Revitalize Your Friends of the Library by Understanding Today’s Volunteers

For PCI Webinars – January 23, 2020
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California Get Involved Expanded to Idaho, Arizona &

- Get Involved Collaborative: A Multi-State Approach to Increasing Volunteer Engagement
- IMLS Laura Bush 21st Century Library Grant
- 3-year grant ending October 2019
- Participating state library agencies:
  - Arizona, California, Idaho, Texas
- Matrix of levels of support:
FROM LIBRARY VOLUNTEER TO LIBRARY ADVOCATE

TAPPING INTO THE POWER OF COMMUNITY ENGAGEMENT

CARLA CAMPBELL LEHN
Learning Objectives

- Identify Current Trends that Require a Shift in Traditional Approaches to Volunteer Engagement Practices
- Think About the Kinds of Skills/Expertise Your Friends Could Use to Increase Success
- Design Volunteer Job Descriptions & Recruitment Plans to Ensure the Right Fit
- Access Resources Available to Help You on This Path
Today’s Volunteer . . .

What Are the Trends, and How Do We Attract Them?
Generational Differences Based on Life Experiences

**Silent Generation**
- Born 1926 – 1945 *(currently ages 74 – 93)*
- World War II
- Guided by Values of Patriotism, Respect for Authority & Selflessness
- Willing to do whatever is needed to help
- Many women not in the workforce
- Volunteering allowed socialization as well as service
- Sean Connery & Judy Dench

**Baby Boomers**
- Born 1946 – 1964 *(currently ages 55 – 73)*
- Vietnam War
- Watergate
- Environment, Civil Rights, & Women’s Movements
- Have been in the workforce and have skills to share
- Physically Healthier: 50 is the new 30!
- Don’t call us Seniors!
- Oprah Winfrey and George Clooney

**Gen X**
- Born 1965 – 1980 *(currently ages 39 – 54)*
- First Latch Key Generation
- Cable TV, Personal Computers & Video Games introduced
- Focused on Career Path and feel held back as Boomers won’t retire
- Want exposure to opportunities that could help advance career
- Christina Aguilera and Matt Damon
## Generational Differences Based on Life Experiences

(Gen Z Data – Pew Trust Podcast: Who is Generation Z?)

<table>
<thead>
<tr>
<th>Millennials</th>
<th>Generation Z</th>
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| - Born 1981 – 1996 *(currently ages 23 – 38)*  
- Born into High Tech Society – “Digital Natives”  
- September 11  
- Social Media  
- Values include life-long learning and work-life balance.  
- Want to use and develop skills  
- Wired for collaboration and working in groups  
- Ryan Gosling & Justin Bieber | - 1997 – *(currently ages up to 22)*  
- High tech society is their eco-system  
- Growing up in a different economy due to Sept 11 & Great Recession  
- Social Media – Snapchat & YouTube  
- Most ethnically diverse generation – 48% identify as ethnic/racial minority  
- More likely to graduate high school & be enrolled in college than previous generations  
- Millie Bobby Brown |
More Reasons to Recruit Millennials

[Link](https://princh.com/reading-habits-of-millennials/#.XNBiSPx7kII)

- 92% Read to Research Something They Like
- 72% Would Rather Read a Printed Book over Digital
- Read an Average of 5 Books per Year
- More Likely to Read News than Watch it
- They Go to the Library More than any Previous Generation
Trends First Noticed with Baby Boomer Volunteers

- Offer **flexibility** and a wide variety of options
- Engage their **skills** and expertise
- Show them **impact on mission** -- how will their work make a difference?
- Provide **clear expectations** of time, tasks and training
- Beyond volunteer management -- engagement in **meaningful** ways
Strategy #1: Design Roles

Skilled Volunteers

https://volpro.net/50-project-ideas-for-skilled-volunteers-that-build-your-capacity/

- Job Center Coach
- Event Planner
- Computer Coach
- Graphic Designer
- Photographer
- Adult Literacy Tutor
- Coordinator, After School Programs
- Homework Helper
- Lego Club Leader
- Public Relations Specialist
Elements of a Volunteer Job Description

- Descriptive Title (not just “Library Volunteer!”)
- Position Overview and Impact (does it make a difference?)
- Key Responsibilities
- Qualifications
- Training and Support Provided
- Benefits of Volunteering
- Time & Length of Commitment
- Staff Connection/Collaborator
LEHN PUBLIC LIBRARY

Volunteer Position Description

Public Speaker

Position Overview and Impact: Make presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

Key Responsibilities:

1. Attend a 2 hour orientation to the Library and on its public speaking objectives, presentation outline and materials that have been prepared.

2. Respond to requests to speak based on your schedule when Speaker’s Bureau Coordinator contacts you with a speaking engagement.

3. Report data on number of attendees, particular interests of the group and/or unanswered questions to the Speaker’s Bureau Coordinator within 3 days of speaking engagements.

Qualifications:

- Commitment to the Library’s vision and mission
- Successful public speaking experience

Training and Support Provided: Orientation to the Library, and training on public speaking objectives, outline and materials, as well as access to Speaker’s Bureau Coordinator as needed.

Time Commitment: Average 3 - 5 hours per month based on number of speaking engagements offered to you that fit into your schedule.
LEHN PUBLIC LIBRARY

Volunteer Position Description

Speaker's Bureau Coordinator

Position Overview and Impact: Manage the library project that delivers presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

Key Responsibilities:

1. In conjunction with the Library Director, develop speaking engagement objectives and speaker presentation outline and materials.

2. Recruit, train, supervise and acknowledge volunteer public speakers.

3. Identify priority community groups to contact for speaking engagements in conjunction with Library Director. Contact the groups and schedule a speaking engagement on their calendar.

4. Contact and schedule a trained volunteer speaker to attend each engagement.

5. Track and report volunteer hours and speaking engagement statistics quarterly.

Qualifications:

- Commitment to the Library Literacy Service vision and mission
- Successful public speaking experience and project management skills
- Good community contacts
Strategy #2: Targeted Recruitment

Based on Volunteer Job Description

Not every warm body fits every position

Assess Skills/Interests and make a good fit

Don’t be limited to who you know -- work together

Better to have vacancy than wrong volunteer
# Targeted Recruitment Plan

**Volunteer Position:**

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## From the Volunteer Position Description:

<table>
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<tr>
<th>What qualifications must this person have?</th>
<th>What benefits will the volunteer receive?</th>
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<tbody>
<tr>
<td>(skills, attitudes, experience, time required)</td>
<td>(Share skills, meet people, gain skills/experience)</td>
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</table>

## How Could We Locate Them?

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<th>Who has these qualifications?</th>
<th>Do people like these congregate anywhere?</th>
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<tr>
<td>(a particular profession, age range, educational level, etc.)</td>
<td>(professional association, service club, corporate volunteer program, faith community?)</td>
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Strategy #3: Engage Volunteers Online

Online Recruitment Sites

Virtual Volunteering

Opens volunteer recruitment and service opportunities to people with disabilities
Remarkable Outcomes

VolunteerMatch matches inspired people with inspiring causes. It's how volunteers and nonprofits connect to achieve remarkable outcomes.

San Francisco, CA, USA

Get Started
VolunteerMatch “Reach”

One Opportunity, Unparalleled Reach
Each volunteer opportunity has the ability to reach:

- Professionals via LinkedIn’s Volunteer Marketplace
- Employee Volunteers (130+ Companies like Starbucks, Groupon, & JetBlue)
- GenerationtoGeneration.com Volunteers Who Are 55+
- Mobile Phone Users Who Activate Twilio’s text-based Volunteer Alerts System

10M
15M
2.6M
660K
Becky Isbell, Director Brownwood Texas Public Library

Population 19,288

Several potential volunteers responded on VolunteerMatch

Volunteer designed additional materials
IT Volunteers

https://www.youtube.com/watch?v=86ZWG1uPIRI&feature=youtu.be

• Maggie Goodman, Director, Johnson City Texas Public Library
• Population 1,656
• New business team saw it on LinkedIn
• Have already made a difference
• MakerSpace has them wanting to do more!
Online Recruitment Sites

• VolunteerMatch: www.volunteermatch.org
• Points of Light: https://www.pointsoflight.org/get-involved/
• Corporation for National & Community Service: https://www.nationalservice.gov/serve
• Do Something.org: https://www.dosomething.org/us
From Library Volunteer to Library Advocate . . .

- Surveys of library volunteers who signed up on VolunteerMatch (California Libraries – 2018-19):
  - 75% 1st time volunteering for library
  - 75% told friends about library services
  - 25% told friends about library volunteer opportunities
  - 8% gave $ to support the library and 8% asked friends to give
What Did You Learn About the Library?

From Surveys of library volunteers who signed up on VolunteerMatch

• Library has kept up with technology and has resources for the non-tech savvy
• Libraries are under-funded
• They’re more that what most people think a library is.
• A library is more than just books
• So many people rely on public computers
• Libraries conduct lots of free activities and programs
• So many people use the library remotely
Friends’ leadership should be “armed with the information they need to tell a potential volunteer exactly what he or she is being asked to do. Are they asking this person to design a brochure, work with the printer, or distribute the brochure to outside agencies? Now they are asking a potential volunteer to engage in one discrete task within an exact time frame.”
Support for Your Success

• Get Involved Clearinghouse – [www.getinvolvedclearinghouse.org](http://www.getinvolvedclearinghouse.org)

• VolunteerMatch “Tour” – [https://getinvolvedclearinghouse.org/training-materials/volunteermatch-tour](https://getinvolvedclearinghouse.org/training-materials/volunteermatch-tour)

• Free Webinars – Watch for announcements & registration on the Clearinghouse
  – March 25 - “Writing Accurate & Useful Volunteer Position Descriptions”
  – May 27 - “Engaging Pro Bono & Skills-Based Volunteers”
  – August 26 – “Successful Volunteer Interview Strategies”

• Bibliography

• Questions?:
  – Carla Lehn, [clehn@califa.org](mailto:clehn@califa.org)
Learn from your public library colleagues who are creating effective volunteer engagement strategies, tools and practices that will keep you from re-inventing the wheel! Search the database of Get Involved resources and enhance your success in volunteer engagement. Resources include:

- **Management Tools**, Policies, and Handbooks
- **High Impact Volunteer Position Descriptions**
- **Training Materials**, Videos, and Tutorials about best practices
- **Professional Photos** related to position descriptions

Learn more about the Get Involved Resource Clearinghouse.

**What's New for January 2020**

**New Resources**

- Five Survey Templates to Measure Volunteer and Board Satisfaction
- The essential guide to managing volunteers at your nonprofit
- Beware of these 6 trends lurking in your volunteer program
- Volunteer Management: How to Get It Right

**Upcoming Events**

- **Washington D.C. - Points of Light Conference - June 10 - 12, 2020** - Info and registration here: [https://web.event.com/event/bd001afe-0cea-4b22-ab54-32e56a04f185/website](https://web.event.com/event/bd001afe-0cea-4b22-ab54-32e56a04f185/website)

**FREE WEBINARS**


**Make a Difference: Volunteer!**

Zip Code [Go](#)

In partnership with VolunteerMatch

**Share Your Materials!**

Add your library's volunteer job descriptions, policies, handbooks, forms and training materials to help others!