

Career Pathing and Volunteer Development Workshop

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Key question for discussion: How to cultivate individual volunteers, retain their efforts, and assist them through lifecycle in a way that will lead to a leadership role?

Club leaders split into small groups and engaged in discussion on the following questions:

1. What do you see as the major challenges to your club's current volunteer management structure, or to your own work in managing volunteers?
2. Is there something unique your club has done to help attract or retain club volunteers?
3. What are the most common characteristics of my most productive volunteers? How can I find more alumni like them?
4. What motivates my volunteers
5. How does my club recognize volunteers?

Discussion Report:

- How to attract volunteers without overwhelming them?
 - Don't throw volunteers into the deep end, but instead support them in implementing ideas they may have
 - Recognition of volunteer efforts is important – via events, volunteer and membership spotlight on website, etc.
 - Give tools for interested volunteers that have a specific affinity to create an event
 - Conduct survey of club members, then use results in dialogue with volunteers about how to facilitate desired involvement
 - Important to make volunteers feel like they are being heard
- What are characteristics of the best volunteers?
 - The best volunteers are passionate about a specific area
 - May work to catch those in transition – just moved to the area, eager for an opportunity to get involved in something familiar

- Attracting and retaining volunteers:
 - It can be challenging to attract and retain young alumni because they communicate differently, and don't have kids and careers that may keep them grounded in a location
 - Important to have young alumni in leadership positions to help facilitate communication and recruitment of other young alumni
 - Implement a young alumni committee
 - Use the background and expertise of millennial members to encourage opportunities for them to be in leadership positions in these areas
 - Request that volunteers do something targeted and specific instead of offering open-ended opportunities not geared toward anyone in particular
 - Inclusivity for all age groups and interests is important
 - Some clubs offer board membership for new volunteers that have demonstrated their ability to do good work
 - For members who come from large corporations, there is limited time opportunity to engage with club events – it can't just be a linear relationship between time devoted to club and their position/role/recognition within the club
 - What skills can people develop through their volunteer and club activities that might be able to help them achieve their career goals? This is the sort of message that can attract/retain volunteers
 - Clubs often debate about what kinds of events they should be doing. For example, should they organize any sort of social/networking events or limit to business-related events? How do events fit into mission and values of club?