

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



MLK Day

Volunteer Recruitment & Retention

Dial In Information

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



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Housekeeping

- When you have a question, please press *1 on your telephone keypad; you will be placed in the Q/A queue.
- If you are using your computer audio, please use the “raise hand” feature and we will open your microphone.
- To test your microphone please click the green speaker icon at the top of your screen.
- At any point, include comments in the Chat Feature to your right or questions in the Q&A feature.
- The PowerPoint will be emailed to all participants tomorrow.
- If you have any questions after the webinar, please contact MLKDay@cns.gov.

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Today's Speakers



Introduction:
Rhonda Taylor

Corporation for National
and Community Service



Daniel Lawson

City Year



Greg Tucker

Corporation for National
and Community Service



Anne Bentzel

Corporation for National
and Community Service



MLK Day of Service

- Come together through service to honor Dr. King and get people excited and engaged in long-term service...bring more people into your service network
- Engage in projects that are sustainable and that create long-term, sustainable change on issues and on people
- Engage in dialogue that raises awareness about local issues and projects that meet critical community needs



Objectives

- Share information about how to successfully recruit and retain volunteers all year long in your local community.
- Discuss opportunities for generating quality volunteers to meet the needs of your organization.
- Review available resources for managing volunteer recruitment and retention efforts.

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Volunteer Recruitment

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Why Do People Volunteer?

- Improve the quality of life of members of the community
- Contribute to a cause that is important to them
- Because it's fun
- Explore new career options and network
- Receive professional experience/training
- Feel like they are needed
- Maintain skills between jobs
- Acquire new skills to enhance their marketability
- Fulfill the service requirement of a club, school, church
- Be creative, solve problems, perform challenging work
- Make new friends and affiliations, join peers, belong to a group
- Develop and grow personally, cultivate new interests





Before beginning to recruit

Ask yourself:

- Have you done this or a similar project in the past and how have you used volunteers?
- What information or perceptions does the public have about your organization? How much information do you need to share about your organization when recruiting?
- Do volunteer recruiters understand your organization's mission and programs? Can they speak about it to potential volunteers?



Before beginning to recruit

- Who do you want to recruit? Does the project require any special skills?
- Where can you locate potential volunteers in large numbers?
- What opportunities are available for members of your organization to speak with these groups?
- Where can you post information (view this as a potential partnership opportunity with local businesses) or leave brochures to reach people with whom you do not currently have a connection?

The answers can help to create a recruitment strategy.

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Map Out Your Community

Internal Community

- What departments within your organization may be a resource in recruiting?
- Who can you approach from within your organization?



Map Out Your Community

External Community

- Tap into the volunteer base at organizations that are or were potential MLK Day project sites
- Contact past volunteers and encourage them to bring five friends
- Encourage group projects and team work (including families)
- Use University/College campuses
- Play to High School and College requirements
- Recognize existing volunteer mechanisms – like Greek life and YMCAs – and connect with them directly to gain volunteers
- Connect with local businesses - corporate volunteering



Inclusive Volunteer Recruiting

General Tips

- Make it about the service: heavily emphasize the activity more than the population you will be serving, you will be more likely to attract populations of all different backgrounds and talents.
- Use language that attracts the population you would like to participate; including non-English language materials
- Have a variety of projects available to reach different people and ages, e.g. Families with children
- Use appropriate key messages to attract the populations you would like to serve.



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Inclusive Volunteer Recruiting

Youth

- Use MLK Day as a launching point for youth engagement
- Foster Youth/Adult Partnerships: Encourage Mentoring
- Focus on historically disengaged youth populations
- Challenge Adulthood (when adults views are favored over young people)
- Create Opportunities for youth to be involved in planning and leadership
- Bring youth to other neighborhoods to serve – acknowledge disparities
- Involve organizations and communities in which youth already participate



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Inclusive Volunteer Recruiting

Veterans and Military Families

- Especially for projects benefiting veterans and military families, use this population to explain the importance of the project's end results
- Partner with an organization that works directly with military families:
 - National Military Family Association
 - Americas Promise Alliance
 - Blue Star Families
- Projects might include:
 - Write letters to troops
 - Hold a Faith-Based and Community Roundtable
 - Host a Stand Down Event for Homeless Veterans



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Inclusive Volunteer Recruiting Seniors

- Partner with local Senior Corps programs
 - Senior Volunteer Program (RSVP)
 - Foster Grandparent Program
 - Senior Companion Program
- Reach out to Senior Service Organizations and Programs:
 - Agency on Aging
 - Veterans programs
 - AARP
- Recruit Senior Volunteers from non-traditional sources
 - Professional and Neighborhood Associations
 - Kiwanis, Rotary, Lions Club
 - Invite an Activity Director at a Senior Housing Facility to participate



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Inclusive Volunteer Recruiting

College Students

- Get college students on your planning committee and ask them to visit neighboring campuses
- Partner with groups that already work with college students and your target demographic (Model UN, Key Club, NAACP)
- Connect with faculty – Suggest a Service-learning Component
- Attend campus events (tabling at an activities fair)
- Eliminate possible barriers: transportation, scheduling, cost
- Work with Residence Life and meet with students in dorms
- Work with campus community service director and service organizations or clubs on campus



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Inclusive Volunteer Recruiting People with Disabilities

- Make it a barrier-free physical environment
- Project an inclusive, welcoming environment by including pictures of people with disabilities as service providers in your brochures and add a non-discrimination clause in your materials.
- Make a clear statement of your willingness to provide accommodations
- Train staff and volunteers to know how to provide information on and respond to requests regarding accessibility arrangements.
- Utilize alternate formats and communications, e.g. 508 compliant PDFs or closed captioning of materials
- Treat people as individuals



Inclusive Volunteer Recruiting

- Provide lots of volunteer information, early
- Consider your audience when posting your information
 - PSAs?
 - Fliers?
 - Senior centers?
 - Grocery stores?
 - Places of Worship?
 - Newspapers?
- Provide diverse opportunities for varying physical limitations
- Plan transportation
- Peg the event as a fun, socializing opportunity



Generating New Volunteers

- Add a volunteer sign up page on your website. Make sure you highlight upcoming events
- Register your project at MLKDay.gov
- Recruit more than you need. Assume approximately 25 % of your volunteers will not show/complete training
- Host a presentation on your local cable television channel
- Use Social media
- Establish key messages
- Have information tables at community events
- Host presentations to community groups
- Put an article/ press release in local or community newspapers (add an interesting black and white photo)



Ways to Find Volunteers in 140 Characters or Less

#1: Create a list of groups to follow on Twitter

#2: Target your tweets

#3: Tell them where to go

Lists Subscribed to / [Member of](#) Create list

- Social Innovation Fund**
SIF grantees and programs
25 members
- Service Leaders**
National Service leaders
4 members
- CNCS Leaders**
CNCS leadership on Twitter
5 members
- National Service**
National Service groups, leaders, influencers, and partner organizations
45 members

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Ways to Find Volunteers in 140 Characters or Less

#4: Give them a picture

LRF **LymphomaResearch** @lymphoma 5 Dec
You can give the #giftofhope by donating \$7 to support #lymphoma research. Visit: goo.gl/prMJk pic.twitter.com/mfhSsJorXX
Promoted by LymphomaResearch
Expand Reply Retweet Favorite More Assign To



7 minutes
Every seven minutes someone is diagnosed with lymphoma. Donate **\$7** for life-saving lymphoma research.

#GIFTOFHOPE #GIVINGTUESDAY

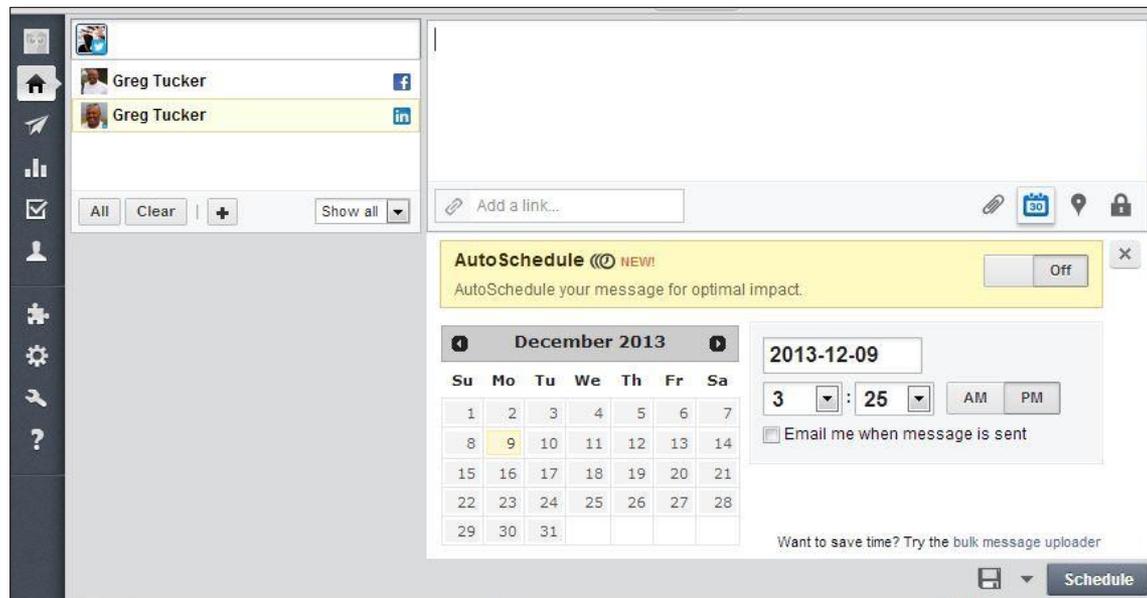
McDo Philippines @McDo_PH 5 Dec
George T. Yang with @jericteng @jeronteng at our command center. Help out and volunteer! bit.ly/BigayTulongYol...
pic.twitter.com/moajGLYcIY
Expand Reply Retweet Favorite More Assign To





Ways to Find Volunteers in 140 Characters or Less

#5: Schedule your messages



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Q & A

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Volunteer Management

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Why people don't volunteer

- Other demands on time
- Poor management
- Poor use of time
- Talents not used
- Tasks not clear
- Not thanked
- Abuse and neglect

What you control



Benefits

- Cut recruiting costs
- Cut screening and placement costs
- Cut training costs
- Experienced volunteer force
- Promotable people
- People “own” the position and organization
- Looks good to management and funders
- Word-of-mouth recruiting



Volunteer Management

Why Host an Orientation?

- Reduces volunteer anxiety
- Develops realistic expectations, positive attitudes and project satisfaction
- Develops buy-in and limits volunteer turnover

Consider:

- Time—how many training sessions and how long?
- Location – Will it be on-site or will you need a different meeting space?
- Will you need to provide snacks or beverages?
- Facilitators – Can a staff member lead or do you need to recruit someone with specific skills?
- Materials—should they be printed or will they be accessed online?



Volunteer Management

Orientation

- Overview of MLK Day mission, purpose, and history
- Overview of the community agency's mission and services
- Explanation of how your volunteers' support is contributing to the community
- Brief history of the issue, current statistics, events related to the issue area (e.g., legislation activity), and other civic engagement opportunities linked to this issue
- Description of what will happen during the volunteer project and how that impacts the agency and community
- Information on follow-up projects and/or other volunteer opportunities linked to this issue



Volunteer Management

Scheduling

- Allow for volunteer sign-up at different times of day
- Offer family-friendly volunteer duties so parents and children can serve together
- Provide opportunities for both first-time volunteers and volunteers with advanced skills
- Schedule opportunities for volunteers to work on their own or in larger groups to accommodate work-style preference
- Think about virtual volunteer opportunities



Volunteer Management

Project Calendar

A project calendar is a listing of available volunteer opportunities and other information about your projects.

November 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Include:

- Volunteer opportunities and a brief description
- Age requirements
- Date and Time
- Location
- Number of volunteers needed
- How to register
- Contact information of Project Leader
- Specific skills needed for the tasks
- Have answers to FAQ: time of project, what to wear



Volunteer Management

Project Calendar

Web-based Calendar

- Variety available: Volunteerspot.org and Google calendar/forms
- Consider where you want to host the calendar
- Consider asking a volunteer developer to create one as an in-kind donation
- Ease of use: can volunteers quickly fill out information without a login?
- Is the external site for the volunteer calendar collecting user info?
- Who will maintain the site?

Printed Calendar

- Keep text short
- Include photos
- Consider publishing your calendar as a newsletter
- Mail project calendars out to volunteers, sponsors, and partners
- Strategize on where you hand out volunteer calendars
- Designate a central place to collect information from printed project calendars



Volunteer Management

Reflection

Before

Include reflection in orientation by discussing how the work being completed will directly impact the community. Use this opportunity to discuss plans for future volunteer work and sign up individuals.

During

If volunteers are engaged in quiet or simple tasks, lead discussion as they are working. Too busy to discuss? Post fliers or play a video in the break room that will encourage discussion about the issue. Have a large banner available for volunteers to jot down reflections as they work.

After

Gather volunteers and ask them to share stories about the work they completed during the event. If possible, make arrangements to include community members in the discussion. At the conclusion, ask people how they will commit to continued service in this issue area.



Tips for leaders

Team leaders provide consistency, especially when working with episodic volunteers for a service day.

- Do a site visit prior to the day of service
- Have a clear understanding of the project to be able to train volunteers and articulate project needs
- Be able to site the organization's mission and the goals for the project
- Delegate where possible
- Empower: most efficient volunteers are given freedom with boundaries
- Know the locations of the bathrooms, refreshments, and any volunteer incentives
- Make it easy to participate and tell volunteers why the task has purpose
- Make volunteers feel welcomed & included
- Established clearly defined rules



Online Resources

For Leading

- Google Applications (Forms, Calendars, Spreadsheets, Sites)
- A hub for sharing training and technical assistance information:
<https://www.nationalserviceresources.gov/about>
- Great resource for any leaders in the service or non-profit world
<http://www.serviceleader.org/leaders>
- Volunteer Leader Toolkit from Points of Light
<http://www.handsonnetwork.org/volunteers/gethandson/toolkits>
- Developing and Managing Volunteer Programs
<http://managementhelp.org/staffing/volunteers.htm>

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Q & A

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Volunteer Retention

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Build Investment

- Raffles/Prizes
- Branded Reminders
- Sign-Up System (e.g. Sign-Up Genius)
- Have an Ask beyond just showing up
- Empower Volunteers





Continually Engage

- Frequent Reminders
- Be sure to include useful information (logistics, community information, stats and updates)
- Social Media
- Ask for Updates
- Collect contacts and keep in touch
- Evaluations
- Appreciation
- Debriefing



Maintaining Volunteers Beyond Day of Service

- Start by gathering as much information as possible during sign-up (online is better)
- Be sure to always have someone manning the registration table
- Provide structure and show that you are well organized
- Look to challenge volunteers with the work you give them
- Help volunteers to identify with your group: pass out t-shirts, pins, or name tags, post pictures and stories online





Recognition: In-person

- Offer food and drinks at the volunteer activity
- Try to say “Thank You” to each individual. If you have email addresses, send thank you notes in the days following the service activity.
- Make a habit of recognizing hard work after each piece of the project is completed
- Name “Volunteer of the Hour” or “Volunteer of the Day”
- Offer awards or certificates
- Hold a volunteer raffle with larger gift giveaways
- Recognize: financial supporters, groups who helped make service possible, agency partners, community

Don't lose contact: keep communicating with your new volunteers through a list-serve, social media, or e-newsletters beyond the event.



Recognition: Online

- Create photo album on Facebook or Flickr with top volunteers.
- Ask volunteers to tag themselves in your photos.
- Highlight a different volunteer each day on your website or Facebook page following MLK Day
- Create an online badge or logo that volunteers can place on their page to show they support your organization

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MLK Drum Major of Service

Helping hands who perform extraordinary everyday acts of service with reliability and commitment, but who seldom receive recognition.

Two types of awards:

- Based on the qualities of the person nominated for the award.
- Based on the number of hours an individual serves over a 12 month period or over a lifetime.

Award Includes:

- PVSA certificate
- Letter from the President of the United States
- PVSA pin in Bronze, Silver, Gold or Lifetime depending on the hours served
- Learn more here: <http://mlkday.gov/awards/index.pho>



Additional Awards

- Congressional Award - given by the U.S. Congress to youth ages 14 - 23 for community service, achievement and personal development initiatives
- Do Something Awards - formerly the BR!CK Awards, recognizes and supports social change-makers age 25 and younger
- Giraffe Heroes Project - issues commendations to those who have taken a significant risk for the common good by sticking out their necks like a giraffe

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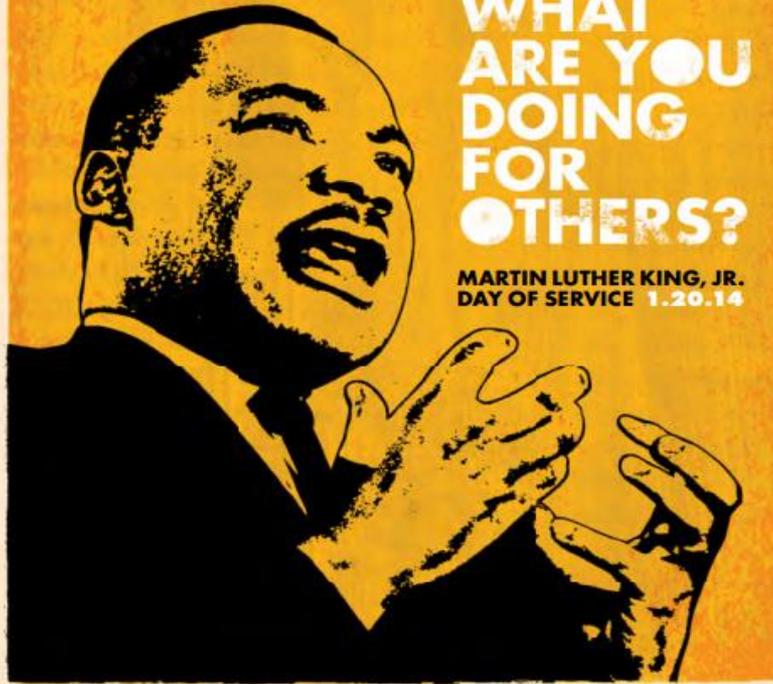
SCHOLASTIC

STUDENT ART CONTEST!

LIFE'S MOST PERSISTENT AND URGENT QUESTION IS:

WHAT
ARE YOU
DOING
FOR
OTHERS?

MARTIN LUTHER KING, JR.
DAY OF SERVICE 1.20.14



The Challenge

Answer Dr. King's question, "What are you doing for others?"

The Details

All entries must showcase:

- A creative, artistic interpretation of "The Challenge"
- An inspirational message, calling on young people to engage in service
- Originality
- Technical skill

Posters must be no larger than 11 x 17

Any artistic medium may be used

Entries must be postmarked by February 28, 2014

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STUDENT ART CONTEST!

In honor of the 50th anniversary of the March on Washington, create a poster that inspires others to serve and answers Dr. King's question, "What are you doing for others?" for a chance to win a Samsung tablet. Plus, the 12 winning posters will be displayed at the Martin Luther King, Jr. Memorial Bookstore in Washington, D.C.!

→ Turn this poster over or go to scholastic.com/MLKDay/contest for details. Entries due: 2.28.14

The Winners: Posters will be judged in the following grade groups: K–2, 3–5, 6–8, and 9–12. Twelve winners, three per grade band, will be selected by a panel of judges. There will be: One Grand Prize winner per grade band and Two runners-up per grade band.

The Prizes: Grand Prize–winning students: A Samsung tablet and the opportunity to have his or her poster displayed at the Martin Luther King, Jr. Memorial Bookstore. Runner-up students: The opportunity to have his or her poster displayed at the Martin Luther King, Jr. Memorial Bookstore.

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- Resources & Tools
- Strategies & Ideas
- Student Activities
- Books & Authors
- Products & Services
- Storia™ eBooks
- Shop The Teacher Store

THE SPIRIT OF SERVICE

Art Contest for 2014!
See below for details.



LESSON PLANS

Visit MLKDay.gov

CLASSROOM LESSONS



Curriculum-focused service lessons for grades 3–5 and 6–8. Teach your students about Dr. Martin Luther King, Jr. and inspire them to “lead in deed.”

[Lessons for Grades 3–5](#)
[Lessons for Grades 6–8](#)

K–12 ART CONTEST



Challenge students to create a work of art that inspires others! Winning posters will be displayed at the Martin Luther King, Jr. Memorial Bookstore.

[Click here for information and official rules.](#)
Deadline: 2/28/14.

MLK AND BLACK HISTORY MONTH TEACHER RESOURCES



Explore these classroom-friendly resources, including videos, news articles, photographs, book lists, and lesson plans to support your Common Core work.

[Start here.](#)

www.scholastic.com/mlkday

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MLK Day Social Media

Like us on Facebook

<http://www.facebook.com/mlkday>



Follow us on Twitter

<http://twitter.com/MLKDay>



Use the Hashtag

#MLKDay

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Webinar Survey

Please complete the short webinar survey;
we appreciate any feedback you share!

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***“Everybody can be great...
because anybody can serve.”***

– Dr. King

Thank you.

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Please click on the link below to
take a short evaluation.

<https://www.research.net/s/MLKVolunteers>

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