

Presenters



Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations 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.

Roseanna Galindo, CAVS, with 30+ years in volunteer leadership, established Periscope BPA to bolster data communication among business professionals. An established leader in healthcare and a former DVS, her influence in volunteer engagement is far reaching. Hailing from CSU, Chico, her work on the Volunteer Satisfaction Index, “VSI,” has garnered international recognition, illuminating the intricacies of the volunteer experience. An advocate for data literacy, Roseanna guides leaders in the essentials of data storytelling. Her blog, "Periscope Insider" on PeriscopeBPA.com, intersects communication and data, solidifying her role as a champion for data literacy, the human experience in healthcare, and volunteer leaders everywhere.



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).



VSys Voices:

Practical Tips & Tools for Your Recruitment Plan



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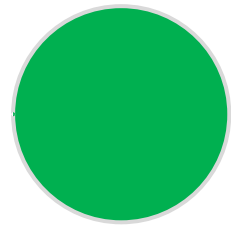


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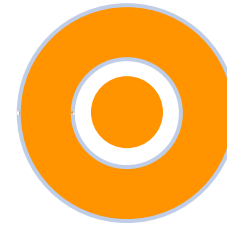
Target audience for today's webinar

SKILL LEVEL



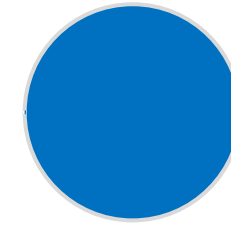
Minimal Knowledge

Looking for some basic information, key principles and “how-to’s” on the subject.



Working Knowledge

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic



Authoritative Knowledge

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.



We Understand!

1. Recruiting is difficult
2. The pandemic impacts numbers
3. Older methods aren't working as well



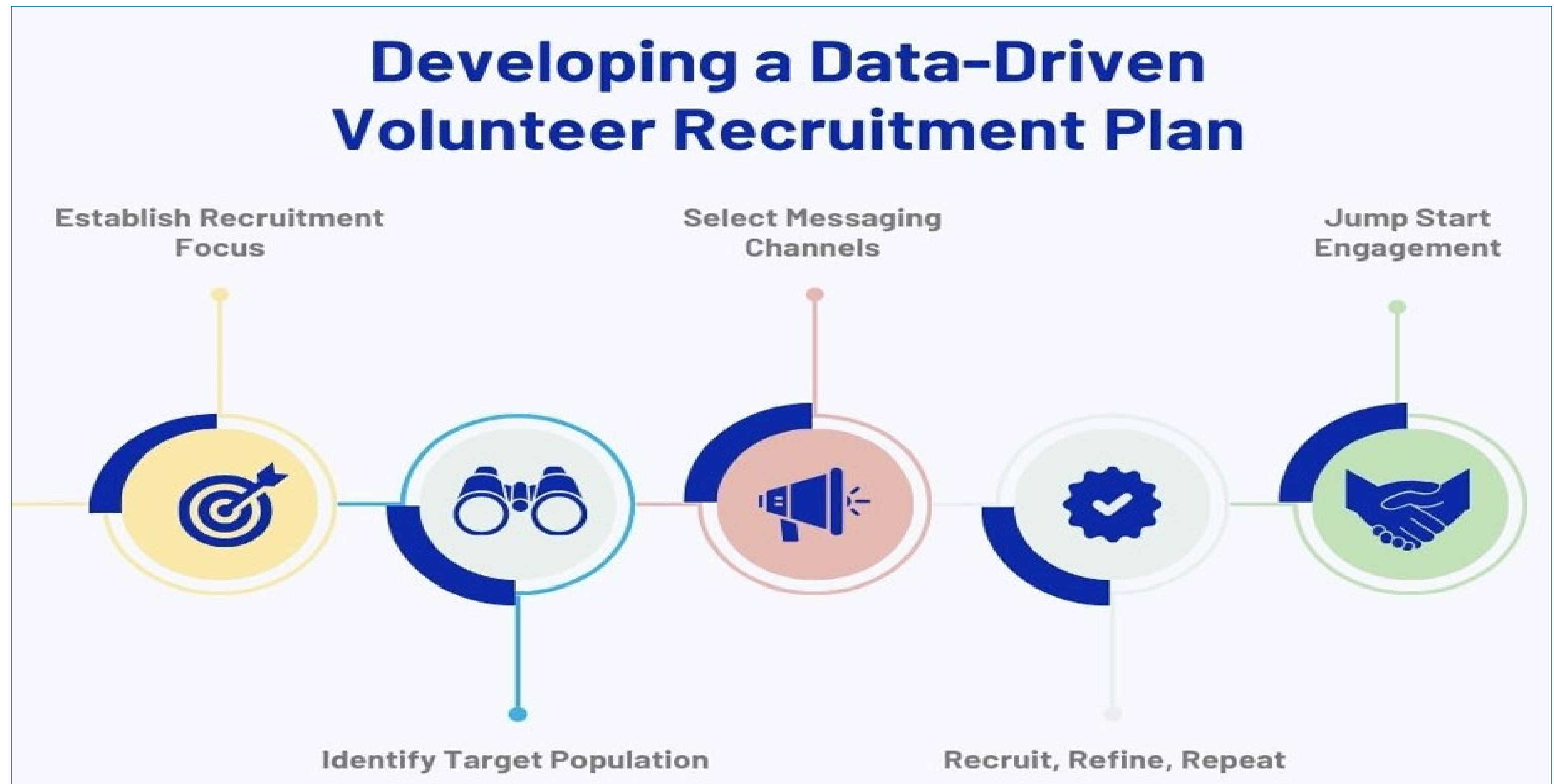
So, for Today...



1. Developing Recruitment Strategies
2. Importance of Data & Data Storytelling
3. Building Campaigns
4. Measuring Success



Developing Recruitment Strategies



Developing Recruitment Strategies

Example: Increase number of zoo penguin chick socializers by 30% to fill all shifts in the 3-month hatching season and raise retention/return rate to 75% or more.



Developing Recruitment Strategies

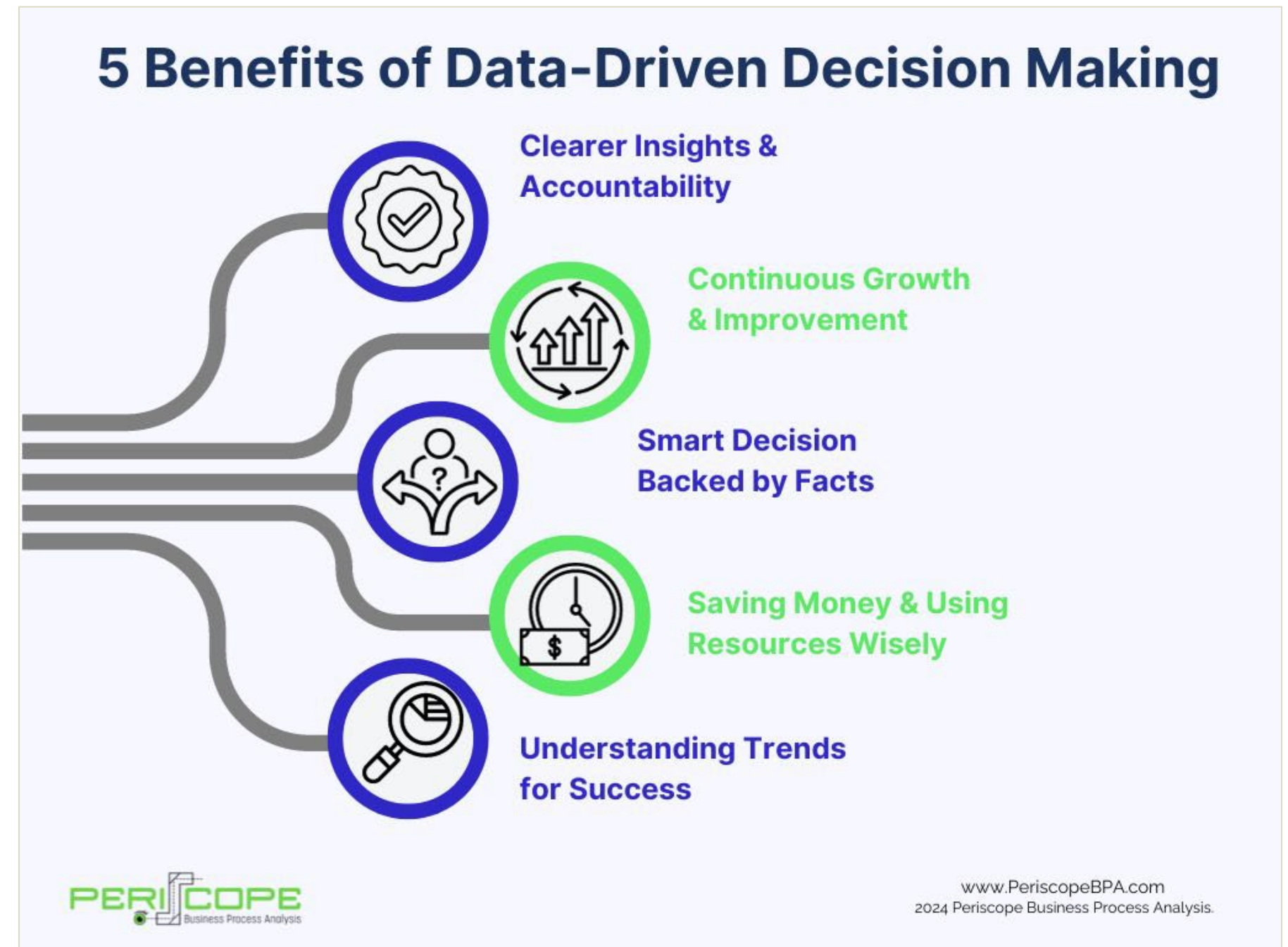
- Needs Assessment
- Easy role/assignment assessment tool
- What's working, what isn't in current recruitment efforts?
- What can YOU do, what can other departments do?
- What is measured in quality/quantity?
- Goals, milestones, timeline



Importance of Data & Data Storytelling

Data Driven Recruitment Plan:

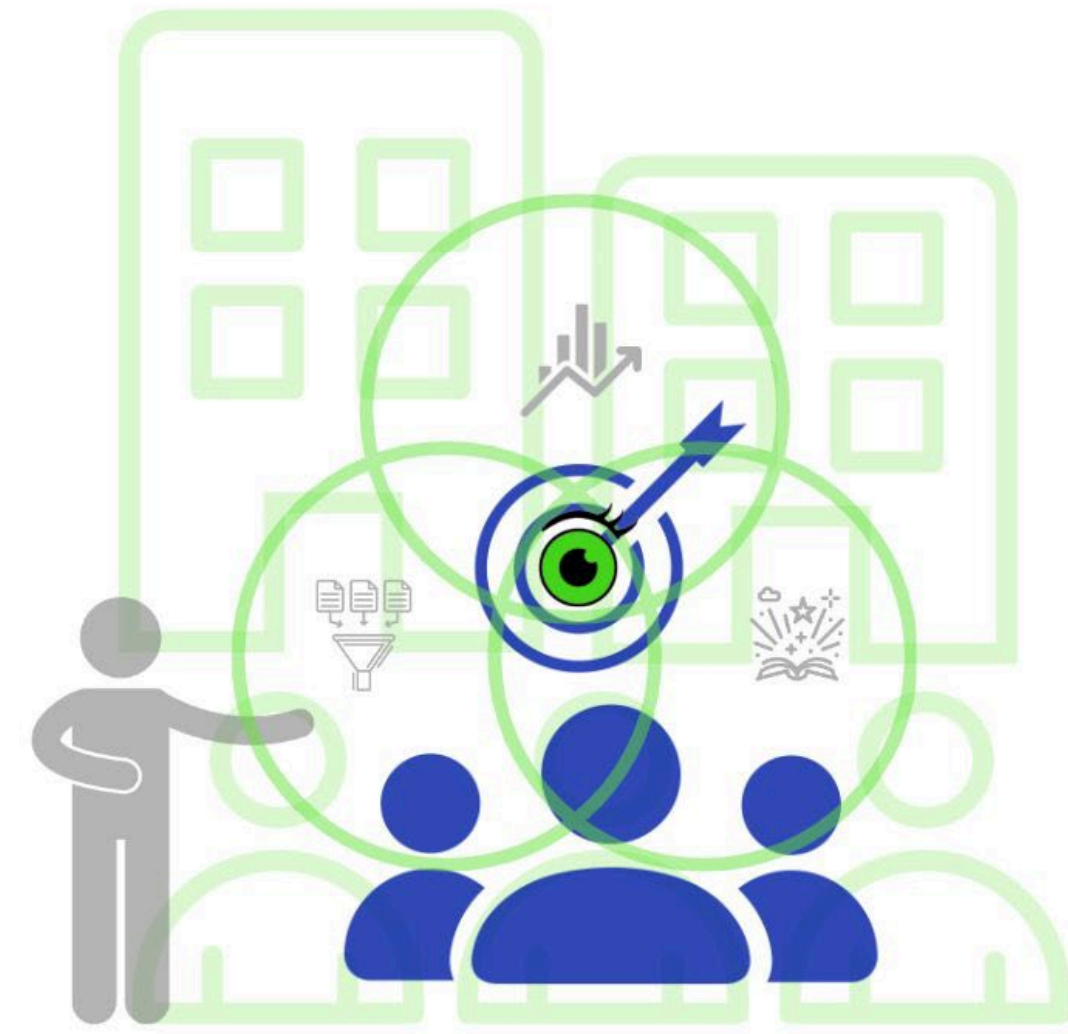
- Recruitment Focus
- Target Recruitment Population
- Most Effective Recruitment Methods
- Recruitment Campaign Refinement
- Recruit for Retention



Importance of Data & Data Storytelling

Data Storytelling Essentials

- Data Visualization
- Data Narrative
- Data Savvy
- Data Communication Planning
- Data Presentation
- Data Culture



Importance of Data & Data Storytelling

Data Narrative

- Numbers numb, Stories resonate
- Take audience on a journey
- Communicate the impact
- Recruitment – external #'s
- Recruitment – internal support



2023 Periscope Business Process Analysis. All rights reserved.

Building Campaigns

- “Sticky” messaging: 3 words, 30 seconds, 3 minutes
- Who & Where: Tailored to audience; area, age, language, interests
- Why and “WIIFM”
- Word of mouth is key



Building Campaigns



How to Create a Successful Marketing Campaign

- ☐ Set a purpose and goal for your campaign.
- ☐ Establish how you'll measure your campaign.
- ☐ Define your target audience.
- ☐ Set a concept for your campaign and get in contact with the right team.
- ☐ Choose the channels on which you'll run your campaign.
- ☐ Set a timeline for your campaign.
- ☐ Ensure your campaign is driving users toward a desired action.
- ☐ Monitor the right metrics.
- ☐ Establish success numbers and metrics.
- ☐ Decide what you'll do with the campaign data.

Building Campaigns

- Theme Hashtags; short & sweet & “sticky”
- Content and schedule
- Success metrics and milestones
- Lots of FREE or low-cost content creation apps/sites
- Involve Volunteers



How to run a successful social media campaign



**Brainstorm
social
campaign
themes**



**Build out
your creative
and content**



**Choose
your
metrics and
measure
success**

sproutsocial.com/insights

sproutsocial



Measuring Success of Campaigns

What Campaign “Success” is **NOT**:

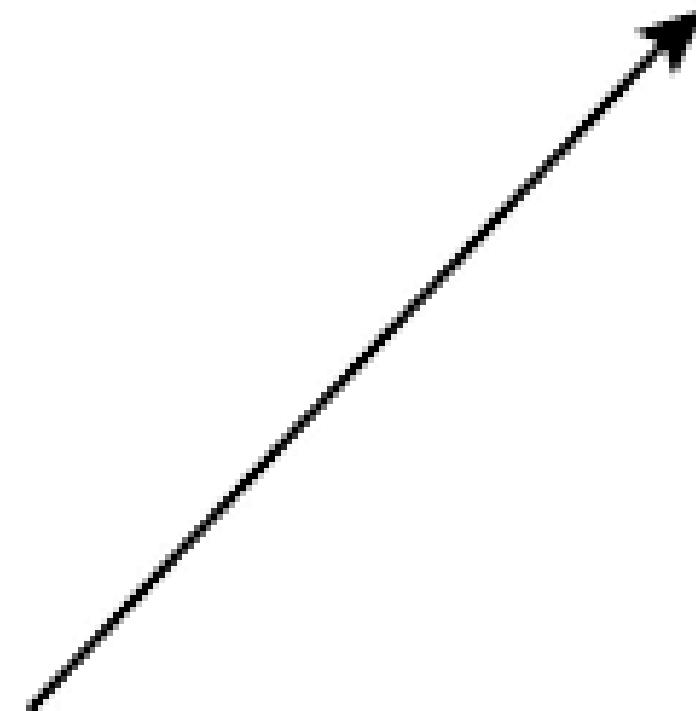
- The # of volunteers recruited
- The # of hours served
- Program outputs (unless helpful)



Measuring Success: Campaign Success Is...

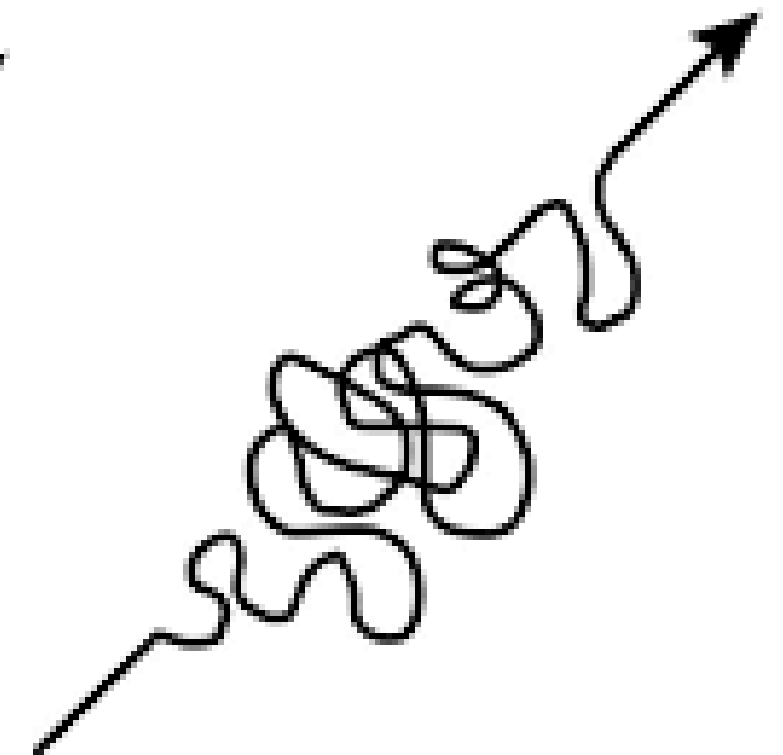
1. Organic
2. Dynamic
3. Simple
4. Shareable

SUCCESS



what people think
it looks like

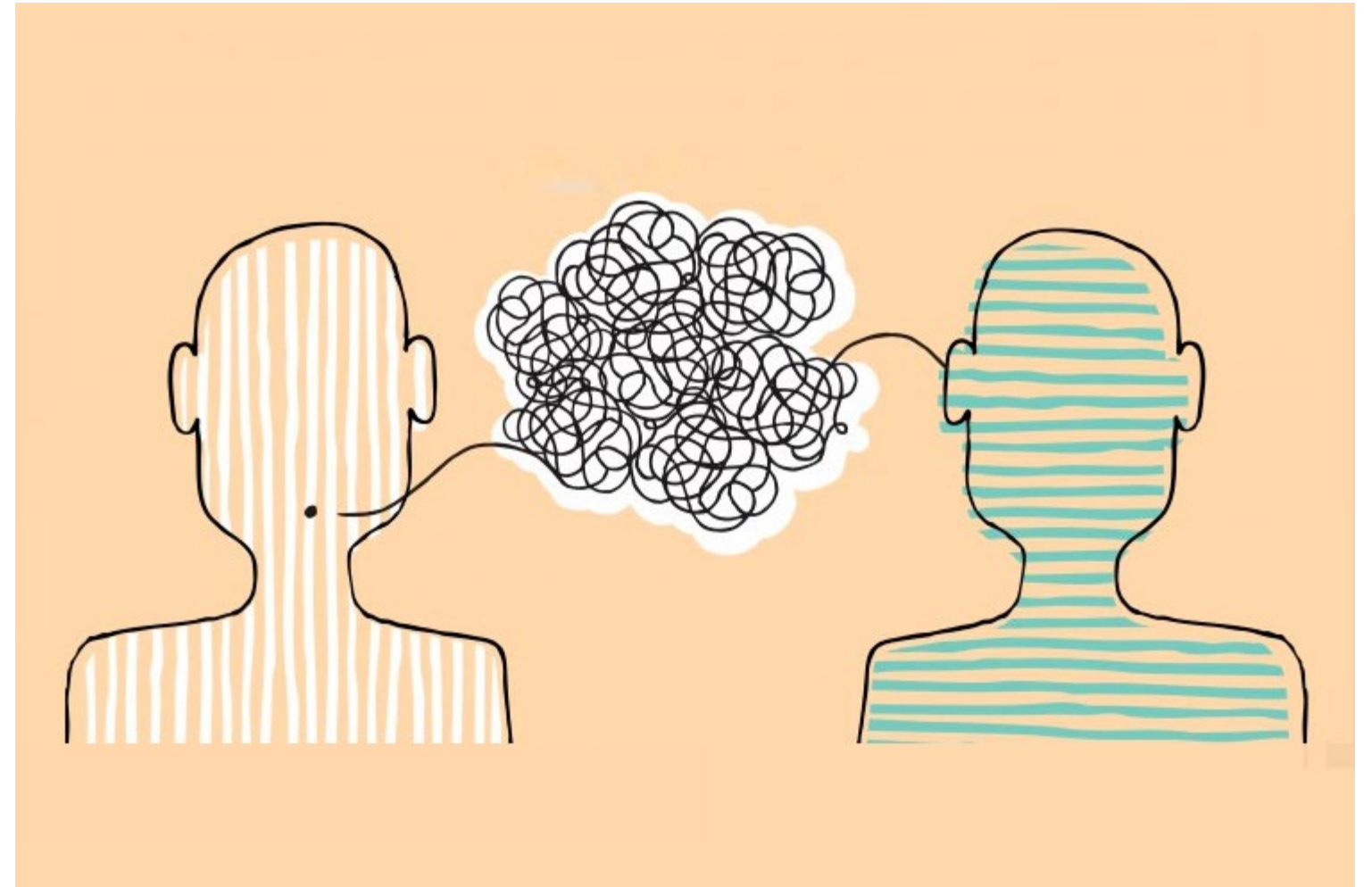
SUCCESS



what it really
looks like

Measuring Success: 3 Common Misunderstandings

1. Working with younger, busier people.
2. Engaging them in the success definition.
3. Understanding what THEY consider to be a successful experience.



Measuring Success: Repackaging For Success

- **Enticement:** “What can YOU do for the Penguins”
- **Convenience:** “What can YOU do with 1 hour / month?”
- **Purpose:** “Save The Planet w/ One 1 hour / month”
- **Social:** “Join US to Serve _____”
- **Gamification:** “Can YOU plant more trees than I can?”
- **Skills:** “What volunteerism can do for YOU!”





Ideas To Action

1. Empower and involve volunteers in recruitment; messaging, committees, training/buddies.
2. Good data; what can you automate, collect, report along with other data collection methods (Melissa's technical webinars).
3. Start small and build on success.





Open Discussion & Questions



Summary of Resources

- Dr.Sue Carter-Kahl VolunteerCommons blog – going beyond the numbers!
<https://www.volunteercommons.com/2023/12/12/community-centered-volunteer-data/>
- Dana's Priceless Advice: TuesdayTips [The Secret to Success in Messaging & Marketing!](#)
- Dana's Priceless Advice: TuesdayTips [Volunteer Recruitment: Never Say 'Need'!](#)
- Periscope Business Practices [Volunteer Program Recruitment Plan](#)
- Periscope Business Practices www.periscopebpa.com/post/optimizing-impact-the-data-driven-volunteer-recruitment-plan
- VSysVoices: [Metrics & Data Storytelling](#)
- VSysVoices: ["Plan.Do.Check.Act."](#)





Thank you for joining us!

