

# State/Chapter Leadership 101 Webinar Series

**Are You A  
Lonely Leader?  
Harnessing the Power  
of Volunteers**



# Valerie Stafford-Mallis

*The Nation's Voice for People with Hearing Loss*

# Why Is It So Hard To Get People to Volunteer?

- Newcomers may be uncomfortable joining in
- Not clear about HLAA goals & objectives
- Fear
  - making a mistake
  - being put-down
  - Being unappreciated
- Withdrawn and lack confidence
- Lack experience
- Feel not needed or capable
- Shy
- Feel too busy with work or family commitments

# Why Is It So Hard To Get People to Volunteer?

- Intimidated by long-term commitments
- Waiting for someone else to do it
- Not getting what they came for
- Cognitive or physical limitations
- Leaders reluctant to let go
- Not sure they belong
- Prefer to remain on sidelines
- Feel like it is someone else's turn to do the work
- Interested in leaving after they get what they came for



# wish list

*The Nation's Voice for People with Hearing Loss*



# What Volunteers Want

- To feel safe, welcome, and a part of the group
- To feel they will be heard
- To have a say in the operation of the group
- To be a part of something larger than self
- To feel their contribution matters
- To know what is expected of them before committing
- Good task-ability fit
- Recognition, support, encouragement
- Confidence in leadership



# wish list

*The Nation's Voice for People with Hearing Loss*





# What Chapters Want

- Greeters
- Room set-up & Breakdown
- Reception Host
- Refreshment Manager
- Peer Mentors
- Event Planner
- Photographer
- Historian
- President
- Vice President
- Secretary
- Treasurer
- Newsletter editor
- Webmaster
- Fundraising Chair
- Membership Chair





# Volunteer Practical Pointers

- Survey the members
  - Expectations
  - Goals for the group
  - Feedback
  - Comments
  - Recommendations
- Simple, specific tasks
- Joint responsibility
  - Pairs or trios
- Volunteer job descriptions
- Job for the person, not person for the job
- Lots of acknowledgement & gratitude
- Offer short-term projects
- Build confidence
- Remind HLAA self-help philosophy



# Volunteers

## **Create an Advisory Board**

- Identify volunteer candidates
- Open doors for advocacy initiatives
- Help identify fundraising options
- Promote awareness for chapter's programs

## **Have an annual volunteer reception**

- Thank current volunteers
- Focus at openings/new candidates

# Tips for Managing **Volunteers**



- 1. Give volunteers meaningful jobs and responsibility
- 2. Discuss and agree on each job deliverables and expectations
- 3. When in doubt, let them define their job
- 4. Check in often on how they are doing
- 5. Thank publically at every meeting
- 6. Give your feedback and personal thanks privately
- 7. Give positive feedback publically
- 8. Ask them who they view as candidates



# Tips for Managing **Volunteers**

**Make all leaders, members & contacts aware of volunteer needs**

**Promote the Wish List at all meetings/newsletters/mailings**

**Specific, measurable appeals work better than open-ended appeals**

**Make it FUN**

**Show APPRECIATION to your volunteers**

**Encourage members to invite others to volunteer**

- **Spouses**
- **Contacts**
- **Students**

**Remember...they are VOLUNTEERS...and NOT employees. They have choices in how they spend their time!**



# Tips for Managing **Volunteers**

## **Personally approach people for specific tasks**

- Explain the need
- They are best person for job

## **Invite hearing professionals to volunteer**

- Manufacturer Reps
- Audiologists / Their Patients

## **Network community contacts for volunteers**

- Sertoma/Lions/Rotary
- Chamber of Commerce (Young Professionals)
- Students



# Attracting Volunteers & Leaders



# Attracting Volunteers and Leaders

- Promote & Network the Wish List
- Source Volunteers from Hearing Care Professionals/Community
- Establish a Volunteer Committee
- Volunteerism the Heart of HLAA
- Have all leaders agree in advance to volunteer recruitment responsibilities

## Sample Volunteer Appeal

### Volunteers Needed

- As we prepare for our 2015-2016 season we have a list of volunteer, as well as leadership, positions open. We need **more volunteers to deliver our mission** of opening the world of communication the **149,000 local people** with hearing loss through information, education, advocacy and support.
- Our chapter is a **501(c)(3) nonprofit organization** with an **all-volunteer staff**. There are no paid positions and what we can do for our members and the community is totally dependent on the number of volunteers we get. And we could do so much more if we only had a few more volunteers who could offer as little as an hour a month.
- We have a range of needs that should appeal to most interests and all level of skills to include: **(Insert Wish List)**





# Developing Volunteers and Leaders

## Adjust entry step to interest & skill set

- Volunteer job
- 2<sup>nd</sup> Chair
- 1<sup>st</sup> Chair
- Officer

## Discuss and agree to a short job description

- Focus on deliverables

## Develop leaders with training as appropriate

- HLAA New Leaders Orientation Training
- HLAA Hearing Loss Support Specialist Training Program
- “Second Chair” Concept
- Feedback