



# Game On!

## *Playing for Keeps with Volunteers*







# Dana Litwin, CVA

Dana Litwin Consulting  
“Priceless Advice” web series



Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations in California's Silicon Valley and nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”, served as President of the Association of Leaders in Volunteer Engagement (ALIVE), and is a founder and facilitator of the National Alliance for Volunteer Engagement.







# Todd McMullin

Technologist, Consultant,  
'Co-founder Extraordinaire'



Todd graduated in non-profit management and has 25 years experience as a technology consultant for community organizations. He is the co-founder of a United Way chapter, a local Volunteer Center, The Disaster Help Network, The Congress of Volunteer Association Administrators, and the Association of Leaders in Volunteer Engagement (ALIVE).





# Learning Objectives

- 1) **Apply** game theory to volunteer roles, recruitment, retention.
- 2) **Incorporate** aspects of playful competition for high engagement.
- 3) **Plan** how and where to get skilled volunteers for gamification plans







# Game On!

**Simple >>>> Complex**

**Practical >>> Technological**







# Is Your Volunteer Environment FUN?

**Volunteer  
Environment**





# Can Your Volunteers Control Their Experience?

## Gamification Control Center







# Are They HAPPY With The Result?





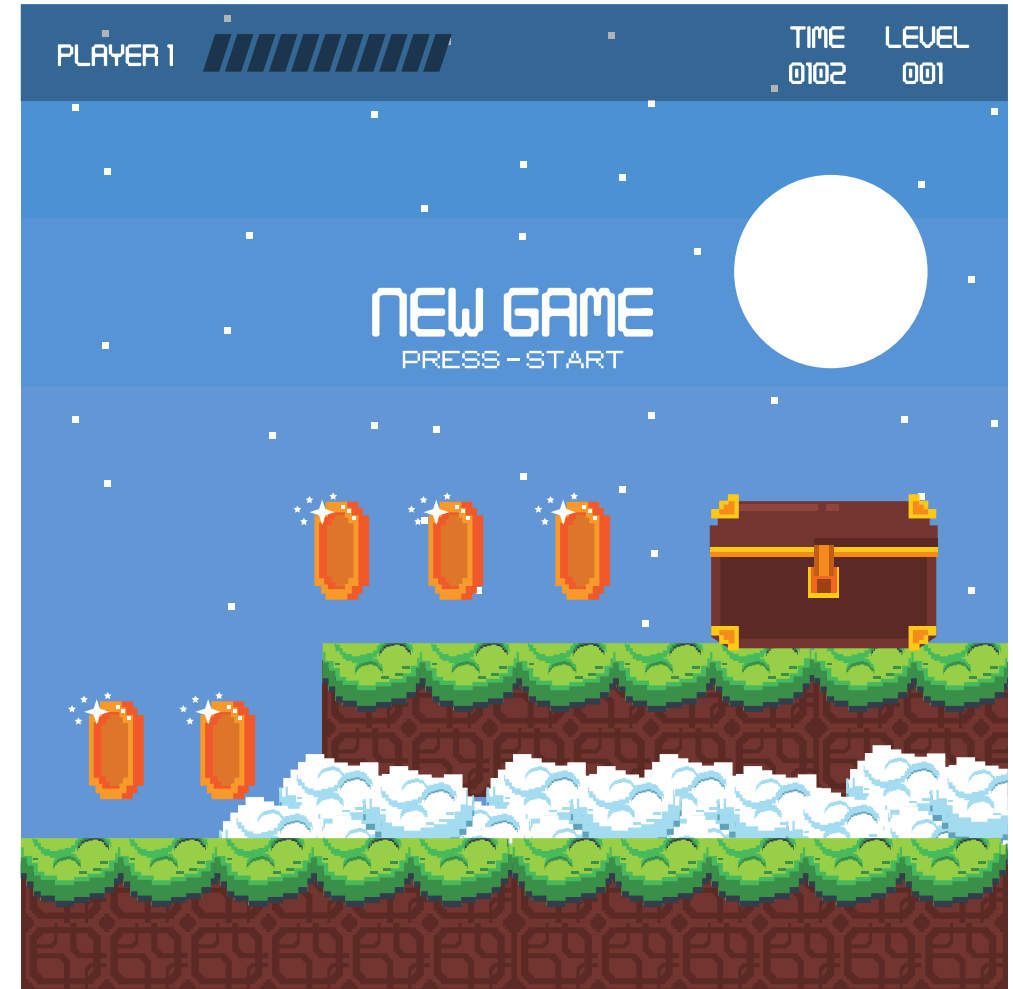


# Can Your Volunteers Control Their Experience?





# What Motivates Us to Play?







- [illegible]





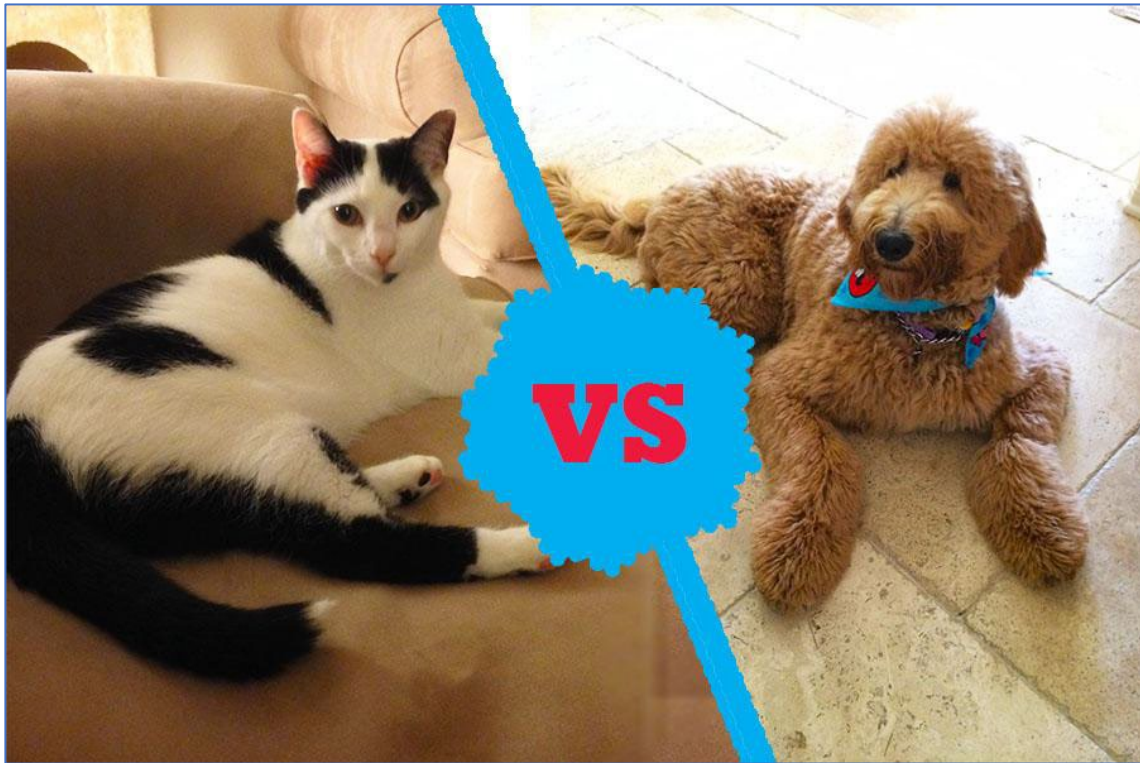
# Step 1: Fun-ify!

- **Décor**
- **Zoom Backgrounds**
- **Goofy Awards/Certificates**
- **Funny (tasteful!) hashtags on Social Media**





# Step 2: Create a Challenge Board

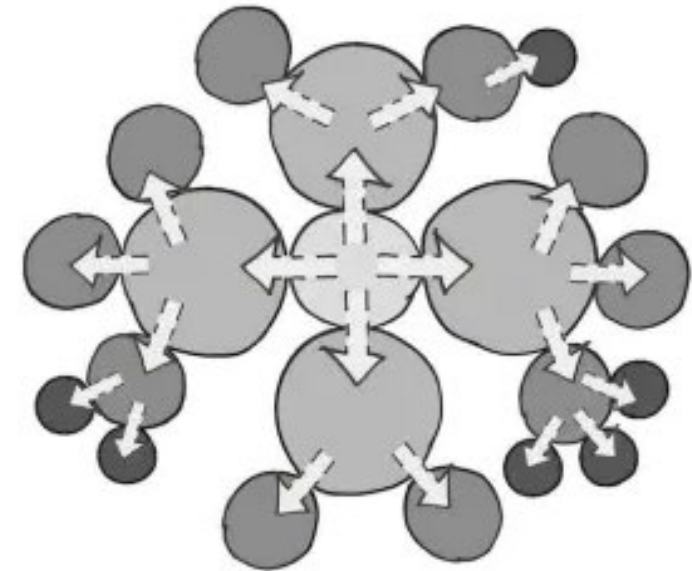


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## Step 3: Share Leadership & Goals





# Formal vs. Informal Volunteering

70% of volunteering worldwide is not connected to NPOS, NGOS, or government organizations.





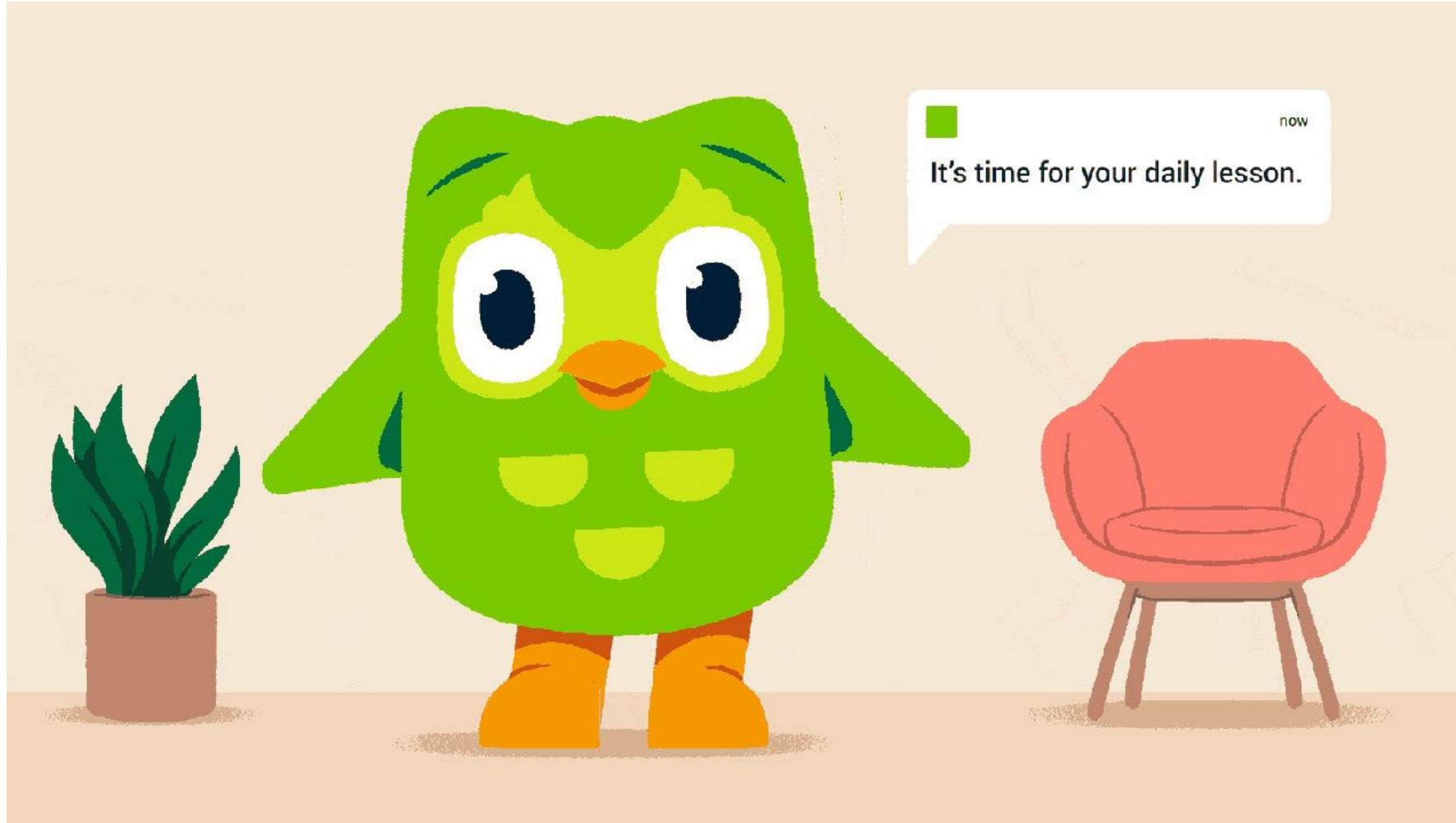
# #TrashChallenge

- Started at a school in Ukraine, spring 2019
- Millions participating within 6 months
- Can be done by anyone, anywhere, anytime
- Crosses all languages and cultures





# Gamification as eLearning







# Tools

1. Engagement
2. Learning
3. Challenge
4. Skill
5. Reward
6. Achievement
7. Goals
8. Organizational Productivity(Increased Capacity)







# 1: Engagement

**Tech engagement** = *quantity* of players, hours of play, eyeballs on ads.

**Volunteer/community engagement** = *quality* relationship building.





## 2-3: Learning & Challenge

“A game is anything that connects 2+ people for fun”







## 4: Skill

“Skill is the unified force of experience, intellect, and passion in their operation.”

- *John Ruskin*







## 5-6: Reward and Achievement

There's a difference between  
*formal* and *informal* recognition







# 7: Goals

Let the volunteer who saw the problem create the goals (aka “challenges”)





## 8: Organizational Productivity

**You can't make this  
work in a vacuum!**





# Work and Play





# This is HAPPENING!

Get on board or get  
left behind!





# #PeoplePower





# Tech, No!



You can find qualified volunteers to do complex tech tasks even if ***you do not understand it.***





# Recruit Gamification Team

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Who



Where



How







# Recruit Gamification Team

Who







# Recruit Gamification Team



Where

- Current Talent Pool
- Tech Co/CSR Partners
- Online Community
- University IT/Computer Science Track
- ALL work can be done remotely







# Recruit Gamification Team

How





#PeoplePower

hAve  
FUN





# Game on!







# Thank-you!

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