Building a Value-Based Volunteer Program

January 15, 2015
Welcome

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Today’s Topic: Building a Value-Based Volunteer Program

How can we retain good volunteers?
How can we improve the quality of service they provide?
Today’s Topics

1. What is missing from traditional volunteer programs?
2. How does volunteer motivation affect retention and performance?
3. What is The Shanti Project’s new model for volunteer programs?
Your Volunteer Program

How do you attract and use volunteers?

- How do you recruit new volunteers? How often?
- What services do volunteers provide in your organization?
Your Volunteer Program

• What are the challenges you have encountered in your volunteer program?

• What would you like to do to enhance your program and the volunteers’ experience?
Traditional Volunteer Programs

What would you say are the 5 core elements of a volunteer program?
Traditional Volunteer Programs
(aka “The 3 R’s”)

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1. Advertise
2. Screen
3. Orient
4. Track
5. Thank
Traditional Volunteer Programs (aka “The 3 R’s”)

What is missing here?
- CORE VALUES

What does this lead to?
- TURNOVER
- POOR PERFORMANCE
Value-Based Volunteer Model

Example: The Shanti Project

Shanti’s core values include:

• Volunteer service enriches the life of both volunteer and client.
• Volunteers serve as peers/agents of healing.
• Volunteers are an extension of staff.
Value-Based Volunteer Model

Based on these values, Shanti:

• Developed a comprehensive training program that:
  • Teaches skills
  • Addresses emotional needs of volunteers
  • Addresses spiritual needs of volunteers
• Incorporated more rigorous screening.
• Developed a structured ongoing support and supervision process.
Your Volunteer Program

• What are the core values that serve as the foundation of your volunteer program?

• How are these values incorporated into your structures and processes?

• Do you place and utilize all volunteers who express interest in your program?
PART 2

VOLUNTEER MOTIVATION
Value-Based Volunteer Model

How do you get volunteers to commit to the additional hours needed for training and supervision that come with a value-based program?

By understanding volunteer motivation.
Volunteer Motivation

Volunteers seek **training** that can benefit them both personally and professionally.

Volunteers are also looking for **connection** and **community**.
Volunteer Motivation

If a volunteer is properly prepared for their work with clients and feels connected to a community:

- They have a more positive and rewarding experience.
- They stay longer (retention.)
- Client service is improved.
PART 3

What is The Shanti Project’s new model for volunteer programs?
The SHANTTI Project

- Provides emotional and practical support to individuals living with life-threatening illnesses.
  - Shanti means “inner peace.”
- Founded in 1974 by Charles Garfield
  - UCSF Clinical Professor of Psychiatry
  - Author of numerous books
Shanti National Training Institute

• The organization created the Shanti National Training Institute (SNTI)
  • Launched in 2000
  • Share successful model
  • Fill an unmet need in the nonprofit community

BUILDING A VALUE-BASED VOLUNTEER PROGRAM
Shanti National Training Institute

- Over 750 volunteer managers have received Shanti training, including staff from:
  - Boys and Girls Clubs
  - CASA
  - Red Cross
  - Family service organizations
  - Hospitals and hospices
  - Senior living facilities
  - Food and housing programs
  - Needle exchange programs
The Shanti Model

Based on Carl Rogers’ therapeutic model that emphasizes **active listening** and **unconditional acceptance**.

Shanti expanded on this to create a volunteer program characterized by:

- A relationship of equals
- Service is given freely
- Both volunteer and client benefit
- Service combines practical and emotional support
The Shanti Model

Volunteers are trained to:

• Listen from the heart
• Speak from the heart
• Act from the heart
Your Volunteer Program

Reflection

How do you structure a volunteer program to accomplish these elements?

• Relationship of equals
• Service given freely
• Volunteer & client both benefit
• Practical + emotional
• Listen, speak, act from heart
Intensive Volunteer Programs

Shanti added three steps to the “3 R’s” of volunteer programs:

1. **Comprehensive 40-hour training**
2. **Rigorous second screening** process
   - First screen is for **interest**
   - Second screen is for **capacity** to deliver quality service
3. **Structures and processes** for ongoing volunteer **support and supervision**
Traditional Volunteer Programs
(aka “The 3 R’s”)

**Recruiting**
How do we attract and prepare new volunteers?
1. Advertise
2. Screen
3. Orient

**Record Keeping**
How do we record volunteer work?
4. Track

**Recognition**
How do we thank volunteers?
5. Thank
Intensive Volunteer Programs

Recruiting
1. Advertise
2. Screen
3. Orient

Training
4. Skill Training
5. Screen for Capacity

Record Keeping
6. Track
7. Ongoing Support & Supervision

Recognition
8. Thank
Shanti’s Training Program

- **40 hours long** – 2 weekends
- **Peer-based** – designed for individuals who aren’t clinically trained

Training **facilitators** included:
- Staff
- Clients
- Experienced volunteers
Shanti’s Training Program

- Incorporates adult learning
- Incorporates both didactic and experiential processes
- Includes feedback loops
- Encourages skill development and self-exploration
- Uses wisdom circles and storytelling
Shanti Training Modules

1. Training on peer counseling and active listening
2. Explore different ways volunteers can serve clients
3. “Living with” panel – clients give their point of view
4. Explore the psychosocial and clinical issues faced by clients
5. Loss exercise
6. “In memory of” exercise
7. Training on cultural diversity
8. Volunteer panel – their experiences
9. Training on caring for self through service and boundaries
Shanti Support and Supervision

- Led by mental health professionals
- Addresses ongoing volunteer skills development and emotional needs
- Assisted self exploration
- Provide timely feedback
- Connect volunteers back to the agency for coordinated client care
Shanti Recognition Initiatives

• Included in biweekly support and supervision
• Periodic acknowledgement by volunteer coordinators
• Year-end volunteer event
• NO mugs, t-shirts, or other logo gifts
Your Volunteer Program

Training and Connection

• Does your volunteer program include structured training?
• Does your program intentionally build relationships and community?
• What is your retention rate?
Your Volunteer Program

Reflection

• How can this model be applied at your organization?
• Can you make any immediate improvements?
• Who will help you?
1. The “3 R’s” of traditional volunteer programs do not include values.
2. Volunteers are motivated by connection and personal growth.
3. Adding structured volunteer training, screening, support and supervision improves retention and quality of service.
Call Us!

MANAGEMENT CONSULTING
• Management Training
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Plant the Seeds of Your Strategic Plan
Starting with internal and external scans makes process faster, more powerful and fun.
(February 25, 2015)
Thank You

We appreciate your feedback - please complete an evaluation before you go.

“People will challenge their precious peace of mind to serve others, not just because they are prodded to do so but mainly because such caring enhances their sense of inner peace and well being.”

- Charles Garfield
Thank You!

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Compassion Is Universal, Shanti Celebrates 40 Years of Service

Commemorating our landmark 40th anniversary, 2014’s Compassion Is Universal, presented by Nordstrom, will be held on October 16th at The Fairmont Hotel - San Francisco. Hosted by Co-Chairs Ken Fulk and Bahija Oumil-Murad, the event will include an award presentation by The Honorable Willie L. Brown, Jr. of the Nancy Pelosi Lifetime Achievement Award to Reverend Cecil Williams and Janice Mirikitani of GLIDE Memorial Church for their many years of outstanding leadership and service to the community. The evening would not be possible without the continued support of our Presenting Sponsor, Nordstrom, as well as other major sponsors, including Wells Fargo, Kaiser Permanente San Francisco Community Benefit Program, Dr. Micki Kleerman, The Honorable James C. Hormel, U.S. Ambassador & Michael P. Nguyen, California Pacific Medical Center, The Fairmont Hotel - San Francisco, Gilead, and The Bob Ross Foundation.

Compassion is Universal will be instrumental in conveying the needs of our clients to a diverse audience including prominent members of San Francisco’s philanthropic community.

Hormel and Nguyen Make a $100K Challenge

In the fall of 2013 Shanti gratefully announced a challenge grant from our long-time supporters, the Honorable James C. Hormel and Michael P. Nguyen. Ambassador Hormel and Mr. Nguyen have generously pledged to match up to $100,000 of the donations that Shanti receives in 2014. All donations of $100 and above from new and lapsed donors, as well as donations from current Shanti supporters that are increased by $100 or more over their

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Enhance your life through service.
Volunteer with Shanti

Contact Volunteer Services to enroll in the upcoming Shanti Peer Support Volunteer Training: February 27, 28, March 1 and March 4
www.shanti.org