

## SIX SMART TIPS FOR POWERFUL VOLUNTEER LEADERSHIP

### **Tip #1: Your ability to recruit the best people as volunteers is directly connected to what you are asking them to do.**

- \* The way that volunteer assignments are designed determines who will want to volunteer with you.
- \* It is vital to have options available so that people can test the waters.
- \* "Diversity" does not mean that new volunteers look different but do the same old things.
- \* Allow for ways that key people can make significant contributions without having to make a long-term commitment.

### **Tip #2: It's as important to understand why people do not volunteer as why they do.**

- \* Examine the image(s) of your organization, its clients/public, and the cause you support.
- \* Separate fact from fiction and then deal with the real obstacles to volunteer involvement.
- \* Not everyone is the right candidate to become a volunteer in your organization.
- \* The reasons people remain in a volunteer assignment are often different from why they started.

### **Tip #3: The wrong question is: "Whom do we know who might agree to do this?"**

- \* Burnout of valued volunteers is the inevitable result of going back again and again to the same people.
- \* Examine the messages you send to new members if there is little or no rotation in leadership positions.
- \* Diversity is rarely achieved by passive one-to-one recruitment.

**Tip #4: Recognition is much more than a thank you.**

- \* Appreciation and recognition are different.
- \* Celebrate benchmarks, not just end products.
- \* Be aware of "low points" in enthusiasm and design "pick me ups."

**Tip #5: Concentrate on good followership as well as on good leadership.**

- \* Shared leadership is more motivating than top-down hierarchy.
- \* Write job descriptions for members as well as for officers.
- \* Publicize the expectations of membership.
- \* Train everyone to take action and not wait for someone else to make requests.

**Tip #6: Most people do not say no to the invitation to volunteer--they never feel asked.**

- \* Do genuine outreach.
- \* Don't confuse publicity with recruitment.
- \* Don't have mental conversations.
- \* Be proactive: set goals for the best possible volunteer involvement and then take the steps necessary to achieve them.