

# Volunteer Development

Kathy La Plante, October 25, 2011

Why, What, Who, Where, and How of Volunteer Development



**Main Street**  
NATIONAL TRUST FOR HISTORIC PRESERVATION

**Kathy La Plante,**  
National Trust Main Street Center  
Senior Program Officer

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Overview of Today's Webinar

- **Why:** Gaining community support, leadership development, stretching resources, and preventing burnout
- **What:** Determining the types of volunteer skills sets are needed
- **Who:** Identifying the types of volunteers needed
- **Where:** Strategies on where to find new volunteers
- **How:** Finding and engaging volunteers in a rewarding experience, keeping them involved



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The Process of a Successful Revitalization Effort



- *Gathering consensus / Engaging the community*
- *Building & Sustaining an effective MS Program*

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## Before We Recruit Volunteers....

Everything you do helps!



*Your main objective is to build a sense of ownership in Downtown from each member of the community with a commitment to revitalize it and sustain it as a vital part of their identity – past, present, and future.*

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## From forming partnerships to building leaders...



*Whether you are recruiting a corporation to sponsor your activities or hosting a downtown festival engaging volunteers is critical for success.*

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## Volunteers Add Greatly to your Program

- Raw muscle
- Local “buy-in”
- Political clout
- Staying power
- Different perspectives



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# Volunteer Development

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### Why? People Support What They Create



- First as volunteers
- Advocates
- Contributors of ideas
- Contributors of resources
- Supporters for life

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### Why do people volunteer?

- **Obligation**
- **To consume spare time**
- **To combat a negative image**
- **Power Motivated**
  - Recognition
  - Self-interest
- **Achievement Motivated**
  - Training and job experience
- **Affiliation Motivated**
  - Altruism (cause)
  - Social outlet (people)



TOP TEN REASONS I BECAME A COMMUNITY MAIN STREET VOLUNTEER

10. Free coffee and donuts.
9. Two words: "Fresh Air!"
8. Being a part of this success.
7. Great people to work with.
6. Free time overrated anyway.
5. Don't have to pay parking fines...I wish!
4. I got this cool T-shirt!
3. To learn latest downtown gossip.
2. Free beer at annual meeting.
1. Because it's MY downtown!

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### Leverage -Track Volunteer Hours



**Telling your story**  
The value of volunteer hours  
(\$21.36) – leverage for grants and municipal support



VIVA VOLUNTEERS!  
Meet Main Street's Newest Volunteers

Newsletter Reunites World War II Friends

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## Today's Volunteers

- Short term assignments
- Flexible timing
- Closed-end assignments
- Fun
- Mixed cultural exposure
- People want a chance to excel in a new area
- Opportunity to combine volunteering with fitness, ecology, socializing, learning, resume-building, recognition by boss, contacts, training and values



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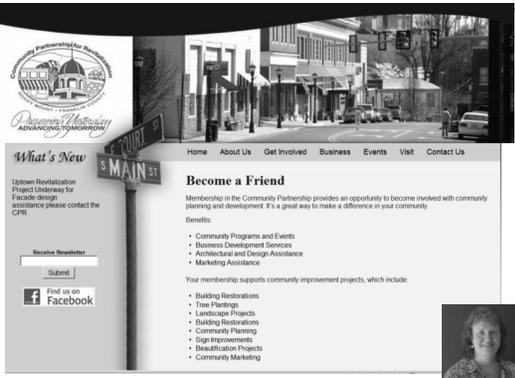
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## Let's Ask for Money and Time



Home About Us Get Involved Business Events Visit Contact Us

**Become a Friend**  
Membership in the Community Partnership provides an opportunity to become involved with community planning and development. It's a great way to make a difference in your community.

Benefits:

- Community Programs and Events
- Business Development Services
- Architectural and Design Assistance
- Marketing Assistance

Your membership supports community improvement projects, which include:

- Building Restorations
- Tree Plantings
- Landscape Projects
- Building Restorations
- Community Planning
- Sign Improvements
- Beautification Projects
- Community Marketing

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## Engaging the community in downtown and volunteerism

- Business & property owners
- Residents / consumers
- Government (local, county, state)
- Civic organizations / Social service agencies
- Preservationists / Professionals
- Economic/community development corp.
- Financial institutions / utilities
- Schools / Religious institutions
- Media
- Everyone!

- **The Workers**
- **The Leaders**
- **The Investors**
- **The Beneficiaries!**




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### Volunteers are Essential!

- Gain community support and provide community outreach
- Gain more expertise
- Accomplish more with limited funds
- Demonstrate community support for the program
- Help prevent manager/director burnout!




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### Volunteer Tip – Nebraska Main Street

*Main Street communities often struggle to find volunteers. There is no single solution to this issue. This month's volunteer tip comes from a former Main Street manager in Beatrice.*

*"I have found there are a number of resources for volunteers in every community, but you need to determine what skills you need rather than warm bodies. I rarely have volunteer shortages, because I fit the skills to the opportunity. I have the special needs classes from the high school do light office help, increasing their skills and employability. I have kids who need to do community service for law infractions do anything and everything their skills allow from picking up trash to computer programming. I look to my senior center for community history and photographs. I hand pick and train everyone. When I have a hard time finding volunteers for a project, I partner with a service club or organization in the area for that volunteer pool. It takes time to develop good folks but is a godsend once that has been done.*

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### Who Serves on the Organization Committee?

<b>Communicators</b> •Salespeople •Media Representatives •People w/Communication Skills; writers •Teachers	<b>Money Managers</b> •Accountants •Bankers •Financial Investors •Business/Property Owners •Individuals with fund-raising or grant-writing experience
<b>Organizers</b> •Managers •Librarians •Perfectionists •Attorneys	<b>Givers of Time and Money</b> •Reps from other civic organizations •Residents/Newcomers •Seniors •Students




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**Who Serves on the Promotion Committee?**

<b>Businesses and Retail</b> <ul style="list-style-type: none"> <li>•Business owners</li> <li>•Retailers</li> <li>•Service Businesses</li> <li>•Employees</li> </ul>	<b>Marketing</b> <ul style="list-style-type: none"> <li>•Chamber</li> <li>•Media</li> <li>•Tourism</li> <li>•Red Cross, United Way, Banks</li> </ul>
<b>Special Events</b> <ul style="list-style-type: none"> <li>•Excellent Organizers</li> <li>•Creative People</li> <li>•Civic Organization and Arts Groups</li> </ul>	<b>Others</b> <ul style="list-style-type: none"> <li>•Graphics/Designers</li> <li>•New Residents</li> <li>•Students</li> <li>•People who want to have fun!</li> </ul>




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**Who Serves on the Design Committee?**

<b>Designers</b> <ul style="list-style-type: none"> <li>•Architects</li> <li>•Interior Designers</li> <li>•Contractors</li> <li>•University students</li> <li>•Graphics Artists</li> <li>•Sign Makers</li> </ul>	<b>Preservationists</b> <ul style="list-style-type: none"> <li>•Property Owners</li> <li>•Local Historical Society</li> <li>•Historic District Commission</li> <li>•Historic Building Owners</li> <li>•Seniors</li> </ul>
<b>Public Space/Arts/Green</b> <ul style="list-style-type: none"> <li>•City Planner</li> <li>•Arts Organizations</li> <li>•Garden Clubs</li> <li>•Civic Organizations (Rotary, etc.)</li> </ul>	<b>Others</b> <ul style="list-style-type: none"> <li>•Attorneys (tax credit specialists)</li> <li>•Developers</li> </ul>




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**Who Serves on the Economic Restructuring Committee?**

<b>People Who Like Numbers</b> <ul style="list-style-type: none"> <li>•Accountants</li> <li>•Elected Officials</li> <li>•Academic Staff</li> </ul>	<b>Professionals</b> <ul style="list-style-type: none"> <li>•Real Estate</li> <li>•Developers</li> </ul>
<b>Business Assistance/Money</b> <ul style="list-style-type: none"> <li>•S.C.O.R.E.</li> <li>•Bankers</li> <li>•SBA</li> </ul>	<b>Community Partners</b> <ul style="list-style-type: none"> <li>•Economic Development Professionals</li> <li>•University Students</li> <li>•Chamber of Commerce</li> <li>•City Staff</li> <li>•Enthusiastic Business Owners</li> </ul>




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### Where do we find volunteers? Recruitment Techniques

- **Warm body**
  - Simple dissemination of information about the program, WITH A CALL TO VOLUNTEER
  - You might make the call at civic organizations, school, city council meetings, press releases, etc.
- **Concentric Circle**
  - People in-the-know, members, friends and family
- **Targeted**
  - Consciously planning a campaign to attract a specific volunteer
  - Committee Members



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### 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



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### Building a Main Street for all ages

- **More Young Volunteers:** Almost 1/2 million more young adults (16-24 years old) volunteered in 2008 than in 2007, up 5.7% from 7.8 to 8.2 million.



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# Volunteer Development

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WHAT WOULD JAMES CALDWELL DO?



VOLUNTEER  
*Beautification Day*  
**PROJECT MAIN STREET**

Downtown Caldwell - September 25th, 2010  
projectmainstreet@gmail.com 973.600.9607

### Project Specific Volunteers

- Short term assignments
- Can see that joining the cause will make a difference
- Community pride – associate that will all your projects



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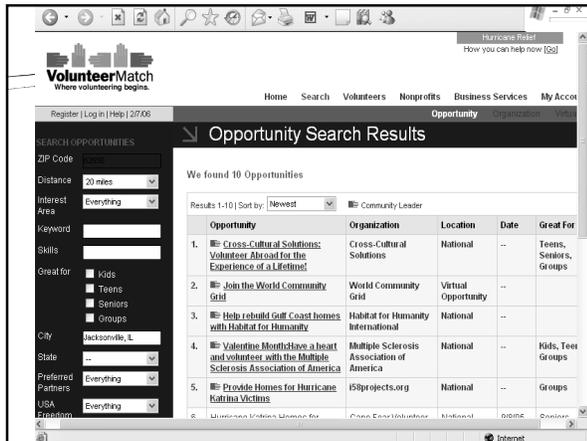
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**VolunteerMatch**  
Where volunteering begins.

Home Search Volunteers Nonprofits Business Services My Account

Register (Log in) Help | 2/7/00

### Opportunity Search Results

We found 10 Opportunities

Opportunity	Organization	Location	Date	Great For
1. <a href="#">Cross-Cultural Solutions: Volunteer Abroad for the Experience of a Lifetime!</a>	Cross-Cultural Solutions	National	--	Teens, Seniors, Groups
2. <a href="#">Join the World Community Grid</a>	World Community Grid	Virtual Opportunity	--	
3. <a href="#">Help rebuild Gulf Coast homes with Habitat for Humanity</a>	Habitat for Humanity International	National	--	
4. <a href="#">Valentine Month: have a heart and volunteer with the Multiple Sclerosis Association of America</a>	Multiple Sclerosis Association of America	National	--	Kids, Teen Groups
5. <a href="#">Provide Homes for Hurricane Katrina Victims</a>	ISProjects.org	National	--	Groups

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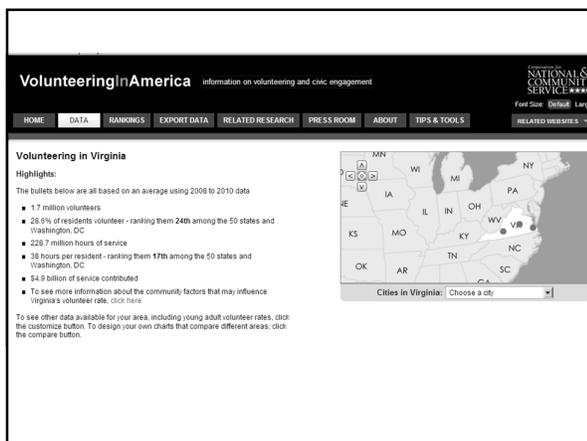
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**VolunteeringInAmerica** information on volunteering and civic engagement

HOME DATA RANKINGS EXPORT DATA RELATED RESEARCH PRESS ROOM ABOUT TIPS & TOOLS

### Volunteering in Virginia

Highlights:  
The bulletts below are all based on an average using 2008 to 2010 data

- 1.7 million volunteers
- 28.9% of residents volunteer - ranking them 24th among the 50 states and Washington, DC
- 226.7 million hours of service
- 38 hours per resident - ranking them 17th among the 50 states and Washington, DC
- \$4.9 billion of service contributed
- To see more information about the community factors that may influence Virginia's volunteer rate, click here

To see other data available for your area, including young adult volunteer rates, click the customize button. To design your own charts that compare different areas, click the compare button.



Cities in Virginia: Choose a city

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### Additional Virginia Information

Year	Virginia	US
2003	24.3%	21.8%
2004	24.3%	21.8%
2005	24.3%	21.8%
2006	24.3%	21.8%
2007	24.3%	21.8%
2008	24.3%	21.8%
2009	24.3%	21.8%
2010	24.3%	21.8%

**Trends and Highlights**  
Based on single year data (2010)

- 1,730,714 Virginia residents volunteered 223.2 million hours of service through or for a nonprofit or community organization in 2010.
- Service also takes place informally when people work with neighbors to address or to a community issue. In 2010, 10.3 percent of Virginia residents volunteered informally, totaling approximately 616,215 individuals.
- In Virginia, more than 13,000 people participate in national service each year through 1,402 national service projects and programs. This year, the Corporation for National and Community Service (CNCS) will commit more than \$13,700,000 to support the national service initiative (Senior Corps, AmeriCorps, Learn and Serve America, and other programs) in Virginia.

**Other information on the website:**

- Number of volunteers
- Volunteers hours per resident
- Top Activities: fundraising, general labor, collecting and distributing food, tutor
- Where people in VA volunteer (4.5% civic)
- Volunteers by age group, ethnicity,

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### How Do You Find Volunteers?

## 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

© 2009 NATIONAL SERVICE CORP. WWW.NATIONALSERVICE.CORP

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### Mission, Vision and Work Plan

- Before we can recruit volunteers, we must know what we need them for and what difference they will make to our efforts at revitalizing downtown.
- Don't get stuck in saying, "we have no volunteers".

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# Volunteer Development

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## Developing a volunteer handbook

- Information on Four Points
- Job descriptions
- Expectations
- Work Plans



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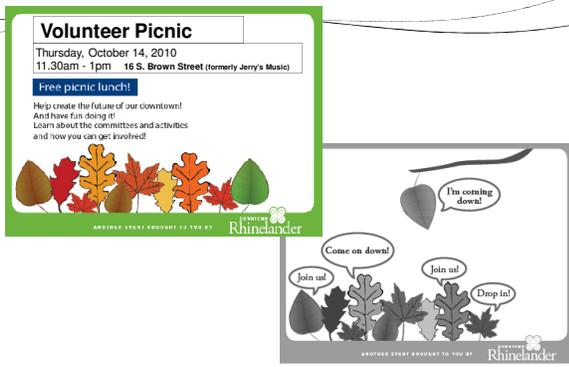
## Volunteer Recruitment Event

### Volunteer Picnic

Thursday, October 14, 2010  
11:30am - 1pm 16 S. Brown Street (formerly Jerry's Music)

**Free picnic lunch!**

Help create the future of our downtown!  
And have fun doing it!  
Learn about the committees and activities  
and how you can get involved!



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## Presenting Your Story: Website, facebook, other social media



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# Volunteer Development

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## Keys to Keeping Good Volunteers

- Good orientation & training
- Good organization & leadership
- Positive atmosphere & reinforcement
- Keep promises and time commitments
- Let volunteers rest between projects without guilt
- Promote volunteers on to new projects & new opportunities
- Foster opportunities for them to bring & mentor new people/volunteers
- Thank & Recognize often and in as many ways as possible!



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## Volunteers Drive the Revitalization Efforts!



Thank them, thank them, and thank them...  
RECOGNITION is a Key to Retention!



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## Homework Exercise

#1 List the top 5 volunteer needs for your Main Street Program today.

- Funding campaign chair
- Committee Chairs
- Website designer/social media
- Content writer
- Special event chair
- Accounting/Legal
- Etc.

#2 Identify the places that you can look for this expertise, where you have not previous looked or asked for volunteers.

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# Volunteer Development

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## Make the Most of your National Main Street Membership




**Eligibility for National Recognition\***

- Designation
- Accreditation
- GAMSA

**Latest Trends & Topics**

- Main Street Weekly (*e-newsletter*)
- Main Street Now (*journal*)

**Access to Peers & Best Practices**

- Main Street Listserv
- Online "Solution Center"  
... hundreds of samples, case studies, guidelines and resources.

\* Must meet specified criteria



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## Additional Member Benefits

- Discounts on conferences, workshops, and publications
- Access to unique insurance products from the National Trust Insurance Services, LLC.
- Membership in the National Trust for Historic Preservation, which includes *Preservation* magazine
- A voice for your issues




↑  
NT Insurance Services

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## Questions?

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