



Recruiting: New Way or Highway?

August 2021 Webinar

Brought to You by
VSys Voices



Joan
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Jerome
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Todd McMullin



Dana Litwin



Here For You

In the summer of 2020 V Sys retained a team of well-recognized professionals to provide additional support to our customers. They're developing a series of presentations, panel discussions and other tools but can also work with you directly, usually at no charge. It's just our way of helping out... and saying "Thank-You."



Joan R. Cardellino, CAVS is a subject matter expert with extensive experience engaging volunteers and community forces for good. Having served "in the arena" to the "C-suite", she offers a broad range of management, organization, and program development skills, expertise, and experience.

Today's
Emcee!



Jerome Tennille, CVA is a social impact and volunteer engagement strategist with years of experience designing, planning, and executing social impact campaigns and volunteer programs with organizations focused on veterans, poverty, food insecurity, ecosystem restoration, and workforce development. Jerome writes on social impact and volunteer issues and his work has been featured on Impakter, Business 2 Community Magazine, VolunteerMatch and Nonprofit Information.com



Dana Litwin, CVA is a strategic advisor, public speaker, and thought leader in volunteerism and civic service. Since 2002 she has guided organizations in California's Silicon Valley and world-wide to produce breakthrough talent and community engagement programs. She is the Past President of the Association of Leaders in Volunteer Engagement, and a founder of the multi-sector National Alliance for Volunteer Engagement, and the creator of the premiere web series "Priceless Advice for Leaders of Volunteers".



We Understand...



- The current recruiting environment is challenging
- Our society is rapidly changing
- Where do we go next?
VSysVoices are here for you!



1. Keep the old if it works, but...
2. Adopt new ways of thinking
3. Adopt new practices

What Do We Do?





Paradigm Shift



- Increase in “informal” and peer-to-peer volunteering
- Family helping family, friends helping friends, neighbor helping neighbor



- Valuing service is changing
- Putting humanity at forefront of service

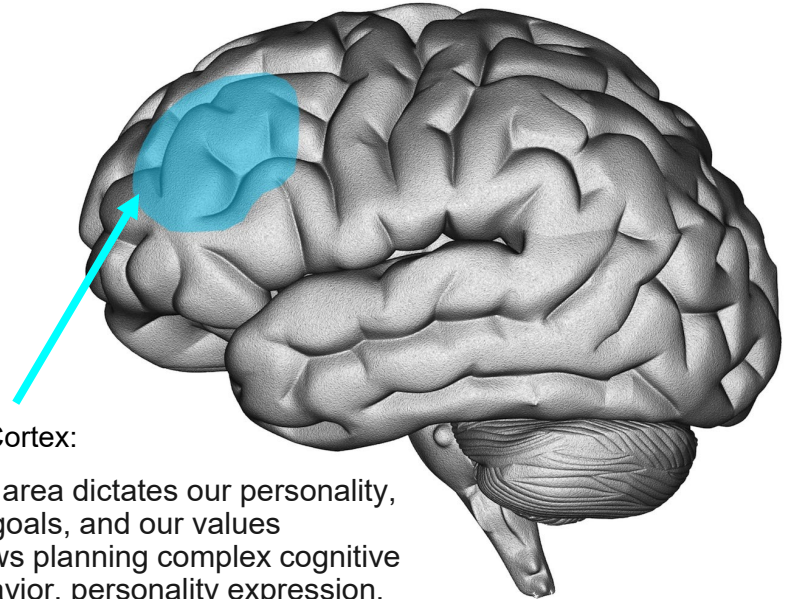
Paradigm Shift





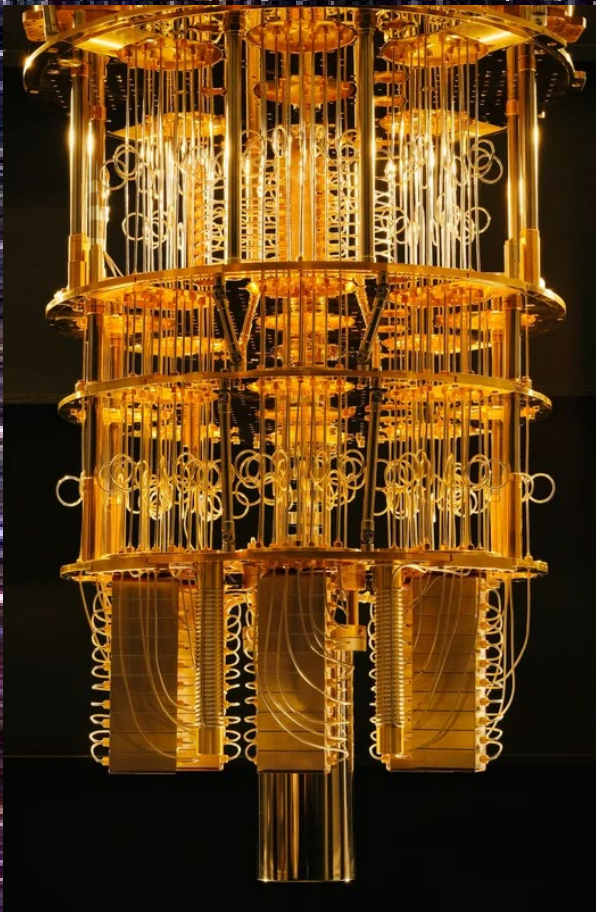
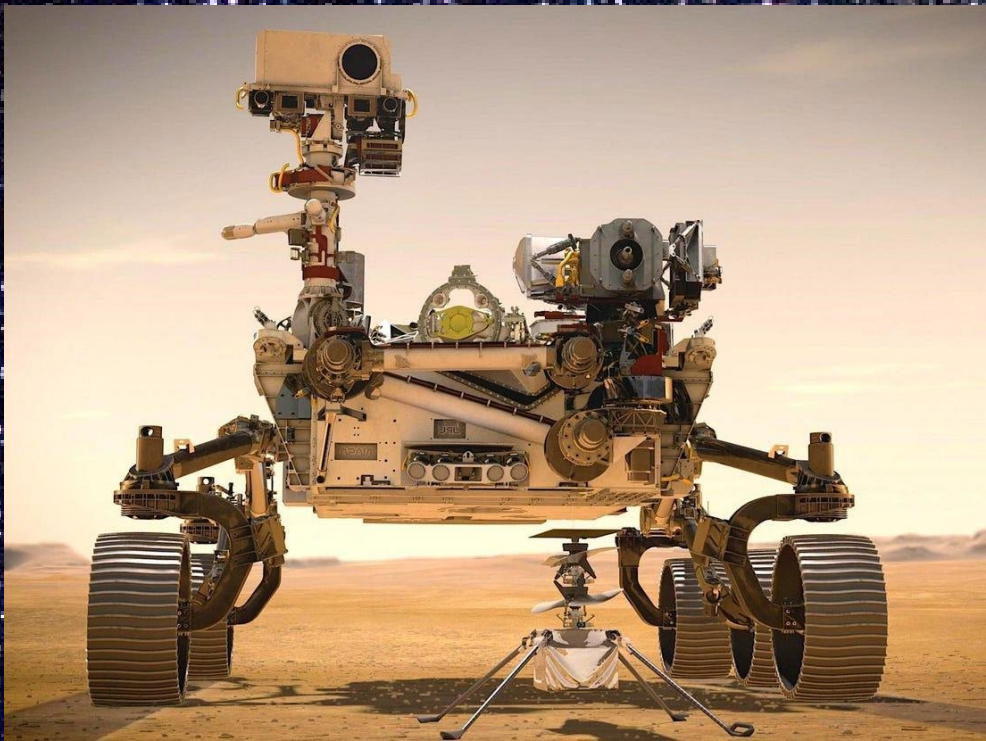
Paradigm Shift

1. Must rethink volunteering
2. Challenge our current understanding and definitions of “volunteering”
3. Systems that got us here won't make the change we want

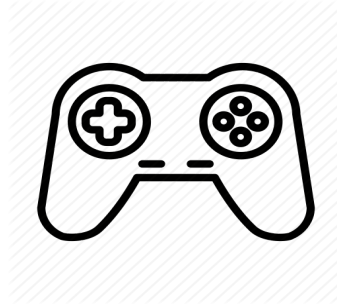


Prefrontal Cortex:

- This area dictates our personality, our goals, and our values
- Allows planning complex cognitive behavior, personality expression, decision making, and moderating social behaviour









Jayla
(volunteer)



Janice
(homebound)

Janice's New Care Circle

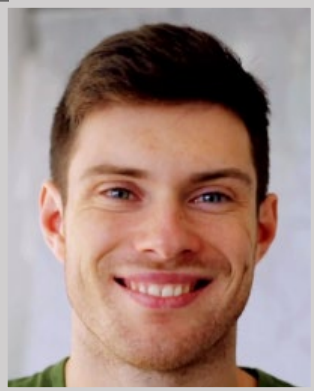


Has

- 20 minutes / day
- Car
- Friends
- Dog

Needs

- Friends
- Shopping
- Dr. Appointments
- Dog Walking



Jeff
(Co-worker of
Jayla)

Janice
(homebound)





Vicki
(Volunteer
Coordinator)

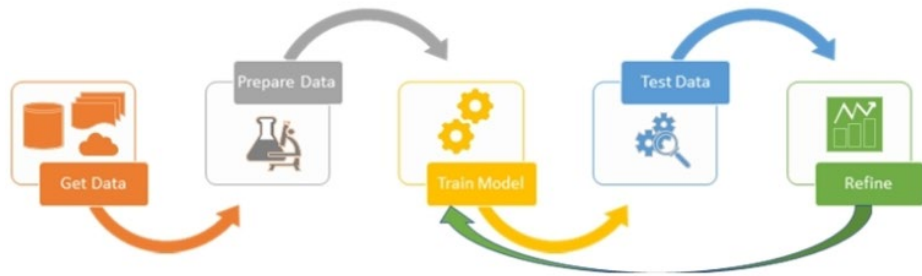
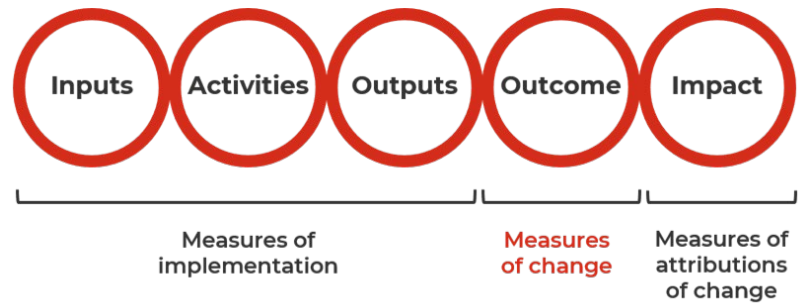
Janice
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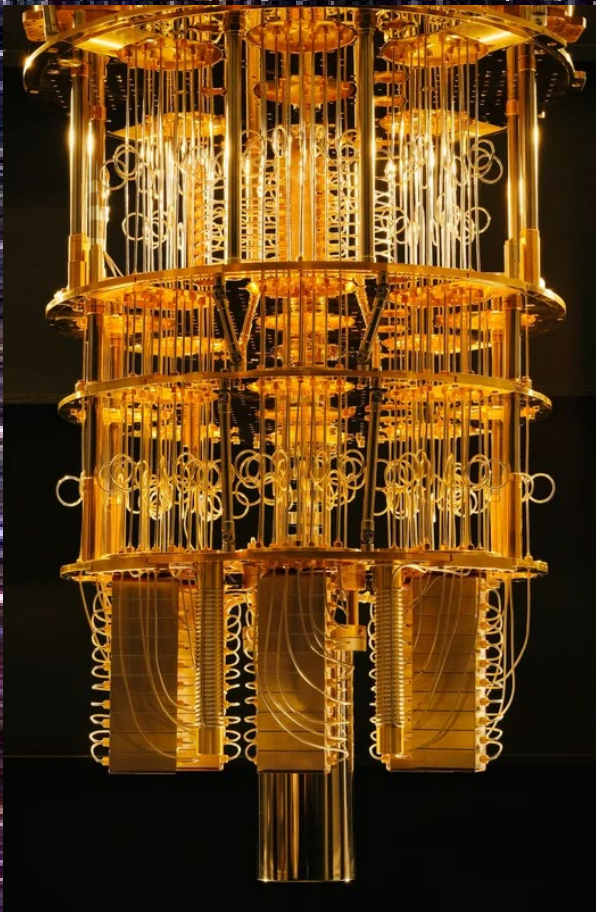
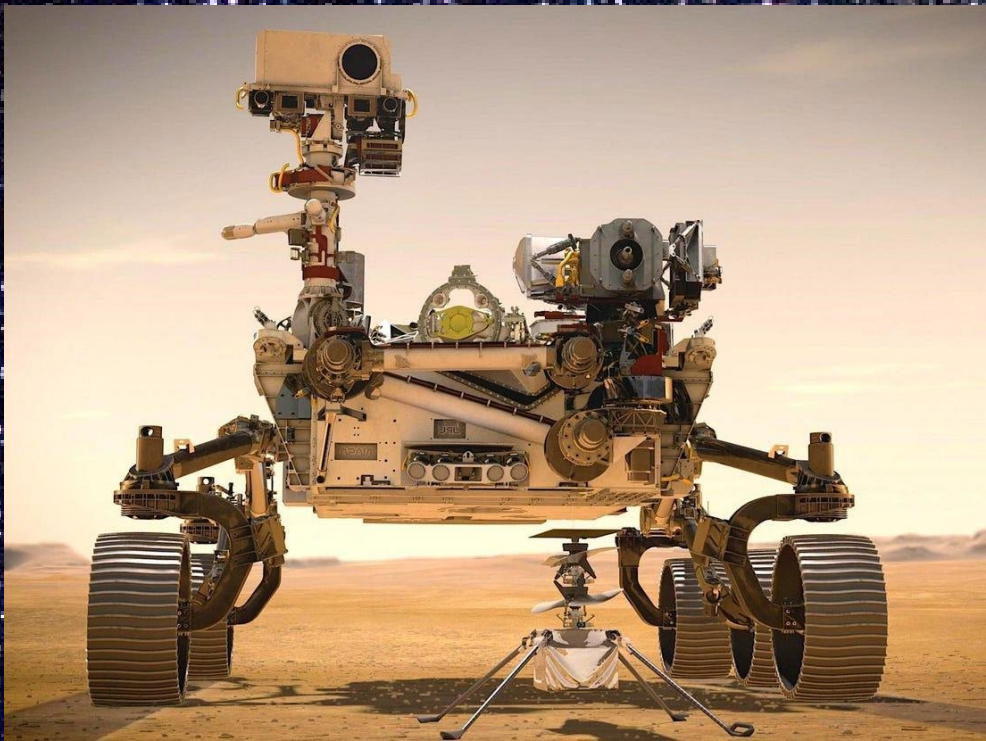


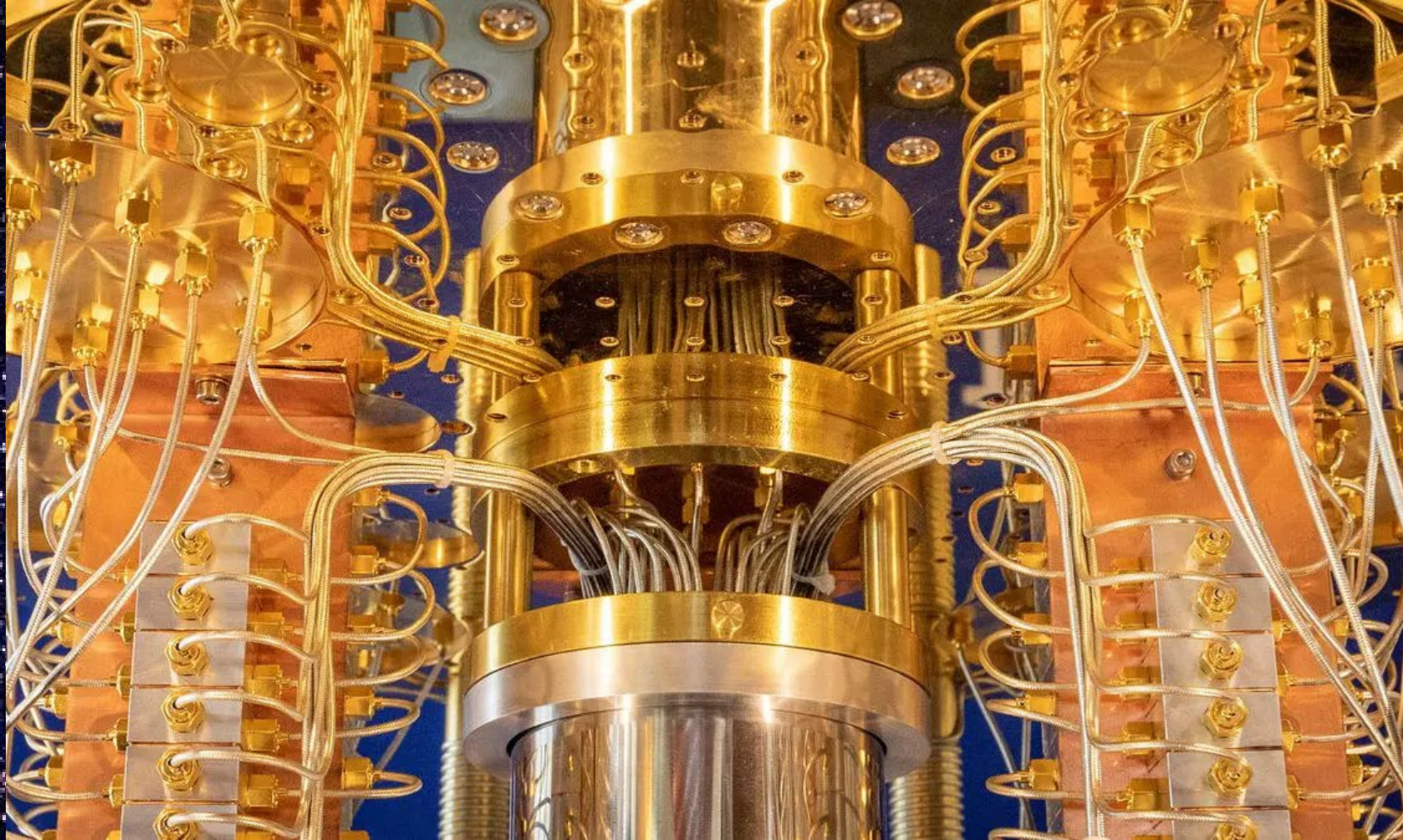
Volunteer Management Software (VMS)



Socialized Outcome Measurement Creates “Mega” Data Needed for Predictive Modeling









How To Start Today

1. Use existing social media tools: Instagram, Twitter, SnapChat, Facebook, and LinkedIn.
2. Subscribe to relevant social media (Twitter etc.) feeds.
3. Hashtags and LIKEs are free and easy!





1. Recruitment: Friends & Family.

2. Recognition is:

- Every moment of everyday!
- Valuing volunteers' expertise and offering leadership positions
- Fun with Gamification

How To Start Today

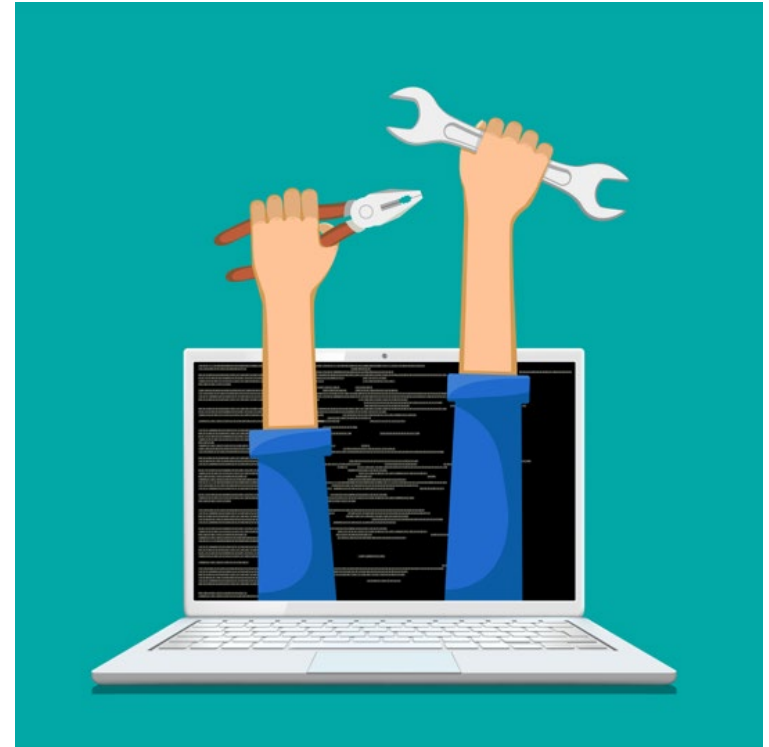




Tools & Resources

- VolunteerMatch
- NTEN
- TechSoup
- TechForGood
- Code for America
- VSysVoices!

How To Start Today





We're Here to Help!

Visit the [VSystem Voices Webpage](#)