

The Land and Water Conservation Summit  
University of Rhode Island  
Kingston Campus  
March 21<sup>st</sup>, 2009



**GOing**  
**Green**

Rethinking volunteers to  
**Renew, Restore & Revitalize**  
your organization for a sustainable future.

*Presented by:*

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# Today's Itinerary

- **Volunteers**
  - Why they volunteer for you
  - Engaging volunteers
  - Using volunteer skills
- **Board**
  - Descriptions
  - The Fundraising Board
  - Making a truly caring board

# Why I Volunteer For You...

- *“I think alone I can only make a small difference, but when I volunteer with like minded individuals, I can be a part of something bigger that will have a real impact. And I love to be involved with driving positive change.”*
- *“I volunteer to get the ‘natural high’ it gives me knowing that I’m helping someone or something.”*
- *“I have the free time because I work as a firefighter, and since I get paid by the public I felt it was a way to give back.”*
- *“Volunteering for and working with other organizations helps to make new contacts, and friends. I also get an education as I help on projects, spending a day working and chatting with people about what we are doing and why.”*
- *“I like the people, they made me feel welcome.”*
- *“Karma, it is the right thing to give back.”*

# Motivations for Volunteering

## **Achievement Motivations**

- Desire for Excellence
- Want to do a good job
- Need a sense of accomplishment
- Wants to advance
- Desire for Feedback

# Motivations for Volunteering

## **Influence Motivations**

- Likes to lead
- Enjoys giving advice
- Likes influencing an important project
- Enjoys job status
- Likes to have their ideas carried out

# Motivations for Volunteering

## **Affiliation Motivations**

- Likes to be popular
- Likes to be well thought of
- Enjoys and wants interaction
- Dislikes being alone in work or play
- Likes to help others
- Desire for harmony

# Create Opportunities Based on Motivations of Volunteers

	Achievement	Affiliation	Influence
Volunteer positions that will appeal			
Management and supervision strategies that will be effective			

# Engage & Validate Volunteers

- Make it interesting
- Give them proper training
- Let volunteers have a say
- Be Flexible
- Don't overuse volunteers
- Show volunteers they are valued



# “I Can Do More Than Stuff Envelopes!”

- Recognize your volunteer’s skills beyond field work or stuffing envelopes.
  - Accounting work
  - Marketing and Promotions
  - Fundraising
  - Research and Data Analysis
  - Board Members

# Board Members are Volunteers Too!

To maximize your board's effectiveness (at fund raising or whatever else) the organization needs to look at things in reverse. *“Who are my board members, why are they here, and how best can we use what they bring to further the mission of the organization?”*

# Be Specific with the Board

Just like you would write a volunteer job description, be specific in drafting your board position descriptions.

- Requirements
- Time commitment
- Financial obligation (give or get)
- Primary contact at organization
- Expectations
- Hold them accountable

# What is the Role of the Board?

The board's responsibilities fall in to four broad categories:

1. ***Legal and Fiduciary*** – Ensure the organization meets legal requirements & operates in accord. w/mission & purpose.
2. ***Oversight*** – See that organization is run well, moderates power of management & hires, reviews & removes executive director.
3. ***Financial Resources*** – Involved with making sure org. has money it needs – could be personal contributions; advocating with foundations, government, corporations; organizing or hosting fundraising events; or face-to-face solicitations.
4. ***Representation of constituencies and viewpoints*** – Represent or bring experiences & perspectives of diverse groups or populations served while voting and governing in the organization's best interest.

# Examples of Board Responsibilities

1. Determine the Organization's Mission and Purpose
2. Select the Executive and support them
3. Provide proper financial oversight. The board must approve the annual budget and ensure that proper financial controls are in place.
4. Ensure Adequate Resources and manage them effectively. One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
5. Ensure legal and ethical integrity and maintain accountability.
6. Ensure effective organizational planning.

# Examples of Board Responsibilities

7. Recruit and orient new board members and assess board performance.
8. Enhance the organization's public standing & garner support from the community.
9. Determine, monitor, and strengthen the organization's programs and services. The board's responsibility is to determine which programs are consistent with the organization's mission and to monitor their effectiveness.
10. Participate in fundraising activities.

# Roles Will Vary with Cycle

- A New Organization  
Board is small, passionate, involved in daily activity, “a working board”
- More Established Organization  
Board is focused on governance of the organization

# The Board's Role IS NOT

The day to day management  
of the organization.

That's what the  
Executive Director is for.



# Board Members as Fundraisers

Board Members should make a financial contribution to the extent of their capacity.

Board Members should be seen as part of your fundraising staff.

Board Members should solicit contributions from friends, family, colleagues.

Board members should help recruit new members with the clout and connections needed to sustain the organization

Try a Board Member's Budget Plan Form!

# Where Does a Board Member Find \$\$\$

- Personal contributions
  - Flat Donations
  - Pledge
  - Buying tickets for events
- Hosting a Friend-raiser at their home
- Writing letters to friends and family
- Match contributions from other board members dollar for dollar
- Soliciting area businesses and corporations for sponsorship

All board members should feel that they ought to be raising money for the organization to ensure the organization has the money they need to do its work.

# “I didn’t sign on to do fundraising!”

Don’t alienate the board – they have two roles:

- Governance
- Support

If a board member is truly uncomfortable with fundraising beyond their own contributions to the organization, take advantage of their individual strengths that they can contribute.

# Ensuring Quality Board Members

- Recruit those who believe in your mission and even live the mission. They will carry your message the furthest.
- Keep their responsibilities manageable – don't ask too little or too much.
- Periodically, assess the board members individually and the board as a whole.
- Acknowledge your board members as you would other volunteers in your organization.



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**Thank you for attending today!**

Don't forget to fill out your evaluation forms!

Please contact us if you have any questions  
or would like more information

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