

# VOLUNTEERS FIRST

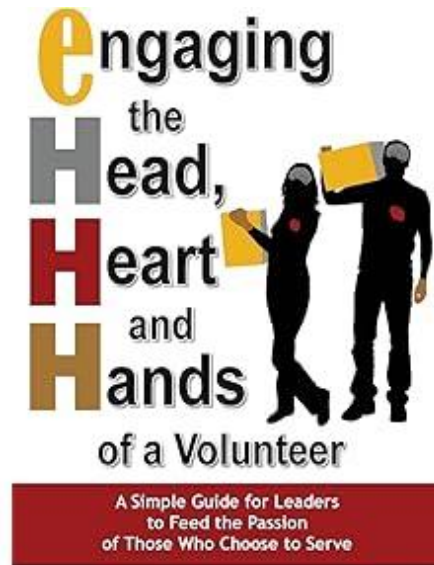


TAU KAPPA EPSILON  
Better Men for a Better World



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Permission to also use images from Adobe Stock and MaGalin & Latvia (patchwork quilt).



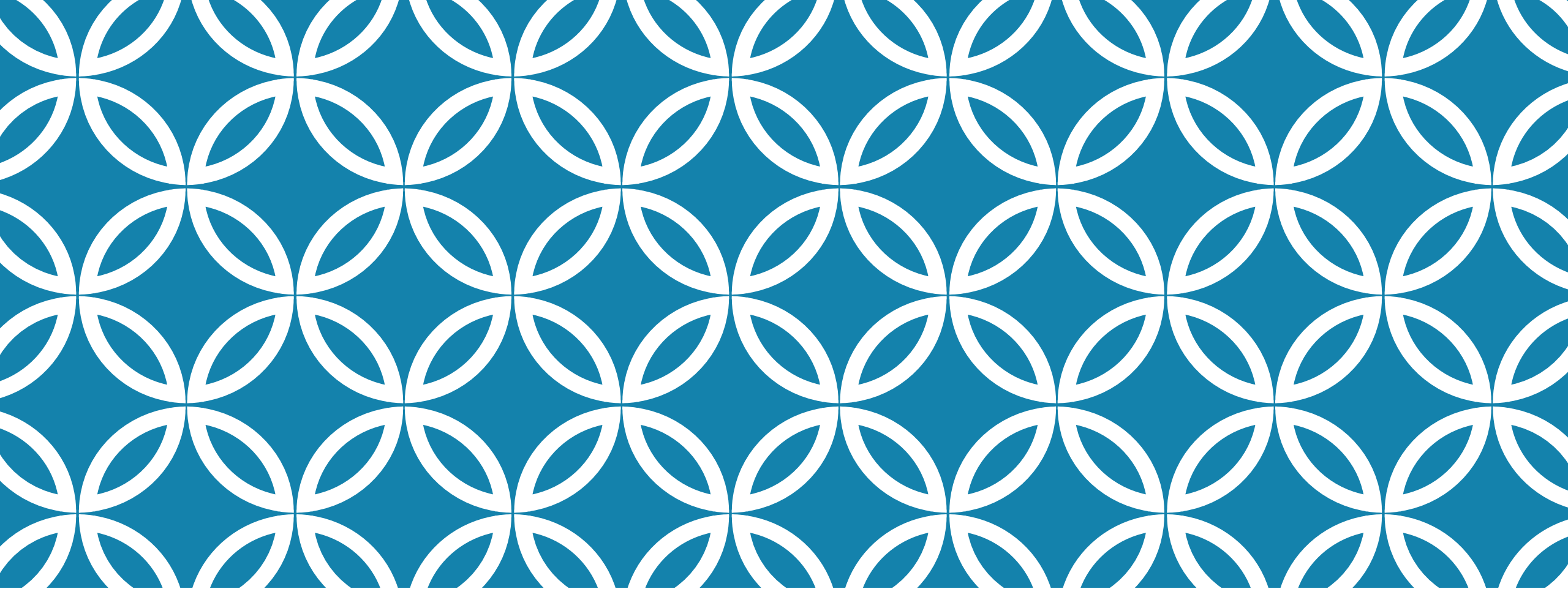
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**VOLUNTEERS FIRST**  
**A CUTTING-EDGE AWARENESS PROGRAM**  
**FOR LEADERS OF VOLUNTEERS**

## HISTORICALLY

# AAUW & NON-PROFITS FACING A SERIOUS DECLINE IN MEMBERSHIP

- ❖ Volunteerism **worldwide** has been in decline for over 20 years.
- ❖ Research for professional help was unavailable.
- ❖ AAUW/non-profits adopted a business leadership model.

# BUSINESS LEADERSHIP PRACTICES BASED ON EMPLOYEES' MOTIVATION FOR MONEY

## EMPLOYEE MOTIVATION

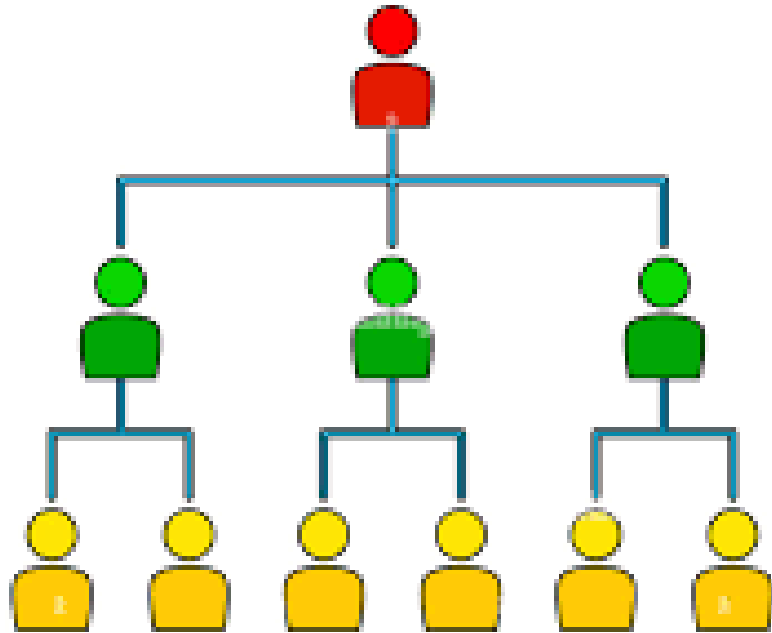
- The payoff for showing up to work and being productive is **MONEY**.

**MONEY** pays for basic needs: food, water, shelter, safety, comfort.

**MONEY** touches the head, heart and hand of employees.



# BUSINESS LEADERSHIP MODEL IS DESIGNED AROUND MONEY AS A MOTIVATION



## TOP-DOWN

President and Board Leaders decide what jobs will keep the business profitable

Leaders hire, train and supervise productive employees and **PAY** to keep them.

## CARROT & STICK

The business leader's #1 priority: keep employees working productively to meet profit goals.

Employee appreciation is rewarded with **MONEY**.

**MONEY** touches the head, heart and hand of the employee.

# BUSINESS LEADERSHIP MODEL RESULTS FOR NON-PROFITS

## Positive results:

- Accountability to donors and members.
- Programs for women and girls show measurable benefits.

## Unsuccessful results

- Consistent decline in membership.

**AAUW** has been struggling for years to find its way out of this puzzling pickle.



## AAUW MEMBERSHIP DECLINE TO BE RESEARCHED

**AAUW CA** conducted state-wide research in 2022.

**RESULTS:** Former active AAUW members said they left because they felt:

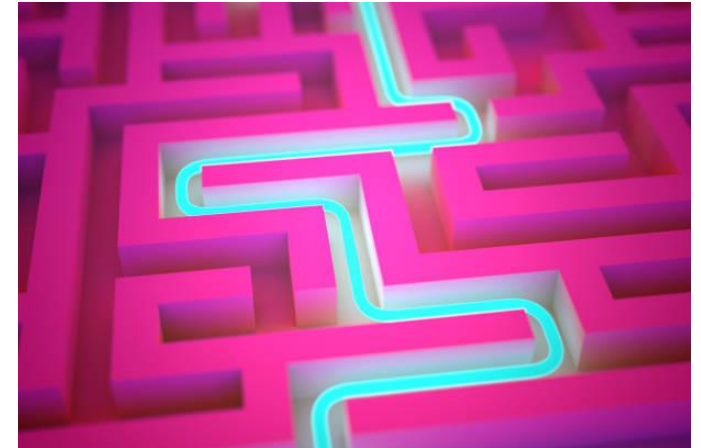
- **Unwelcome.**
- **Disconnected.**
- **Disinterested in engaging even for the cause.**

# RESULTS PROMPTED A CHALLENGE FIND A NEW WAY

**AAUW CA President Sandi Gabe:**

**Develop a new leadership program:**

- Retain and engage members.
- Develop leaders.
- Increase membership.



**Sustain AAUW membership engagement  
Keep the mission alive!**



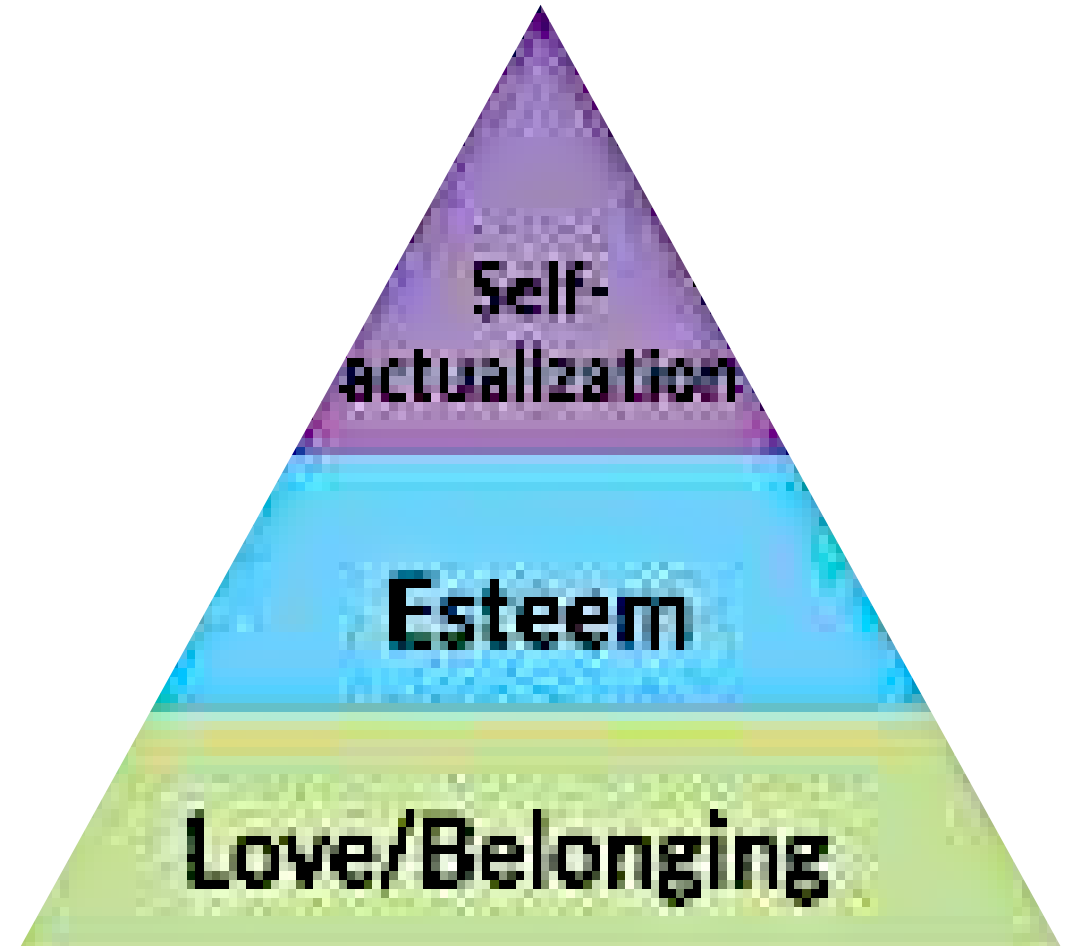
## BARRY ALTLAND'S THEORY OF VOLUNTEER MOTIVATORS:

### **VOLUNTEERS' MOTIVATOR:**

What a volunteer **HOPES TO GAIN**

- Personal satisfaction replaces money
- Payoff for giving of their time and talent.

**Intrinsic Needs on  
Maslow's Hierarchy of Needs**



**RECENT CREDIBLE RESEARCH SHOWS:**  
**AROUND THE WORLD, KEY REASONS PEOPLE VOLUNTEER**

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**



# **VOLUNTEER ENGAGEMENT IS AN AFFAIR OF THE HEART!**

**Fulfilling the member's  
volunteer motivators  
touches their heart,  
drives their choices for  
volunteering, and  
sustains their passion for  
serving.**



AAUW BRANCH NEEDS = TASK FULFILLMENT  
v.  
AAUW MEMBERS' NEEDS = JOY



v.



# AN AAUW LEADER'S FIRST PRIORITY: BUILD AND FACILITATE RELATIONSHIPS



**CARE**

**CONNECT**

**SUPPORT**

**RECOGNIZE**



# TAKE TIME TO TALK IN PERSON WITH EVERY MEMBER CARE...

GETTING TO KNOW YOU



# DISCOVERING WHAT IS IN THE MEMBER'S **HEART** IS KEY TO MEMBER ENGAGEMENT



❖ **CARE** for and about each member:

- **Engage in meaningful, purposeful conversation** with a member – **IN PERSON.**
- **Ask** and accept **"what moves"** each member
- **Listen and act to meet the needs** of your members.
- **Offer YOUR** head, heart and hand to ensure **their** joy in participating.

# THE GINGERBREAD HOUSE





# CREATE A JOYFUL SATISFYING BRANCH EXPERIENCE FOR ALL **CONNECT..**



## BUILD ON CARING AND BEGIN CONNECTING MEMBERS

**CREATE** a **CARING** branch **CULTURE**:

**Share the Volunteers First philosophy  
with ALL members.**

**Encourage ALL members to:**

- **Help facilitate** and build positive relationships,
- **Help ensure** new and unengaged members have an enjoyable volunteer experience.
- **Help support and recognize** **CARING**



# CIRCULAR LEADERSHIP MODEL: LEADER-MEMBER-MEMBER CONNECTING & ENGAGING

## VOLUNTEERS FIRST LEADERSHIP MODEL



### **Create a Welcoming Team**

Getting to know, connecting members

### **Create a Communication Network**

Keeping everyone “in the know”, event reminders

### **Create Circles of Engagement**

Opportunities for members to connect.

# PERSONALLY WELCOMING AND CONNECTING EACH MEMBER





# CIRCULAR LEADERSHIP MODEL: LEADER-MEMBER-MEMBER CONNECTING & ENGAGING

## **VOLUNTEERS FIRST LEADERSHIP MODEL**

Create a Welcoming Team

Create a Communication Network

**Create Circles of Engagement**

Opportunities for members to connect.



# CIRCLES OF ENGAGEMENT: SATISFYING FOR MEMBERS; VALUABLE FOR CONNECTING



One-on-One  
Care  
Connect



Small Group Discussions  
Connecting  
Learning  
Including



Zoom Group Discussion  
Learning  
Connecting  
Substitutes for in-person

# WORDS FOR THOUGHT





# HATS OFF!



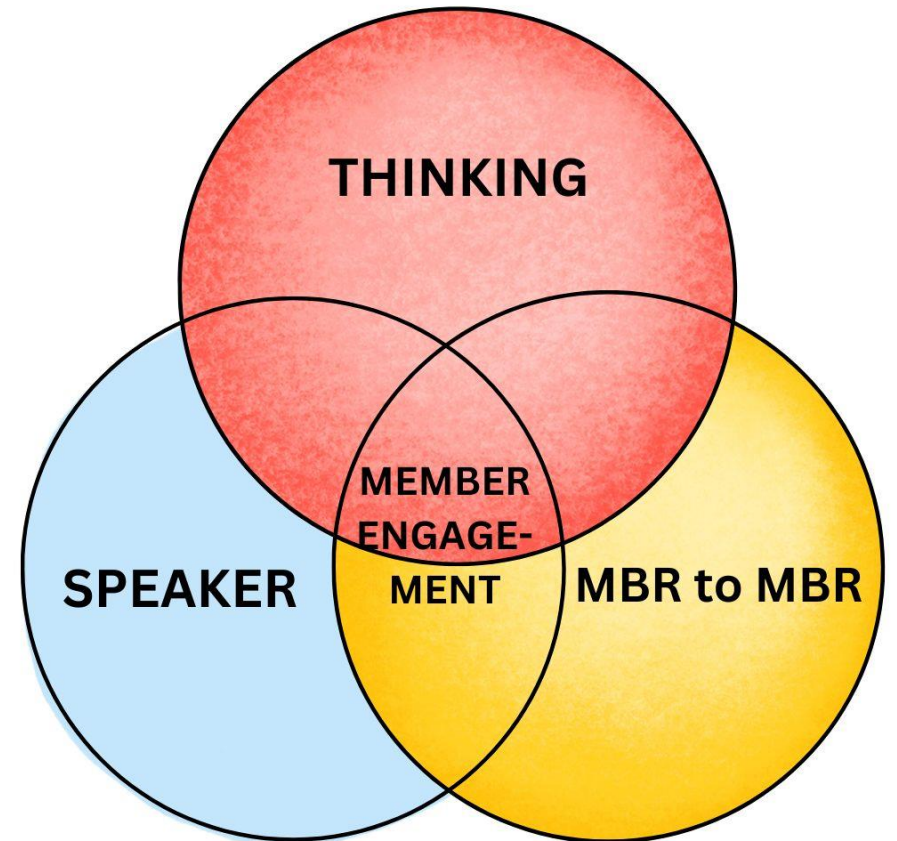


# LEADERS CAN MAKE TIME FOR CIRCLES OF ENGAGEMENT: LESS “AIR TIME” FOR LEADERS & SPEAKERS

**AAUW LEADER/SPEAKER = 50%**

**MEMBER ENGAGEMENT = 50%**

- Time to think or read and discuss.
- Time to interact with the speaker.
- Time to ask questions.
- Time to give input and feedback.
- Time for Circles of Engagement



USE MEETING “AIR TIME” TO **CONNECT** MEMBERS AT MEETINGS:  
WELCOME, INCLUDE, SHARE, ENGAGE

- ❖ **INTRODUCE MEMBERS - ALL THE TIME, EVERY TIME!**
- ❖ **COMMUNICATE WHAT’S HAPPENING:  
KEEP EVERYONE “IN THE KNOW”!**
- ❖ **SHARE RECENT SUCCESSES – FREQUENTLY**
- ❖ **CONNECT EVENTS WITH THE MISSION, VISION & VALUES**
- ❖ **SHARE DECISION-MAKING**

# ENVISIONING A NEW AAUW LEADERSHIP MODEL



# AN AAUW LEADER'S FIRST PRIORITY: BUILD & FACILITATE RELATIONSHIPS



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**VOLUNTEERS FIRST LEADERS**  
**BUILD AND FACILITATE RELATIONSHIPS**  
**LEADERS CARE AND CONNECT MEMBERS**

