

Mobilizing Skilled Volunteers Mobilization Plan to Action

Why It Matters

- Volunteers help solve problems, strengthen communities and improve lives
- Many people – especially those impacted by services – do not know how to get involved as volunteer leaders or in other volunteerism efforts. They may lack the connections, confidence or knowledge of how to get started.
- Small-grass roots organizations are making an impact on key issues in our community but are unable to get funding through our regular investment process.
- In order to expand services and build organizational capacity, agencies need to increase the number of volunteers at all levels particularly skill-based volunteers and more diverse board/committee members.
- Over 200 health and human services agencies in Dane County have a volunteer board of directors who need to understand their roles and provide appropriate and effective leadership for their agency.
- The best volunteer managers possess skills in areas such as human resource development, marketing, communications and project management, yet there is very little formal training for volunteer managers available.
- Donors expect that their dollars are being utilized in an effective and efficient manner. Volunteerism leverages philanthropic investments.

Goals

- Develop new volunteer leadership to help increase the diversity of and bring the voice of under-represented populations to United Way's, partner agencies' and other nonprofits' boards/committees
- Build the capacity of grass-roots organizations that support communities of color, are working on social justice, community organizing, equity, and volunteer engagement
- Enhance the skills, knowledge and leadership of board members and volunteer managers to ensure effective, mission-focused volunteer engagement
- Increase awareness of the issues, "what's working" and ultimately volunteerism within the Agenda for Change

Activities

- BoardWalk is a 6-part series that builds the knowledge, confidence and connections of people under-represented in volunteer leadership positions and facilitates the move to serve on nonprofit and United Way boards/committees.
- Our Community Impact Advisors Council is comprised of community members who are impacted by services and provide us with feedback, guidance and connections that give us unique insight as strategies are being developed and finalized.
- VolunteerYourTime.org (VYT) is a one-stop-shop for agencies to list their volunteer opportunities and for the public to find ways to get involved. VYT includes agencies' program, events, board/committee and skill-based opportunities.
- The Business Volunteer Network – 38 members strong – cosponsored a conference with United Way and the Dane County Administrators of Volunteer Services on "Strategic Collaboration for Community Engagement" which brought together the nonprofit and business sectors for more effective volunteer engagement partnerships
- Board training programs strengthen board members' governance skills and help potential board members gain skills and knowledge to pursue a volunteer leadership position.
- A variety of volunteer management training programs enhance the skills of new and experienced volunteer managers to more effectively engage volunteers within their organizations.

2018 Community Impact Investment - \$54,000

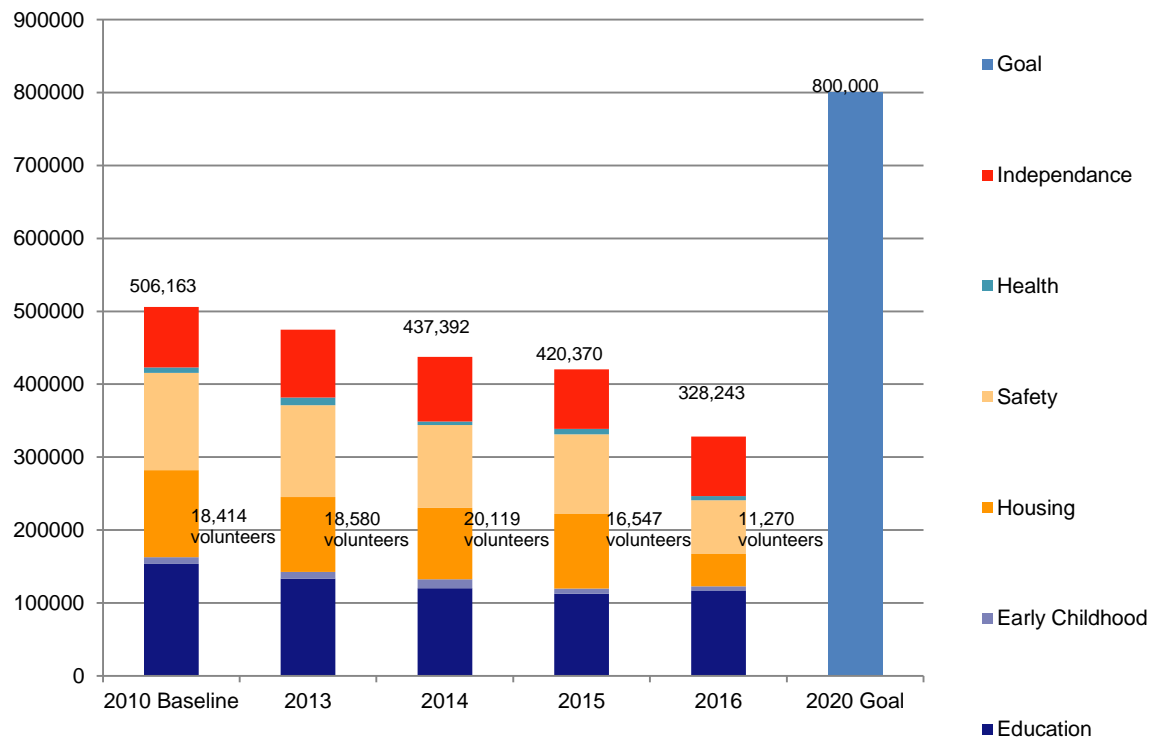
- Micro-investments & capacity building funding to small/grass-roots organizations that support communities of color and are working on social justice, community organizing, equity, and volunteer engagement
- 13 people will complete the BoardWalk Academy and given opportunities to pursue serving on nonprofit boards.
- United Way Community Impact Advisors Council will integrate the voice of under-represented community groups including people impacted by services to guide our strategies and impact our decision-making processes. Additional members will be recruited to increase the diversity of thought and background.
- Our new year-round Seasons of Caring will engage community members, business teams and youth groups in meaningful volunteer experiences. Also engagement opportunities will be implemented to educate and motivate our community to Give Advocate and Volunteer.
- By Youth For Youth will invest \$30,500 to projects generated, planned and implemented by youth groups and youth leaders.
- Nonprofits' volunteer management practices will be enhanced to effectively recruit, engage, motive and retain volunteers. And board members will enhance their governance and leadership skills.

2017 Progress in Mobilizing Skilled Volunteers Mobilization Plan

- 14 participants from very diverse backgrounds completed the BoardWalk Academy gaining skills, knowledge, confidence and connections to serve on nonprofit boards.
- Over 300 volunteer and staff leaders received training in the areas of board governance, the board's role in resource development, volunteer engagement and building and growing effective volunteer engagement strategies and practices.
- Our Community Impact Advisors Council provided input on initiatives including our messaging, early childhood, HealthConnect, BoardWalk, academic success and community engagements.
- The Seasons of Caring: Community Kick-off engaged over 700 people in onsite volunteer projects as part of our campaign kick-off
- Our 3rd annual Job Readiness Fair prepared 73 people for the job market through résumé writing and interviewing assistance, hair consultation/style and a professional clothing closet and free personal hygiene items....all staffed by volunteers.

Mobilizing Skilled Volunteers: United Way engages our community, mobilizes volunteers and strengthens local nonprofits to achieve measurable results and change lives

Volunteer Hours Within Partner Agencies by Agenda for Change Area



One agency had an over 70% decrease in the number of volunteer hours in the Poverty area from 2012 through 2014

In 2016 several agencies reported changes in their volunteer program and data reporting system which resulted in a major decrease in the numbers of volunteers and volunteer hours.

Due to challenges in getting consistent data, a new volunteer engagement indicator is being developed.