavanetwork.org/shiftingenv>

Changes in what volunteers are seeking – MAVA survey

- 55% Increased interest in **short term volunteering**
- 37% Increased interest in developing or using **workplace skills**
- 32% Increased interest in volunteering on **evenings and weekends**

The Status of Minnesota's Volunteer Programs in a Shifting Environment"

<http://www.mavanetwork.org/shiftingenv>

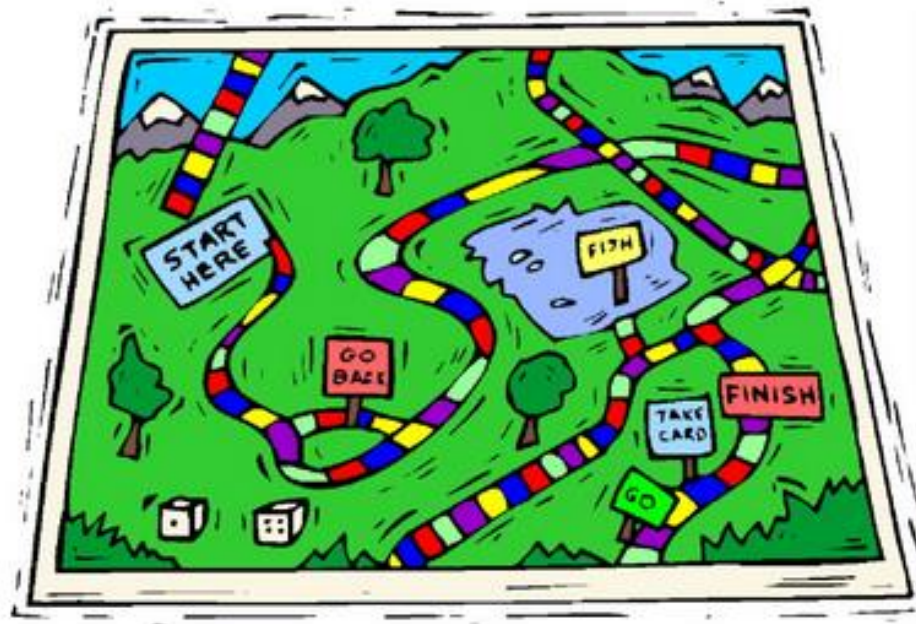
Organizations having success in making changes – MAVA Survey

- 65% Involved volunteers in **new roles and positions**
- 46% Involved volunteers in **leadership positions or managing projects**
- 49% Increased **reliance on volunteers**

Vignettes on innovation success

- Neighbors, Inc.
- Minnesota Children's Museum
- Courage Kenny Rehabilitation Institute

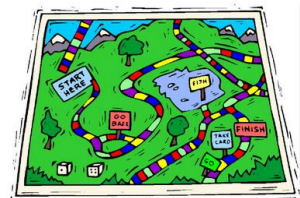
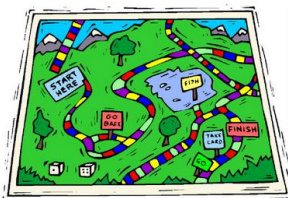
Game Mode



Aim of the game

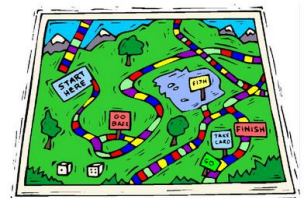
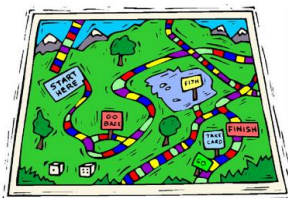
Work in a **group (five people or less)** to test **your ability** to **innovate!**

Creatively apply opportunities that today's volunteers offer to typical nonprofits.



Overview

- Each team will receive two Volunteerism Change Cards – on volunteering trends.



Volunteerism Change Cards

- Volunteer making **shorter term commitments**
- Increased interest in **volunteering on weekends and evening**
- Increased interest in **using work place skills**
- More interest by **corporations in group volunteering**

CHANGE CARD: Volunteers making shorter term commitments

Opportunity: A way to get more volunteers involved and get needed work completed.

Challenge: If the positions are not well designed, they can take more time than the benefit received.

Tips:

- Identify positions specifically developed for shorter term commitments.
- Break volunteer positions into shorter term tasks
- Scale training and orientation to position

CHANGE CARD: Increased interest in volunteering on weekends and evenings

Opportunity: Open your organization up to volunteers that could not otherwise be involved.

Challenge: A restructuring of the time when work is done.

Tips:

- Adjust staff to cover volunteer support on evenings or weekends or design assignments volunteers can do remotely.
- Consider offering volunteer opportunities for families

CHANGE CARD: Increased interest in using work place skills

Opportunity: Bring new skills to the organization with high level work being accomplished.

Challenge: Organizational culture needs to be open for volunteers in skilled roles

Tips:

- Brainstorm with staff to identify skilled roles.
- Start small in one part of organization open to volunteers involved in new ways.
- Ask for skills on volunteer application and start recruitment with current volunteers interested in your new roles.

CHANGE CARD: More interest by corporations in group volunteering

Opportunity: Access to a new group of volunteers which may connect with funding potential.

Challenge: Readiness for group projects

Tips:

- Build partnerships with companies that have interests that align with your mission.
- Identify potential group projects

Nonprofit Challenge CARD

- Increased demand for services without increased revenue (Every team has this challenge).

Bonus Cards (Every team will get one midway of game):

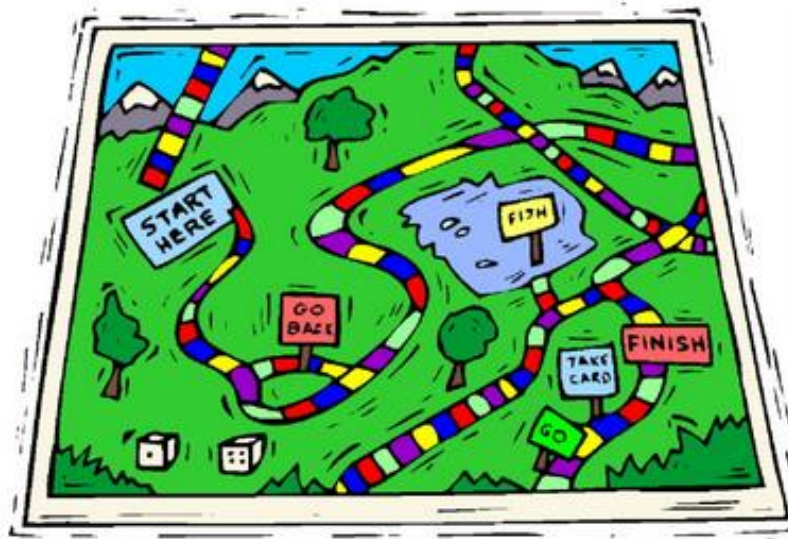
- Loss of funding
- New grant that has to be completed in a year
- New Executive Director challenges organization to connect more closely with the community and be more visible in the community
- New grant for immigrant population

Innovations

- Develop opportunities to meet needs
- Market the opportunities well
- Offer coaching support
- Engage volunteers in “half-baked” ideas
- Ground your history

Game

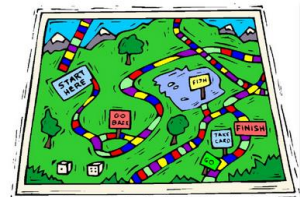
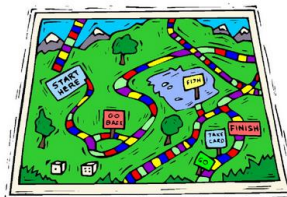
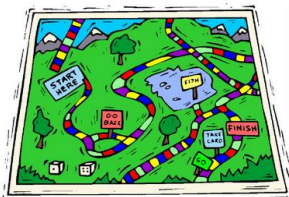
ADAPT OR DIE



Game rules

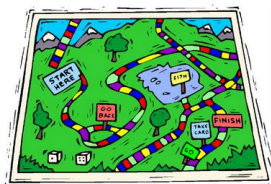
- Work in a group to develop **innovations** in how to apply those Volunteerism Change Cards to the nonprofit situation on the Nonprofit Challenge Card.
- Scenario:

Community nonprofit that provides a food shelf, after school youth activities and adult day care. Volunteers are in a limited number of roles. All volunteers do weekly two-hour shifts and make a one-year commitment.



Game rules

- Receive three cards to start the game:
two **Volunteerism Change** Cards, and the **Nonprofit Challenge** Card
- Partway through discussion – receive a **Bonus Card**
- **Aim** – Develop **3-5 innovations** that address the Volunteerism Changes and the nonprofit challenge



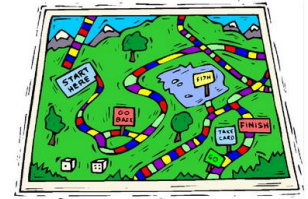
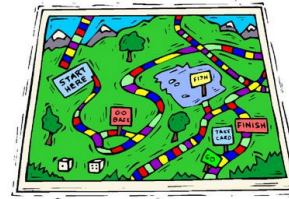
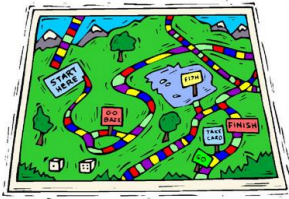
Criteria for winning

- **Identify viable opportunities for the Volunteerism Change Cards**
- **Address challenges and opportunities from the Nonprofit Challenge Card and Bonus Card**
- **Demonstrate innovation**

Peer Panel: Three volunteers please!

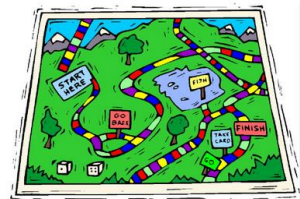
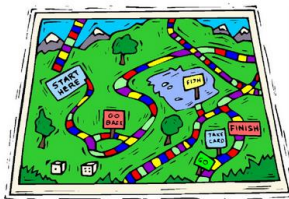
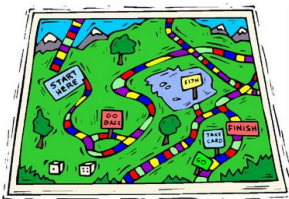
Peer Panel Role:

- track the number of innovations
- assess audience reaction
- determine a team winner. Team must have no more than five members in order to win



Wrap up:

- Think of your "ultimate" volunteer ...
- List two to three opportunities to bring in diverse and/or skills-based volunteers



Additional Resources

- HandsOn Twin Cities
www.handsontwincities.org
Zeeda Magnuson – Zeeda@handsontwincities.org
- Minnesota Association for Volunteer Administration
www.mavanetwork.org
Polly Roach – proach@mavanetwork.org