



# VSys Voices:

## The Value of Volunteer Recognition for Morale





# VSys Voices Presenters

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**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** 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, Samaritan Technologies, The Disaster Help Network, The Congress of Volunteer Association Administrators and the Association of Leaders in Volunteer Engagement (ALIVE).





Discussion: What are you doing now for recognition & morale?



# Every Interaction is....



An invitation to  
stay or an  
invitation to go!



# Listen: Everyone Wants to be Heard & Valued



- ☐ Surveys
- ☐ Listening Sessions
- ☐ Suggestion Box
- ☐ Information Conversations
- ☐ Posterboard
- ☐ Virtual Group
- ☐ Other





# Why do people volunteer?







# Meaningful & Valuable Impact of Work

- Tie to funding; SDOH, grants
- Stories of success (emotive)
- Volunteer Impacts with Data & Metrics Reports (analytic)



# Shared Goals = Shared Success



- How are goals aligned per person, department, etc.?
- How is that communicated with volunteers?
- Sharing success.
- There for each other in tough times.
- Show and Tell!







- Skills & Learning
- Social networking
- Resume/Career goals
- Leadership
- Level up!







# Social Fun & Morale





# Gamification

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







# Vision & Inspiration





# Open Discussion: Brainstorm & Troubleshoot







# Additional Resources

## From Our Friends:

- From Tobi Johnson/VolunteerPro  
<https://tobjohnson.com/volunteer-rewards-and-recognition/>
- From Karen Knight  
<https://karenknight.ca/creating-a-popular-appreciation-event/>
- From Meridian Swift  
<https://volunteerplaintalk.com/2022/04/13/what-are-volunteer-incentives-anyway/>
- From Elisa Kosarin  
<https://twentyhats.com/this-volunteer-thank-you-video-will-put-a-smile-on-your-face/>

## From The Voices:

- "Practical Advice on Volunteer Recognition: What, Why and How?" [[Download](#)] [[Handout](#)]
- "Using HCAHPS Surveys to Prove Volunteer Value" [[Download](#)] [[Handout](#)]
- "Metrics & Data Story Telling" [[Download](#)] [[Handout](#)]
- "Game ON! *Playing* for Keeps with Volunteers" [[Download](#)] [[Handout](#)]



# Thank you for joining us!

