Engaging and Motivating Volunteers

Virginia Main Street
Norma Miess, Program Officer National Trust Main Street Center
Tuesday, March 2, 2010
Today’s Agenda: Beyond 101…

- From knowing what to do to learning more on how…
- From building a volunteer force to sustaining it!

- Assessing your current volunteer structure
- Looking at today’s volunteer environment
- Meeting the Challenge!
- Questions & Answers
Virtual Visit to your Downtown District or Commercial District
It is time again for the Progressive Dinner - [click here for details].
Reservations are required so call soon - 540-955-4001

Welcome to Berryville ... AND Berryville Main Street

Whether you’re visiting our site to
  • Learn about Berryville Main Street
  • Find out more about Berryville and Clarke county
  • Scope out great places to eat and fun things to do
  • Join
  • Volunteer

You’ve come to the right place!

Berryville Main Street -- a not for profit organization -- is part of a nationwide initiative created by the National Trust for Historic Preservation in 1985 to encourage growth and revitalization of small towns across the United States. The program is administered through the state and Berryville is one of only 21

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Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar
Tuesday, March 2, 2010
Jobs & Volunteer

Internships

HDR is currently looking for a Summer 2000 Intern. (The Spring 2000 position is section below on "Internships" for more information.

Volunteer with HDR!

Each year, 100+ HDR volunteers contribute over 11,000 hours of service and expertise to make downtown Harrisonburg a better place. According to Independent Sector, the leadership forum for charities, foundations, and corporate giving programs, the estimated dollar value of this volunteer time is over $206,000 per year! HDR is extremely appreciative of all the help we receive from our volunteers, who are truly the backbone of the organization.

We have opportunities for members of the community with varying interests and amounts of time to dedicate. Whether you only have an hour to give or would like to take a more active role in the work of HDR, we would love to speak with you! Please fill out the volunteer information sheet and return it to Jessica Chase at jchase@harrisonburgva.gov. If you have any questions, please contact Jessica directly by email or phone at 540.432.8922.

Current Volunteer Needs:

Organization Committee Member

Estimated time involved: 1 hour per month from June-February and 2 hours per month from March-May.

Description: Serve on the committee that puts on an annual Renaissance Night fundraiser (May) organizes an annual public meeting (October) considers new methods of fundraising; helps recruit and reward volunteers and helps develop ways to keep the public informed about what's happening downtown.

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Assessing Your Current Volunteer Structure:

Who do you have – How did you recruit them – and How are you utilizing what they offer?

<table>
<thead>
<tr>
<th>VOLUNTEER</th>
<th>RECRUITMENT</th>
<th>STAKE / REPRESENTATION</th>
<th>INDIVIDUAL BACKGROUND</th>
<th>CURRENT INVOLVEMENT/SUPPORT</th>
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Who do you have?
- Board
- Committees
- Projects
- Tasks

Rec./Ret.
- New & long term leaders
- Method of Recruitment

What do they bring/offer?
Between individual skills & vested interest
follow US Census categorization or as considered appropriate

How is MS utilizing what they offer?

REPRESENTATION / STAKE –
- DOWNTOWN - Property &/or Business Owner, District Resident, Employee, Church,
- COMMUNITY – lives or works outside the district/downtown
- GOVERNMENT – City or County

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VOLUNTEERING IN AMERICA

Key Findings for 2008
Research Highlight, July 2009

- **Nonprofit Volunteering**: *even more vital to US communities!*

Between September 2008 and March 2009:

- Over 37% of nonprofits reported increasing number of volunteers
- Almost half (48%) foresee increasing their usage of volunteers in 2010
- Almost NO nonprofit organizations - showing a decrease in their volunteers.
- Volunteers were much more likely than non-volunteers to donate to a charitable cause, with 78.2% contributing $25 or more compared to 38.5% of non-volunteers.
VOLUNTEERING IN AMERICA  
Key Findings for 2008  
Research Highlight, July 2009

- **Neighborhood Engagement**: increased
  - In 2008, the number of Americans working with their neighbors to fix a community problem increased by 4.6 million people
    - from 15 to ~20 million.
  - Attendance to community meetings also increased
    - from 8.3% in 2007 to 9.6% in 2008.
    - Men & women were about equally likely to attend.
Looking at an example…

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<th>VOLUNTEER</th>
<th>REPRESENTATION STAKE</th>
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<th>CURRENT INVOLVEMENT/SUPPORT</th>
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<td>Self-playing</td>
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<td>Business owner (Law, CPA)</td>
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<td>3. Deb</td>
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<td>4. John</td>
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<td>Business partner (law)</td>
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<td>6. Maria</td>
<td>Business employee (Bank)</td>
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<td>7. Amy</td>
<td>Church leader</td>
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<td>8. Denise</td>
<td>City Employee (Planning)</td>
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<td>Board</td>
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<td>City resident</td>
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<td>9. Steve</td>
<td>Business owner (Software)</td>
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<td>10. Eric</td>
<td>Business owner (Architect)</td>
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<td>Business owner (Retail)</td>
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- Both property & business owners – 5/11
- Businesses mix: retail, service, professional
- Employees – City, Bank
- Other organizations/Groups – Church
- Outside the district – 1 resident
- NO downtown/district resident(s)
Engagement in Downtown Revitalization

Driven by a sense of ownership!

- To incorporate stakeholders of all sectors in the revitalization efforts they need to:
  - realize the success of the district is their success.
  - Recognize that they have something to offer to make it successful. Something to gain out of investing & giving. Something to lose if it is not achieved.
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<th>VOLUNTEER</th>
<th>REPRESENTATION</th>
<th>YEAR</th>
<th>WHO/HOW</th>
<th>RECRUITMENT</th>
<th>INDIVIDUAL BACKGROUND</th>
<th>CURRENT INVOLVEMENT/SUPPORT</th>
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<td>John</td>
<td>Property owner</td>
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<tr>
<td>Amy</td>
<td>Church leader</td>
<td>2003</td>
<td>ED</td>
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<td>Denise</td>
<td>City Employee</td>
<td>2001</td>
<td>Board</td>
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<td>Steve</td>
<td>Business owner</td>
<td>2000</td>
<td>Board</td>
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<td>Eric</td>
<td>Business owner</td>
<td>2004</td>
<td>Board</td>
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<td>Pat</td>
<td>Property owner</td>
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</table>

- **YEAR** – shows presence of pioneer as well as newer volunteer board leaders

- **METHOD** –
  - 2 co-founding pioneers
  - 5/11 by staff/director
  - 4/11 by board
Key in engagement: **ASK**!

- Personal Invitations to Serve Are More Appealing to Prospective Volunteers!

  “If someone I worked with or a friend volunteered somewhere then I would probably do it.”
  
  Non-Volunteer

- 47% of volunteers became involved AFTER being asked!
  - 27 million people in 2008 stated serving through this process

**CURRENT VOLUNTEERS: KEY IN RECRUITMENT!!**

Key Findings for 2008 - Research Highlight, July 2009
Non-Volunteers’ Perspectives

Research Highlight, July 2009

- think of a volunteer as retired, without children at home, and with excess of leisure time.

- Fear the time commitment of service –
  - concerns that signing up would require that they continue indefinitely, even possibly for a lifetime. Worry about having enough time to volunteer.

- more likely to serve if able to use a skill they already possess,

- interested in learning something new.

- Compared to volunteers, people who do not volunteer watch 100s of hours of additional TV a year. It's not that people don't have enough time to volunteer. People need volunteer opportunities that interest them enough to pull them away from their TV.
• Gender balance: male (6), female (5)

• Age balance:
  - Millennial (early 80s-early 00s) or younger than 30 years old: 1
    - College students and youth (<18) – none in board, but yes in Design projects (partnership with college & schools)
  - Generation X (mid 60s-early 80s or 30-50 years old): 2 between 35-44
  - Boomers (mid 40s-mid 60s) or older than 70: None

• Ethnic / Racial balance: 6 Caucasian, 3 Hispanics, 1 African-American, 1 Asian (community: 34% Hisp, 11% African-Am, 5% Asian)

• Skills / Interests: diverse, appropriate
Leadership Needs & Opportunities

- **Organization**
  - Public Relations / Communications
  - Organizational Skills
  - Fundraising
  - Volunteer Management

- **Economic Restructuring**
  - Small Business approach
    - Management / Marketing
    - Planning / Finances / etc.
  - Strategic Planning
    - Retention / Recruitment
    - Use of space

- **Design**
  - Preservation minded
  - Planning / Design / Construction
  - Attention to detail

- **Promotion**
  - Event organizing
  - Marketing / Image building
  - Advertising / Graphic design
  - Visual Merchandising

**Overall:**
- Multi-task environment
- Time management – a must!
- People / Communication skills
- Understanding of finances
- Nonprofit management
- PASSION FOR DOWNTOWN

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VOLUNTEERING IN AMERICA
Key Findings for 2008
Research Highlight, July 2009

• **26.4% of Americans volunteered** (61.8 million) = 8 billion hours = $162 billion.
  [using Independent Sector’s 2008 estimate of the dollar value of a volunteer hour ($20.25).]

• **Young Adult Volunteering**: makes up almost ½ of the overall increase in the number of volunteers nationally. [young adults: ages 16-24]
  – The interest among young people in volunteering reflects their belief that it is essential or very important to help other people in need.

• **Hispanics** volunteer rates increased from 13.5 to 14.4% in 2008. 4.7 million Hispanics volunteered in their communities in 2008 (~400k more than in 2007).
The table below shows the Virginia Volunteering by Age and Gender:

<table>
<thead>
<tr>
<th>Age</th>
<th>Median Hours</th>
<th>State Rate</th>
<th>National Rate</th>
<th>Category</th>
<th>Median Hours</th>
<th>State Rate</th>
<th>National Rate</th>
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<tr>
<td>16 - 24 years</td>
<td>40</td>
<td>21.5%</td>
<td>23.4%</td>
<td>Age Group</td>
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<td>25 - 34 years</td>
<td>32</td>
<td>24.4%</td>
<td>24.7%</td>
<td>College Students</td>
<td>68</td>
<td>21.6%</td>
<td>29.6%</td>
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<td>35 - 44 years</td>
<td>46</td>
<td>32.0%</td>
<td>33.3%</td>
<td>Baby Boomers</td>
<td>60</td>
<td>33.2%</td>
<td>32.2%</td>
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<td>45 - 54 years</td>
<td>52</td>
<td>34.5%</td>
<td>32.2%</td>
<td>Gender</td>
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<td>55 - 64 years</td>
<td>66</td>
<td>31.8%</td>
<td>29.3%</td>
<td>Male</td>
<td>53</td>
<td>24.4%</td>
<td>24.3%</td>
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<tr>
<td>65+ years</td>
<td>102</td>
<td>24.7%</td>
<td>24.4%</td>
<td>Female</td>
<td>51</td>
<td>32.2%</td>
<td>31.6%</td>
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The diagram on the right illustrates the trends and highlights:

- In 2006, 1.68 million Virginia volunteers dedicated 245 million hours of service.
- Among states in its region, Virginia had the fifth-highest rate of Baby Boomer volunteers and the sixth-highest median number of Baby Boomer volunteer hours.
- Virginia’s college student volunteers had the highest average number of service hours in the nation.
- In Virginia, volunteering with an education or youth services organization increased from 15.9% in 1989 to 25.5% in 2006.
- In addition to the 1.68 million Virginia volunteers in 2006, almost 150,000 people participated informally by working with their neighbors to improve the community.
- Overall, 34.3% of people in Virginia engaged in civic life by volunteering, working with their neighbors, or attending public meetings.

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Youth on Main Street
Carola Lillie Hartley

- representing all community high schools
- Voice their opinion in identifying community needs and planning community activities.
- act as ambassadors in promoting historic preservation and
downtown revitalization to area schools and youth organizations in the community.
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<td>7. Alex</td>
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<td>8. Denise</td>
<td>City Employee (Planning) City resident</td>
<td>2001</td>
<td>Board</td>
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**CURRENT INVOLVEMENT/SUPPORT**

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<th>Board</th>
<th>Committee</th>
<th>Project/Task</th>
<th>Funding</th>
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<td>Event – Cinco Block Captain</td>
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<td>Payroll Finances</td>
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<td>Event – Cinco</td>
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<td>Past</td>
<td>PRO</td>
<td>Vol-Retrecognition Event – 4th Parade</td>
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<td>Event – 4th Parade</td>
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<td>Member</td>
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<td>Vol Recognition Out to Lunch Event – Cinco</td>
<td>Member - L Sponsorship</td>
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<td>Member</td>
<td>DES</td>
<td>Vol Recognition Event – Cinco</td>
<td>Member - L Sponsorship</td>
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<td>VP</td>
<td>ORG Chair</td>
<td>Online tools</td>
<td>Member - L Sponsorship</td>
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<td>Member</td>
<td>DES Co-chair Streetscape</td>
<td>Residential tour</td>
<td>Member - B Sponsorship</td>
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<td>Member</td>
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<td>Member - B Sponsorship</td>
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How much time are we asking to invest in the revitalization effort?

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• Consider your stakeholders’:
  • BACKGROUND when inviting to be part of committees & projects
  • TIME when scheduling meetings or projects

• Meetings are volunteer killers if they are not followed by results!
  • Agendas should follow work/action plan. Avoid accidental work!

• Consider people might be willing to help in different ways other than board and committees
Assessing Your Volunteer Structure

Uptown Martinsville Map

- Property Owner
- Business Owner
- Resident
- Employee
- Outside district

NATIONAL TRUST FOR HISTORIC PRESERVATION

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Warning: High Rate of Volunteer Turn Over
Research Brief, July 2009 Key Findings

• Only 53% of volunteers who did “general labor” volunteered the following year.

• 74% of volunteers performing professional activities continued volunteering.

• Over 1/3 of volunteers (35.5%) drop out of service each year, and do not serve with any organizations the following year. This means ~ $38 billion in lost labor.

• Poor Volunteer ManagementTurns People Off of Service.

• Productivity of nonprofit organizations is stunt as they focus on replacing volunteers instead of maximizing impact. While new volunteers may be walking through the door of an organization, they may not stay, or they may be replacing an existing volunteer.
Why Volunteer Talent Leaves?

Mismanaging Volunteers

Most nonprofits do not manage their volunteers effectively. Here is how often nonprofits that have volunteers use good volunteer management practices.

<table>
<thead>
<tr>
<th>Good volunteer management practices</th>
<th>Percentage of nonprofits that use practice regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matching volunteers’ skills with appropriate assignments</td>
<td>45%</td>
</tr>
<tr>
<td>Recognizing the contributions of volunteers</td>
<td>35%</td>
</tr>
<tr>
<td>Measuring the impact of volunteers annually</td>
<td>30%</td>
</tr>
<tr>
<td>Providing volunteers with training and professional development</td>
<td>25%</td>
</tr>
<tr>
<td>Training paid staff to work with volunteers</td>
<td>19%</td>
</tr>
</tbody>
</table>

* Study conducted by the Corporation for National and Community Service (CNCS), the Urban Institute, and the UPS Foundation

• The study concludes that fewer than ½ of nonprofits that manage volunteers have adopted important volunteer management practices.
Meeting the Challenge: Raising the Bar for Volunteer Management

1. **Build a sense of ownership that results in a culture of volunteering from everyone in the community.**
   - To incorporate stakeholders of all sectors in the revitalization efforts they need to realize the success of the district is their success.

2. **Build an organizational culture that fosters and rewards stakeholders engagement.**
   - Volunteers’ role(s) match their skills and background. Their time & contributions are recognized as much as financial support.

3. **Build a program worth volunteering for – offer value.**
   - Main Street offers a unifying opportunity to lead the vision and accomplish results.
Main Street Volunteer Management:

- Strategic “R” System (Retention – Recognition – Recruitment):
  - Recognizing assets: “W’s”
  - Assessing needs – gaps: age, gender, stake, perspective, more W’s
  - Matching needs with possibilities
    - People to people – meetings, visits, presentations
    - Tools – online, printed materials, signs, etc.
Main Street Volunteer Retention:

- Retaining the passionate pioneers while adding talent & representation

- **Focus**
- **Commitment**

- **FOCUS:**
  - Communication & Consensus
  - Programs that directly benefit Downtown

- **COMMITMENT:**
  - Leadership
  - Time
  - Resources
Meet Main Street’s Newest Volunteers!

Elaine Sturdivant, winner of the Newcomer Award, is a freelance business based in New London. The business was impressed by the Food Stroll and met enthusiastic volunteers at Smith & Brush and Brush & Brush. The Stroll attracted her as she wanted to become more involved in the local community.

Moving to New London last year, Smitty Basal, an assistant professor at UC, wanted to find a way to become involved in the community. Volunteering at the Stroll filled that void.

Michelle Daniel is moving her business, Citizen’s Task Force Against Addiction to downtown New London and wanted to get to know the community. A friend told her about Main Street. The rest is history.

Shelley Sturdivant grew up in the area and fondly remembers the past vibe of Sturdivant Park. She recently relocated from California and is excited about volunteering.

Barbara Zarcione, a freelance graphic designer, considers New London her first home. She wanted to become more involved with the downtown community’s interesting and talented people.

Another New London native, Rosemary O’Reilly, is originally from Italian and French, coaches women’s tennis, and is a curator for a private art dealer. With a degree in international studies, she has found her niche volunteering for NUMS with the Celebration of Lights & Song Committee.

Tita Williams found out what happens when you ask a question about who will be running the Trolley Station Information Booth during the summer. You get drafted to help run it! A retired teacher, she has enjoyed volunteering at the Trolley Station and recently added helping out in the Main Street office on Wednesday afternoons to her volunteer duties.

Mary Murphy was drafted into service by Penny at a Garden fundraiser and has since been an important player on the Food Stroll Committee.

Henry Banks was drafted by Penny to volunteer at the Trolley Station Information Booth this past summer. One thing led to another, and soon he was also working on the dining guide.

Looking for activities to fill her time while her children were in school, Candice Vilasovic decided that Main Street would provide a good opportunity to meet new people and learn new things. Her interest in historic towns had her pondering the pavilion on the Map & Guide Committee.

Tony O’Brien, a teacher of Graphic and Printing Technology, wanted to help Main Street in its revitalization efforts. Tony is the Chair of the Farmer Committee and is a former phlebotomist.

Dana Amore, an archivist volunteer, helped graduated to chair of Board of Directors.

Mia Boreb, a lifelong resident of New London, works in advertising at The Gazette and wanted to put her skills to use helping Main Street market and promote the city’s business district.

Alli Abraham has lived in New London for four years and wanted to learn more about the city. The Food Stroll Committee is giving her the education.

Vicki Prue is a student at Durham University in the north of England, volunteered with Main Street while visiting her parents in last June and the father works for Pfizer in New London. She studys Anthropology and Anthropology and Urban History and Writing. Look for Vicki’s article on the downtown health and beauty scene on our website soon.

BettyCole is new to the New London area and volunteered because she wanted to learn more about the town. She found the Membership Committee and helped it the office.
“RE”ward Downtown Volunteering!

• Build the value of volunteering for Downtown – something sought after!!
  – Because it is FUN!
  – Because it is a source of PRIDE - “MY Downtown”

Rawlins, WY

Pontiac, IL
Identify Opportunities to “RE” structure

• Recognize the gaps / needs in the volunteer base
  – Diversity
  – Representation – stakeholders
  – Interests & skills
  – “Cliques”
  – Delegating
  – Retiring, but remaining advocates, advisors

• Recognize potential board members from within your current volunteer base
  – Committees
  – Projects – events, activities
Process & Levels of Involvement

• Giving versus Investing - Both?
  • Giving: feel good, no return expected for self
  • Investing: sense of achievement, expect results

• More than duty, an opportunity

• Working WITH instead of FOR
Identify Opportunities to Expand Reach

- Adding new blood from within your Downtown!
  - Visitation Program
    - Board
    - Staff
    - Committee leaders
  - Block Captain Program
Identify Opportunities to Expand Reach

Adding new blood from the community!

- Consider a “My Downtown” Volunteer Incentive Initiative
  - Employees – participation in committees
    - City, banks, large corporations
  - Students - for projects, events
    - College / University: internships
    - High School “community graduate” service
    - Middle-Schools, elementary
  - Churches and other nonprofits
    - Unemployment office
    - Restitution workers – cleanup beautification projects
We’re Approaching 1 Million Volunteers!

We’re getting close to our goal of inspiring one million people to volunteer a day of service. So sign up to make a difference today! Just search for an eligible opportunity, complete the registration form and confirm a specific date and time to volunteer at a participating organization through this site. Each person who participates in this program will receive a 1-day, 1-theme park ticket to Disneyland® Resort or Walt Disney World® Resort, free.

You must pre-register and sign up through this site to volunteer and complete your service at an eligible volunteer opportunity in the fifty United States, District of Columbia, Puerto Rico or Canada to receive a ticket after verification of such service. Ticket quantities for this program are limited. You must be at least 18 to sign up. You may only sign up a maximum of 8 members of your household. Children must be at least 6 to participate in the program. One ticket per person, regardless of the number of times you volunteer. Program begins January 1, 2010 and continues until tickets are distributed or until December 15, 2010, whichever occurs first. Your voucher for a free ticket must be redeemed by December 15, 2010, and used on the same day of redemption.

Other terms and conditions apply. See complete Program Terms & Conditions and FAQs.
HOW I LIVE UNITED

Amy Thomas | Cincinnati, OH

Since 2005 I have assisted with the United Way campaign. I am happy to give my time and efforts back to the community through United Way and I am lucky to be able to do so.
Volunteers
12,000 volunteers & 47,054 total hours (January - September 2008)

Volunteering is reciprocal experience and at the Capital Area Food Bank our volunteers truly make a difference in our community. Whether they work directly with our clients or behind the scenes doing administrative tasks, there are innumerable ways they contribute. Food Bank volunteers create a bridge between us and the community by providing professional skills, hobbies, passions and relationships to their work. In reaching out, they cultivate roots in our community and create the vital connection that binds us to our hungry neighbors who need our help.

Adult Service Groups

A community, civic or faith-based adult organization.

<table>
<thead>
<tr>
<th>Top 10</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Izu Chi</td>
<td>371</td>
</tr>
<tr>
<td>Single Volunteers of Austin</td>
<td>264</td>
</tr>
<tr>
<td>AmeriCorps</td>
<td>236</td>
</tr>
<tr>
<td>The Junior League of Austin</td>
<td>159</td>
</tr>
<tr>
<td>AARP</td>
<td>156</td>
</tr>
<tr>
<td>Austin Young Lawyers Association</td>
<td>78</td>
</tr>
<tr>
<td>Knights of Columbus Council #1017</td>
<td>70</td>
</tr>
<tr>
<td>Beta Sigma Phi</td>
<td>57</td>
</tr>
<tr>
<td>American Society of Civil Engineers</td>
<td>50</td>
</tr>
<tr>
<td>Knights of Columbus Council #8156</td>
<td>45</td>
</tr>
</tbody>
</table>
Volunteer

Volunteers are essential to the Food Bank. Each month, volunteers contribute more than 5,000 hours combined to support the Food Bank’s mission through volunteering in Product Recovery, at special events, teaching classes, as ambassadors, and a variety of other opportunities. Double or triple your impact with corporate matching gifts.

SIGN UP TO VOLUNTEER

SORT DONATIONS

Sorting donations gives you a “behind-the-scenes” look at how donations from the community get to hungry Central Texans. Volunteers inspect, clean, sort, box and make donations ready for distribution to Partner Agencies and their clients.

Volunteer Scheduling Updates:

Our Thursday evening shift is 5:30 p.m. - 7:30 p.m. on the first Tuesday of every month. We invite you to get involved. Sign up today!

Workplace Volunteering

Fulfill court-ordered community service hours

FAQs

Q: I want to volunteer at a soup kitchen or serve food for the holidays. Where can I go?
Q: What is Product Recovery?
Q: What do volunteers do?
Q: What are your volunteer hours?
Q: Can children volunteer at the Food Bank?
Q: What should I wear?
Q: Do I need to schedule in advance or can I just show up?
Q: Can I bring a group?
Q: Do adults need to accompany children/youth?
Q: Can I complete court-assigned community service hours?
Q: Can I come for just an hour or two?
Q: Is the Food Bank able to accommodate the special needs of disabled volunteer?
Q: Where are you located?
Q: Is there parking?
Norma Miess, Program Officer, National Trust Main Street Center

Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar

Tuesday, March 2, 2010
Norma Miess, Program Officer, National Trust Main Street Center  
Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar  
Tuesday, March 2, 2010

Volunteer Opportunities

Being a volunteer driven organization, Boonton Main Street can use volunteers in a variety of capacities each with different levels of commitment and expertise.

To learn more about us and how you might help, sign up for our next Volunteer Meet and Greet << Contact Us >>

Team Members - who would come to meetings to help plan and execute events, projects and programs. Commitment is continuous and 4 - 5 hours per month

- Assist in design of new website
- Assist in the planning of fundraising events
- Assist in the planning of a Buy Local - Buy Boonton Campaign
- Assist in the planning of one or more of our major events
  - Farmers Market; Classic Car Show; Chow on main
  - Howl-o-ween Parade; Victorian Holiday; etc
- Assist in the selection of Main Street Colors
- Assist in the planning for new street lights
- Assist in the landscape projects for Main Street

Project/Event Volunteers - who have a passion for an event or program and would like to participate for a short period of time. Commitment is defined by the project and may be as little
**Project/Event Volunteers** - who have a passion for an event or program and would like to participate for a short period of time. Commitment is defined by the project and may be as little as 2 hours:

- Bake for Bake Sales
- Assist with children's games or activities
- Become an Event Photographer
- Sit a ticket or registration table
- Join a Clean Up day
- Plant flowers
- Sell tickets
- Help set up or clean up
- The choices are limitless!

**Virtual Volunteers** - you can help at your time schedule and from the comforts of your home or office. Commitment is defined by the project and again can be as little or as much as you can provide:

- Design Posters or Event Flyers
- Design Tee shirt art
- Write articles for a quarterly newsletter
- Proof read articles
- write text for our new website
- Be part of our grant research and writing team
- Do you know and love photo-shop? We could use your help

**Board Members** - Yes, even our board members are volunteers and we are always looking for community minded people to become trustees. Terms are two years in length and board members are asked to spend 5-8 hours per month:

- Currently we are actively recruiting potential trustees with...
Norma Miess, Program Officer, National Trust Main Street Center

Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar

Tuesday, March 2, 2010
Volunteer!

Even with just 30 minutes of time available, you can help in many ways.

Young or old, lots of time or not much, there’s something that will really help:

- Professional services
- Grant writing
- Business development
- Communications
- Help in the office
- Cleanup
- Jubilee workers
- Keep our plants growing
- Farmers Market
- Golf Scramble

We’ll customize a project to meet your time and interests! It’s a win-win situation! We have great volunteers of all ages and with a variety of skills!

Tell us your talents, how much time you have, and we’ll match you up with a helpful, satisfying way to help the community. To see how easy it is, contact our office directly. You can meet new people, make new friends, and help Main Street grow!

Join the dozens of volunteers helping the revival of Lawrenceville Main Street and having fun doing it!

Norma Miess, Program Officer, National Trust Main Street Center
Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar
Tuesday, March 2, 2010
We'd be happy to hear from you!

Suggestions Welcome!
Just contact us by email or by using the easy form below. We'll be sure to respond!

Fill-out the information below and click SEND.

Your Name:
E-mail:
Phone:
message:

* are required.

Send Message Now

Norma Miess, Program Officer, National Trust Main Street Center
Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar
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Tuesday, March 2, 2010
Building An Effective Downtown Revitalization Program

- **Stakeholders Involvement in downtown revitalization**
  - People: Volunteer base (board, committees), staff
  - Partnerships
    - Public – City, County, State
    - Private – property/business owners, residents, workforce, other groups

- **Funding**: sustaining the revitalization efforts
  - Operations
  - Programming

- **Communication**: sharing the vision & fostering participation
  - Sharing the vision, progress, results
  - Fostering involvement, sense of ownership
Q & A

Thanks!

Norma Miess, Program Officer
National Trust Main Street Center

Email: Norma_miess@nthp.org  Phone: (202) 213-6720
“Communities can be shaped by choice, or they can be shaped by chance.

We can keep on accepting the kind of communities we get, or we can start creating the kind of communities we want.”

Richard Moe, President
National Trust for Historic Preservation
Resources

• National Conferences
  – National Main Streets: OK City, May 2-5, 2010

• Online Tools: www.mainstreet.org
  – MS list serve, Webinars

• Publications:
  – MS Bookstore: Revitalizing Main Street
  – Main Street News

• NTMSC On-Site Services
  • Field Services
  • Seminars & workshops

http://www.nationalserviceresources.org
http://www.nationalservice.gov
www.energizeinc.com