

# *Volunteers Make the Difference*

Illinois Conference on Volunteer Administration

*Friday, August 9, 2019*

*Metcalf Federal Building  
Morrison Conference Center  
77 W Jackson  
Chicago, Illinois*

## **Workshop Descriptions**

### **Round One**

**10:30 a.m. – 11:45 a.m.**

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#### **1-A. Caring! It's Our Nature: A Guide to Volunteer Recruitment, Recognition, and Retention.**

Staff from the Brookfield Zoo will share their approach to recruitment, retention and recognition of their volunteers. They will highlight their comprehensive recruitment and onboarding process and will share the variety of ways they recognize and appreciate their volunteers including an annual banquet, service awards, and continuing education and training opportunities. Participants will learn best practices of volunteer recruitment and how investing in life-long learning supports appreciation and volunteer retention.

*Mark Freedlund, NatureStart Supervisor, Hina Sowinski, Operations Manager, Volunteer Engagement, & Jason Theuman, Docent Program Manager*

#### **1-B. Connecting with Your Volunteers from a Distance**

This session will discuss the benefits of using social networking and technology in connecting with volunteers in a disconnected world. The presentation will also discuss best practices for individuals coming fresh into the field - or their position, and how to quickly connect with their volunteers amid the hustle and bustle of the rest of the job in volunteer administration.

*Bethanie Albrecht, Assistant Program Coordinator - Medical Reserve Corps, Cook County Department of Public Health*

#### **1-C. Goal Setting for Real**

We are all taught that goals need to be SMART (Specific, Measurable, Achievable, Relevant and Timely) but we aren't taught how to create goals that are meaningful to us as an individual or our unique professional life. We also aren't taught how to create movements on goals every day. In this session participants will identify one goal they wish to accomplish and use specific tools to create the action plan as well as the beliefs needed to accomplish the goal.

*Jennifer O'Grady, Project Director AARP Foundation RSVP Chicago & Founder, A Life All In*

#### **1-D. Keeping Programming Fresh for Volunteer Retention**

In this session, Shedd Aquarium's Guest Engagement Department will share various strategies they employ for volunteer retention and ongoing learning. This range of strategies can be applied by large or small organizations who rely on the support of volunteers. This interactive session will also allow for attendees to offer their ideas and best practices to the discussion.

*Ali Behrens, Guest Engagement Supervisor & Bethann Kosiba, Engagement Specialist, Shedd Aquarium*

### **1-E. Like. Share. Engage: How to be Social on Social Media**

Social media is the one thing that you love, but also hate. As volunteers become more and more social media savvy, our organizations must keep up. But where to do you find the time? Learning how to use your volunteers' generated content is the answers to your prayers. In this session we will explore ways to not only engage your volunteers, but help you get stories, photos and video that tell the story of your organization's work better than you ever could. This session will cover some basics, but will focus on how to identify your organization's social media voice so that you can begin to cultivate user generated content that will lighten your social media workload.

*Tyrone Dobson, Volunteer Manager & Kirsten Ballard, Digital Communications Coordinator, Alliance for the Great Lakes*

### **1-F. Preparing for Difficult Conversations**

When working with volunteers, sometimes it becomes necessary to have a difficult conversation. Whether it be around feedback or enforcing policies and procedures, how these conversations play out can have important consequences for an organization. In this workshop, participants will learn to listen for understanding and explore perspectives different from their own. Tools to manage internal responses to conflict triggers will be presented and explored and participants will have a chance to practice framing difficult conversations.

*Pari Karim, Training Director, Center for Conflict Resolution*

## **Round Two**

**12:45 p.m. – 2:00 p.m.**

### **2-A. Building Champions through Telling Your Story**

Each of you have a story to tell about the impact your organization is having on your community. Are you taking advantage of telling that story in the most powerful way? In this session, we'll discuss how some simple changes to *when* and *how* you tell your story can help build champions for your cause. The session will also help you to identify who your potential champions are and identify moments where a simple change will make your story more powerful.

*Alana Svensen Hults, Assistant Program Director, National Civilian Community Corps - North Central Region.*

### **2-B. Developing a Pool of Skills-Based Volunteers**

This is a beginners' workshop geared towards developing and growing a pool of skills-based volunteers with little or no funding! In this session you will gain introductory knowledge of skills-based volunteers including the hard and soft skills needed to begin a program on the "non-budget" budget. Learn how to market, track and train to meet your organizations' ever growing needs and learn how to get buy-in from staff. Leave with a written draft of how you will accomplish your goals in the near future.

*Abby Johnson, Volunteer Specialist, YWCA Metropolitan Chicago*

### **2-C. Enhancing Patient Outcomes with Volunteers Across the Age Spectrum**

With over 50 different volunteer opportunities, the focus of Journey Care's volunteer program is on enhanced quality of life for those in our care. This presentation will look at the successes as well as the challenges of implementing a diverse volunteer program across a ten-county area, including an innovative program providing leadership and service opportunities for young people. This workshop will look at the benefits, challenges and outcomes of integrating this new program into an already well-established "adult" volunteer program.

*Noel Gilligan & Christine Rechsteiner, Volunteer Supervisors, JourneyCare*

## **2-D. How to Design a Dynamic Volunteer Experience**

Creating a volunteer experience is a crucial aspect of any volunteer program. It takes intentional planning and a program management lens to insure a focused experience. In this session, best practices in how to engage volunteers in meaningful service to increase retention and impact and deepen their engagement will be explored. In small groups, participants will assess sampled program models and use the information they learn to apply changes to their current practices and norms. A report back will allow sharing what was learned with the entire cohort. Participants will also have an opportunity to ask questions and bring specific concerns to the presenter.

*Robert Pabon, Senior Manager of Volunteer Development, Chicago Cares*

## **2-E. Super Supporters: What's in Your Bucket ?**

In this session we will explore – 1.) A Tale of Two Buckets: Volunteers and Donors. 2. The Bucket List: Defining your organization’s definition of a super supporter. 3. Kick the Bucket Challenge: How to bridge the gap between stewardship and volunteerism; How to convert volunteers to donors, How to grow donors and connect them to your mission. 4. How to Overflow your Bucket: Recruit, Recognize, Reflect, Repeat

*Alicia Morris, MPA, C.V.A, Director of National Volunteers, American Brain Tumor Assn.*

## **2-F. Why Having Coffee with Your Volunteers Should Be Part of Your Job Description**

Building a positive volunteer culture in your department is as easy as brewing a cup of coffee. In this interactive session, The Volunteer Department from Chicago's Museum of Science and Industry will help volunteer managers identify and build a strong, positive and long lasting culture. Whether you're just starting out or looking to make a change, find out how the Museum’s culture of recognition and inclusion creates dedicated, engaged and happy volunteers

*Matt Porth, Volunteer Department Manager, Catrina Reynolds, Guests Experiences Administrative Coordinator, Rene Roy, Senior Coordinator of Guest-Facing Volunteers & Kristina Wilkes, Manager of Volunteer Projects, Museum of Science and Industry*

## **Round Three**

**2:15: p.m. – 3:30 p.m.**

### **3-A. Corporate Partnerships: Opening the Door with Single Days of Service**

Join the MDA team for a discussion on corporate partnership engagement and building said relationship through single days of service. We will touch upon best practices for initial outreach, event timeline, the BIG day, and continuing the conversation afterwards. The goal of this workshop is to share our engagement plan so that you can take our playbook back to your organization to build *best in class* relationships.

*Amber Hartwig, Volunteer Team Specialist & Billy Donnelly, Volunteer Engagement Specialist, Muscular Dystrophy Association (MDA)*

### **3-B. FUNDRAISING: OLD SCHOOL + NEW SCHOOL = SUSTAINABILITY**

This session will provide an opportunity for attendees to examine what’s working or not in their fundraising plan. It will provide an overview of what’s happening online, as nonprofits need to engage donors with more attention-grabbing approaches, without becoming obtrusive. We will also explore how to create long lasting relationships with different generations of potential contributors as nonprofits need to keep up traditional methods that are effective, but also harness the power of modern methods in social media, YouTube and fundraising apps to stay in the spotlight and continue making positive changes. We will also examine in-person fundraising tactics to remain effective - which consume time and resources by putting real feet out on the streets. The goal is how to balance “in-person” and “viral” campaigns that pave the way for

partnerships between nonprofits and for-profit platforms, allowing for digital fundraising on a scale which was simply not possible before.

*Paulette Boyd, Director of Development, The BASE Organization*

### **3-C. The Hula Hoop Escalator**

The Hula Hoop Escalator is an impressive trick when first done. Involving your entire body, the Hula Hoop spins from your waist to above your head. While this appears to be an advanced trick, it is one of the most basic moves taught. Like the Escalator, many nonprofit tools only *look* complicated. In this session we will examine how several everyday tools can be spun to create an awesome volunteer experience. With the ability to be scaled up or down, depending on the needs of the organization, these tools are of little or no actual cost for an organization to implement. Come learn a little hula hooping, while learning how to balance and shimmy your organization to a more innovative experience for your volunteers.

*Brian Nestler, Regional Preparedness Manager, American Red Cross of Greater Chicago and Northern Illinois*

### **3-D. The Impact of Mandatory Community Service on Future Volunteering**

The positive and negative aspects of required community service on individuals will be explored in this session. We will discuss the goals and objectives of court-ordered and other mandatory service and current trends.

*Donna Adam, Founder and President, Clean Up - Give Back*

### **3-E. The Last Three Feet**

This highly interactive workshop will use group activities to spur conversation and create a dialogue about the impact of volunteers. Using a lottery-based selection game, participants will engage in one of four prompts. The goal of this session is to – 1.) Create a shared experience rooted in mutual trust; 2.) Develop capacity for personal/professional presence through engaging and amusing improve activities; and, 3.) Inspire attendees to experience volunteer work in more enriching ways.

*Jorge Hernandez, Principle Enabler, Moonlight Consults*

### **3-F. Volunteer Leaders- Your Mission ImPossible Team**

Are you trying to tackle your “to-do list” while also creating engaging experiences for volunteers? How about those “someday” projects, getting staff buy-in and that direct mail request from the development team? And that’s just Monday. Let’s get together to tackle these issues by learning to optimize volunteer leaders! Leave this session knowing the benefits, as well as the *who, where and how* of Volunteer Leadership Development for your organization. Come ready to work!

*Linda Dean, Director of Volunteerism, YMCA of Metro Chicago, Jennifer O'Grady, Project Director, AARP Foundation & Lisa Petersen, Volunteer Supervisor, Journey Care*