



MASSACHUSETTS
SERVICE ALLIANCE

VOLUNTEER ENGAGEMENT IN A POST-PANDEMIC WORLD

WEDNESDAY, MARCH 19, 2024

WELCOME / INTRO

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MASSACHUSETTS
SERVICE ALLIANCE

AGENDA



Welcome/Intro



Positive Changes/Best Practices from
COVID



Strategies to Reengage Volunteers



Continued Challenges and New Solutions



Sharing and Questions



**POSITIVE CHANGES/BEST PRACTICES
RESULTING FROM COVID**

KEEPING
VOLUNTEERS
AND PUBLIC SAFE
=
FORMALIZATION
OF VOLUNTEER
PROGRAM

**“It’s for your
own good.
You’ve got to
stop touching
your face.”**



-
- Educate (facts and stay informed)
 - Evaluate what services provide are essential / vital to your client base (mission critical)
 - How will you operate these services in absence of volunteers?
 - What services need to be provided in-person? Adapt?
 - Evaluate the risk level to volunteers, clients and staff if services continue (liability insurance)
 - Put new protocol/systems in place
 - Advanced screening procedures to make sure protocol is being followed
 - Transparent, consistent, predictable, calm, reassuring, brief and very clear with communications / updates
 - Update emergency contact info for everyone and procedures

ASSESSING FOR RISK

Activity	Hazard	Pre-Control Measure Risk Rating	Control Measures	Residual Risk Rating
Shopping				
Collection and delivery of shopping and medical prescriptions to individuals in self-isolation	Exposure to COVID-19, colds and other viruses and infections	High	<ul style="list-style-type: none"> ◆ Where possible confirm the list of items needed over the phone so that you can minimise contact with the individual in self-isolation. ◆ Where you need to pick up a list from the individual contact them by phone before arriving so they know to expect you. ◆ Follow hand cleaning and social distancing guideline procedures as outlined at each shop or pharmacy. ◆ When delivering items to an individual in isolation leave the shopping items at the front door, ring or knock on door and step back a minimum of 2 metres. ◆ Do not enter the person's home even if invited, explain that this is for their own and your safety. ◆ Use any protective equipment/measures as instructed. 	Medium
Leaflet Distribution				
Collection & delivery or posting of leaflets	<p>Exposure to COVID-19, colds and other viruses and infections</p> <p>Muscular / joint injury / repetitive strain. Injury due to slips/trips/falls</p>	<p>High</p> <p>Medium</p>	<ul style="list-style-type: none"> ◆ Follow hand-cleaning and social distancing guideline procedures before and after picking up leaflets and at each location where leaflets are posted or distributed. ◆ Use any protective equipment/measures as instructed. ◆ Wear comfortable clothing and walking shoes. Be sure to wear clothing suitable for the weather forecast for that day. ◆ Before doing any heavy lifting consider if you are fit enough to do so. If not please ask for help or consider if this is the right role for you. 	<p>Medium</p> <p>Low</p>

SETTING UP PROTOCOL

Mission

Volunteers like to know what their efforts are going towards, the mission is a great way to start a Volunteer Handbook.



History

Growth of an organization feels like a success. It is important to highlight the history of the organization and the mission efforts!



Organization

The organization of the volunteer programs, committees, and leaders of the volunteer programs are important to outline.



Programs

If there are multiple ways someone can volunteer, let them know in the Volunteer Handbook!



Safety

Safety procedures, first aid kits, and emergency evacuations should all be written down to be studied by the volunteer.



Requirements

Be sure to highlight requirements that volunteers must complete.



Disclaimers

Photo release forms, and agreement disclaimers are great to add in the Volunteer Handbook.



Code of Conduct

To cover all your bases, be sure to mention conduct and behavior that will not be permitted in the organization.



Track It Forward presents:

What to Include in Volunteer Handbooks

Creating volunteer handbooks can be a tough task, but it is definitely a necessary one! Volunteer Handbooks help walk a volunteer through their experience and training. They also help organize a volunteer program and allow organizations to be credible. If you are searching for an editable template, download our forms in this article! But, you can also create one from scratch using these contents!



Conflict Procedure

Outline the procedure to report conflict, or to bring up any issues that may be occurring in the organization.



Expenses

If volunteers may be spending money towards the organization, outline which ones can be reimbursed in this section of the Volunteer Handbook.



Different Program Roles

Specific volunteer programs can have different tasks. Be sure to fully explain the tasks and roles a volunteer may have in the Volunteer Handbook.



Guidelines

General guidelines that the organization follows, like confidentiality or just respectful behavior can be explained in a General Guidelines section.



Signing Up for Events

How a volunteer signs up for events or shifts needs to be a large part of the Volunteer Handbook. This is an important part of the Volunteer Handbook to retain volunteer activity.



Logging Hours

Post-volunteering acts can be outlined efficiently in the Volunteer Handbook. It would be great to highlight the importance of this tool



Risk Assessments

If there is risk involved in the volunteer activity, be sure to clearly list these and how they can be prevented or solved.



Signature Forms

Lastly, if there is anything you want volunteers to sign or agree to, add a copy or two to the Handbook for reference points!

MUTUAL
BENEFIT
/
SHARED
RESPONSIBILITY



JUST BECAUSE YOU FIT IN SOMEPLACE



DOESN'T MEAN YOU'RE IN THE RIGHT PLACE

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**SCREENING
&
SELECTING
VOLUNTEERS**

When you don't have a
vaccine
Communications
is the
vaccine.



Communication Tips

- Having a communication plan
- Frequency of communication
- Getting leadership involved in communication
- Clear, concise and proactive
- Empathy and acknowledging we don't know everything

EDUCATION / TRAINING

The Importance of Ongoing Training



LIFE GETS TOUGH



THANKS FOR BEING FLEXIBLE

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SHIFTS IN
HOW
THINGS
ARE DONE

EXAMPLES OF SERVICE OR MODIFICATIONS TO SERVICE:



Delivery of food to someone by setting food on doorstep and that person not opening door to grab food until delivery person has left.



Modify attendee control in a food distribution so there is no hand-to-hand—hand off goods, but placement of goods on a table, line and room or area entry control, and standardized cleaning timing.



Remote call center support—dial in remote call centers are ideal.



Modifying in-person coaching around accessing higher education or other types of case management to zoom or other web/phone based coaching.

**VIRTUAL
VOLUNTEER
OPPORTUNITIES**

**This is Wilson. He is now
working from home 😊**



-
- Creative and flexible (look at other posted opportunities)
 - Look at skills sets of volunteers (ask) match with projects
 - Micro-volunteering
 - Short burst volunteering (research, proof-reading, updating, data entry, kit assembling)
 - Meaningful and mission critical (Things that sit on “To Do List” month after month) not busy work
 - Education and advocacy work (social media posts)
 - Skills-based volunteers – gaps in time or expertise
 - Write up stories/experience for blogs, social media, annual report, etc.
 - Reach out to clients, partners or other stakeholders via telephone, online platform, letters/cards
 - Examine the volunteer program – updating policies, etc.

PARTNERSHIPS & COLLABORATION



**SOCIAL DISTANCING
WORLD CHAMPION**



**STRATEGIES TO
REINGAGE
VOLUNTEERS**



Reduce social isolation and create connection



Maintaining momentum – reducing attrition and increasing ability to jump back in when it is safe to do so



Increase skills and knowledge of volunteers



People still want to help and want to get involved. Opportunity to involve new volunteers in new roles



Build deeper/ stronger relationships

BENEFITS TO KEEPING VOLUNTEERS ENGAGED

Aha, you lose connection

Did you try to reconnect?

**RE-ESTABLISH A
CONNECTION**

Reconnecting



The connection has been lost. Attempting to reconnect to your session...

Connection attempt: 1 of 5

Cancel

-
- Use technology – send instructions
 - Phone trees to get folks talking and sharing with each other
 - Volunteer meetings/check-in if service is still being provided
 - Volunteer trainings (lunch and learn)
 - Volunteer appreciation event
 - FUN Social events
 - Track engagement and mood of volunteers – see who is active
 - Send post cards, notes or thank you gifts
 - Sending funny emails or video links
 - Get a variety of staff involved, especially leadership
 - Remind about the benefits to volunteering

LEARN FROM FEEDBACK



ONE MUST

makeameme.org

LISTEN

RE-INSPIRE THROUGH STORYTELLING

The Café is many things to many people!

Matt's Story

I came to Franklin County to start a business, but it failed. Soon after, my depression really kicked in. I mean, I was in my forties, divorced, with a failed business concept, and I was withdrawing from the world.

I remembered being very welcomed by the staff and volunteers who were tabling for Stone Soup during a Greenfield Business networking event. So, I signed up to volunteer and I haven't missed a week since then. And that's saying a lot, since I'm a person who has a really hard time committing to something even if I have the best intentions. The fact that I've stuck with this should tell you how much it means to me.



In many ways, I didn't even know how much I needed a "community." I had often put a lot of energy into one or two people to support me, and sometimes that would be too much for them. But at Stone Soup I have many people I've connected with on a variety of levels, and I've even been a catalyst for other people to get involved. Even when being there is difficult - and sometimes it is - I feel truly accepted for who I am. How many places can you say that about, really? And what's more - I feel needed. After years of not working, I hadn't felt useful for a long time. Now there is a mission I can get behind and they make it easy for me to have a place there.

It's a place where everyone can feel
at home and welcomed into the community.



**REWARD AND
RECOGNITION**

**YOU GET A BEANIE! YOU GET A BEANIE!
EVERYONE GETS A BEANIE!**

make

APPRECIATION

ASK



SO I JUST ASK WHATEVER I WANT?



Wheel Of Challenges

CHALLENGES WE HAVE NOT ADDRESSED

SERVICE ENTERPRISE INITIATIVE

A change management approach that helps organizations more effectively leverage volunteers and their skills, increasing the return on volunteer investment to meet their missions.

SERVICE ENTERPRISE INITIATIVE



- Research-based diagnostic evaluation
- 16-20 hours of team-based strategic management training for volunteer program
- Up to 10 hours of individualized coaching
- National certification from AL!VE

SE INFO SESSION

Info Session #2 Recording:

https://us02web.zoom.us/rec/share/VTHPRnzJ-PiMbcxq4_iauqaBVkY8dOksS7INH_dA4UGWdFKIveGfJ-vbciYNTBD.SAk5NBEiCVeH8tx5



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QUESTIONS & COMMENTS