

DEVELOPING YOUR VOLUNTEERS FOR GROWTH AND PROGRESSION

Volunteers are critical partners for Non-Profit Organisations across all sectors to achieve their goals for greater good. As part of an organisation's volunteer retention efforts, it is important to provide volunteers with adequate support and meaningful development opportunities for their personal growth and progression, as well as to help them stay rooted to the cause.

VOLUNTEERS AS ASSETS

"While their **roles may differ according to their interests and the causes** that they serve, **each of our volunteers play a vital role in nurturing and building lives**, contributing towards our mission to **strengthen families** in one way or another."
 - Minister Masagos Zulkifli, January 2022

EXPOSE

Go beyond education! Exposure and experience stick with volunteers as they get to apply their learning for impact.

Networking within and outside of the organisation

Allow volunteers to share experiences and insights amongst each other.

Mentorship and Attachment Opportunities

Partner with external mentors and provide attachment programs to your skills-based volunteers. This allows volunteers to not only learn but also to deepen their interest in the cause, stay anchored and active with your organisation.

#Tip of the day

After the volunteer's intended term, offer him/her a chance to rotate within your organisation to give your volunteers a wider exposure to the various departments or programmes within your organisation.

- Adapted from the Volunteer Management Toolkit 2.0 by National Council of Social Service

USEFUL METRICS

4 Distinctions of Trust - Competence, Care, Sincerity, Reliability

The key element to relationship building is trust. Evaluate your organisation across competence, care, sincerity and reliability, then ask yourself what you can do to improve on each for more effective volunteer relationships.

"As much as volunteer management is a science, it's also an art - the art of building and developing relationships."
 - Mr. Gary Lim, Assistant Director, Volunteer and Community Engagement, Care Corner Singapore

Create a Dashboard

Don't take volunteers for granted. Maintain a dashboard of your volunteers' capabilities and how they can better contribute to your organisation and service users.

EMPATHISE

Understand volunteers' interest, motivations and expertise

Treat volunteers as team members by recognising their strengths and needs before leveraging on them.

"As Mr. Ethen Ong, Division Head of Team Nila, Sport Singapore quoted from Oprah Winfrey, "Leadership is about empathy. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering their lives."

Tools and processes

1. Conduct needs analysis...

... with the use of surveys, focus groups discussions and even coffee chats!

2. Map volunteers according to Archetypes...

... based on the available projects and group volunteers' persona archetypes, based on their interests and availabilities. This supports a more strategic approach for their development journey.

EMPOWER

1. Be open and receptive

Listen to your volunteers' feedback and ideas. Give ample space for volunteers to test out new efforts that could help to fill the gaps on the ground.

2. Build on volunteers' leadership development

Identify leaders among the volunteers to lead in existing initiatives and take greater responsibility/ownership.

"You need your volunteers to break and disrupt what you are doing. Otherwise they are just your hands and legs, and you are not doing justice to them (volunteers and beneficiaries)."
 - Ms. Evangeline Chua, Chief People Officer, Government Technology Agency

Did you know?

Volunteers who feel valued and heard tend to have better decision-making skills, have positive views of authority, set more goals, and experience increased cooperation.

- VolunteerPro, 2019

IN PARTNERSHIP WITH:



Together, Because

