

# Strategic Volunteering

*Volunteering Provides a  
Value-Added Career Boost*

**Howard Prager & Rick Hicks**

# Why Strategic Volunteering?

## Benefits

Aim for a win-win-win for you individually

W – you're volunteering in an organization you care about

W – you're using and growing your skills and network

W – the organization gets to have your talents!



# Types of Volunteering

The word cloud features the following terms in various sizes and colors (yellow, orange, red, white):

- Coaching
- The Arts
- Political
- Helping Others in Need
- The Environment
- Social Causes
- Interfaith
- Medical Causes
- Community
- Faith
- Education
- Mentoring
- Leadership
- Climate Change
- Talent Development
- Alma Mater
- Music
- Learning

# Individual Strategic Volunteering Fit

Is this a cause or Org I care about and want to spend time?

Does this fit with my life goals?

How will it help me?

Does the time commitment work for me?

Do I like or admire the people I'm volunteering with?

Are the "internal politics" of the organization doable?

What will it cost me financially, emotionally?

Am I ready to make the commitment?

# Individual Strategic Volunteering Fit Worksheet

Ask Yourself:	Answer:
Is this a cause or Organization I care about and want to spend time?	
Does this fit with my life goals?	
How will it help me?	
Does the time commitment work for me?	
Do I like or admire the people I'm volunteering with?	
Are the "internal politics" of the organization doable?	
What will it cost me financially, emotionally?	
Am I ready to make the commitment?	

# Where?



Locally, in your community

Online anywhere in the world

Regionally

Nationally

Globally

# Howard's Volunteering Bucket (example)

<b>ORGANIZATION</b> I In person V Virtual	<b>CAUSE</b>	<b>TIME</b>	<b>WIIFM</b>
ATD (V)	Learning and Talent Development	Sporadic	Give back to profession Personal growth
ETSI - Ernest Thompson Seton Institute (V)	Youth, environment, preservation of a legend	Regular monthly meetings	Board level work Cause I care about
Northwest Concert Band Prairie Brass Band (I)	Music and the Arts	Was weekly pre-pandemic	Grow musically Share talent
Scouting (I and V)	Youth	Several times a week	Mentor and develop youth, expand tolerance and appreciation
PADS (I)	Provide meals for homeless	Monthly	Helping others in an essential need
Northwestern University Alumni Association (I)	Alma mater	Sporadic	Ongoing learning, giving back, networking
Marshall's Knowledge Philanthropy (V)	Help MG distribute all his knowledge	Weekly+	Learning





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W - the organization gets to have your talents!

And a win-win-win for your organization

W – you get people committed to your purpose and cause

W – you get people who have skills they want to use

W – succession planning

W – you get stronger commitment to your organization



# Organizational Volunteering

## Benefits

- You get the help you need
- You create a culture of talent development
- Succession Planning
- You attract and retain people to your organization



# Organizational Volunteering

## Process

- Interview your volunteers to understand what they need
- Identify the competencies required for each of your volunteer roles
- Help volunteers create a succession development plan
- Celebrate success of your volunteers



# Organizational Volunteering

## Steps to Consider When Interviewing Potential Volunteers

1. What skills do they have
2. What potential do they have
3. What is their added value: perspectives, viewpoints, diversity
4. Their alignment with organizations values
5. What else do they offer
6. Are there any risks they bring with them

# ROI of Volunteer Leadership



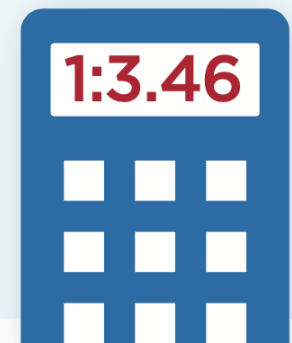
Overall ROI of

**246%**

for the experience as  
a volunteer leader.

## Benefit-Cost Ratio

For every  
**\$1** invested,  
**\$3.46** was  
returned.



Source credit: Dr. Maureen Orey, CPLP

# Implications



## Individuals

- » Skill development
- » Increased network
- » Deeper relationships



## Organizations

- » A way to develop leaders
- » Support nonprofit associations

Source credit: Dr. Maureen Orey, CPLP,  
<https://pqdtopen.proquest.com/doc/1810149522.html?Fmt=ABS>

**atd** CHAPTERS  
Association for  
Talent Development

Source credit: Dr. Maureen Orey, CPLP

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webcasts **atd**



# CREATE A CULTURE OF VOLUNTEERING

# Q & A





# THANK YOU!

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