

EMPOWERING THE SECTOR TO REIMAGINE VOLUNTEERISM FOR SUSTAINABLE PARTNERSHIPS



14 Jan

SSAs and corporate speakers shared their journeys and tips on seeking and maintaining partnerships

Speakers

Ms Ivy Choo, Changi Foundation
Ms Usha Pillai, Credit Suisse
Mdm Soh Kah Lay, Metta School
Ms Ivy Tse & Ms Linda Salleh, Halogen Foundation

20 Jan

Speakers shared on asset mapping and how agencies can tap on strengths of volunteers in the community

Speakers

Dr Teng Su Ching,
Mr Loh Hui Han &
Ms Khloe Teo, Loving Heart Multi-Service Centre
Dr Chong Keng Hua, SUTD

27 Jan

Speakers shared their volunteer development practices and insights on attracting and retaining volunteers

Speakers

Ms Elaine Tan, YMCA
Ms Rachel Gallagher, Accenture Development Partnerships

How to strengthen volunteer development and partnerships

- Tap on your community
- Start by understanding your partners
- Be transparent, give clear expectations
- Be intentional, know your outcomes
- Report impact
- Meaningful engagements can extend partnerships or convert volunteers into advocates
- Start now! Efforts, big or small, lead to improvement and attract opportunities for partnerships



Achieving sustainable partnerships

Important elements in sustainable partnerships



Continuous engagement



Clear strategy & intentions



Alignment in vision & goals



Open communication



Meaningful reporting

For SSAs seeking corporate partnerships

- **Research** on corporate CSR
- **Search, pitch, seek feedback.** Articulate purpose and needs
- **Initiate.** State expected volunteer involvement
- **Grow.** Leverage on corporates' network for opportunities or revisit past opportunities with new insights



Tips from speakers

- It is ok to say NO to corporates when values do not align
- Don't give up or expect immediate success; it's an iterative process
- Work with corporates' dynamic calendar i.e., redesign volunteer roles



For corporates seeking SSA partnerships

- **Explore.** Ask about each other's values & goals
- **Build trust.** Share openly, check in regularly
- **Maintain.** Volunteer recognition and appreciation
- **Engage.** Involve staffs at many levels and measure impact to share with stakeholders



Tips from speakers

- Complement instead changing each other
- Create a safe environment to share candidly
- Establish a culture of volunteering in your company



When working with different stakeholders, **keep in mind that it might not go at the speed that we would normally go** when working alone. Everyone has their own protocols, rules and processes to follow. However, **collaborative practices can lead to better outcomes.**

Usha Pillai, Vice-President,
Corporate Citizenship &
Foundations APAC, Credit Suisse

Community development and asset mapping



Asset mapping is a human-centric approach to identify the assets within your community. It is integral to community development and grounded in everyday life.

Community needs change over time so there is no fixed time frame when to remap the community assets as it depends on how each organisation can handle the logistics.

50% **UNSURE** if they have conducted community asset mapping

Percentage refers to number of participants who signed up for the webinars (n=158)

Components of asset mapping

Assets

- People (staff, volunteers)
- Physical spaces
- Relational assets
- Businesses, business community
- Organisations, public institutions, associations

Collaboration

- Informal, temporary, short-term or a long-last relationship that is transformational
- When people collaborate and come together, community activism is created: community leads, implements and drives strategies because they know their issues better than anyone

Outcomes



Innovation



Compassion



Inclusivity



Increased Volunteer Engagement

Example of Resource Mapping

List of Targeted Demographics e.g., age group
In four dimensions: Social, Financial, Physical, Mental

Your Organization's Resources
E.g., Staff, volunteers / Number of centres / Frameworks, knowledge / Community network

List of Community Resources
SSA / RGO/ Local community / Schools/ Corporates / etc

List of Public Resources
Government e.g. NCSS, AIC / Healthcare e.g. NUHS / Others e.g. town council

Volunteer Development

When asked if their agency knows the developmental needs of their volunteers

50% said **UNSURE**

12.2% said **NO**

Percentage refers to number of participants who sign up for the webinars (n=156)

Volunteer development is the constant effort to improve how we support our volunteers' needs for them to fulfil their duties. It requires a good understanding of how the agencies manage and support its volunteers, resulting in better sign up and retention.

YMCA shared how they journey with the volunteers throughout their engagement. Accenture shared their approach to corporate volunteering and insights on volunteers' needs gained via interviews and mapping volunteer and organisational process.

YMCA's process to transformational volunteer journey



Induction

Hold quarterly interactions; introduce volunteers to activities in YMCA



Screening

Seek alignment in the objectives of volunteers and your organization. State clear expectations in the experience i.e., commitment level, profile of beneficiaries etc



Connecting Volunteers

To find best fit, place volunteers in different programmes on rotation basis. Also, mentorship between experienced and new volunteers helps to improve volunteer retention. Mentors pose as a feedback loop between volunteers and staff.



Training and Development

Training keeps volunteers engaged and having mentors lead the sessions will improve bonds with new volunteers. To better support volunteers, volunteer managers and executives also go through training on managing volunteers and expectations.



Recognition and Sharing

It is important to recognize the hard work put in by volunteers. Engage in continuous engagement and check-ins after their activities to reflect on their contribution and learning.



Advocacy and Transformation

Q: How do you turn your volunteers into advocates?

A: "We tell our volunteers: You are trained and have a better understanding about people with special needs. Now you can reach out and befriend them in your community. Share your volunteering experience with YMCA to change the misconceptions about people with special needs. When our volunteers can do that, speak about the issues with their fellow volunteers, their friends and families, we have achieved what we want to do."

Accenture's strategy to attract skill-based volunteers

- **Website:** centralised platform where people can get all needed information
- **Promotional video:** enhance and clarify the organization's brand
- **Biannual call & events:** deepen personal connection and engagement with individuals and community, good chance to promote thought leadership
- **Recognise** volunteers for their time, efforts and contributions
- **Align** volunteers' skills to the right domain that they work in

Key thing is to understand who your volunteers are; it doesn't have to be expensive or take too much time. Once you understand who your volunteers are, you can design experiences that are suitable for them. Build that map and focus on key areas of engagements.

Rachel Gallagher,
Strategy & Consulting, Accenture Sydney

Efficient onboarding is crucial to increase volunteer sign up. Consider designing reusable assets to set consistent expectations and encourage rapid onboarding.

Elements of good volunteer onboarding

- **Comprehensive process overview:** Give volunteers an idea of how long involvement is going to take and the key steps to be expected
- **Systematic, consistent emails:** design templates for program welcome email, training invite, post-training and next steps emails, corporate partner opportunity brief, assignment brief etc.
- **Short and convenient induction and training:** develop easy materials like a 5-minute video with quiz at the end
- **Consolidated status report:** corporates want consistent status updates. Have a system to generate and customise reports to share with partners

Resource Directory

Upcoming Webinars

IAVE | [Volunteering for Social Change: The Importance of Partnership](#)

6 May 2021, 9PM to 10PM

Articles

SAGE | An Asset-Based Approach to Volunteering

- [View Article](#)

Tools

NCSS | Volunteer Engagement Tool

- [Find Out More](#)