# EFFECTIVELY MANAGING VOLUNTEERS for your Garden Program

*Presented by*

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# This presentation is based upon the principles of the Council for Certification in Volunteer Administration (CCVA)

CCVA promotes and certifies excellence in volunteer administration to advance the capacity of communities to effectively engage volunteers.




***what is your philosophy on volunteerism?***

# The Value of Volunteerism

We know that volunteers are a unique human resource for accomplishing organizational missions, healthy communities & social change.



# Your Volunteers: Reflect on Your Program

- Whether you have 5 or 105 volunteers, there is a skill to managing volunteers….
- How effective are you volunteer management skills?
- What one thing would you like to change or improve?
- The following presentation focuses on the CVAA's Foundations of Volunteer Administration



*The two men pictured have a combined total of over 4500 volunteer hours for the Master Gardener program over the last 25+ years….*

# The Foundations of Volunteer Administration

- Ethics
- Organizational Management
- Human Resource Management
- Accountability
- Leadership and Advocacy



# I. Ethics

The ability to act in accordance with professional principles.



- What principles of professional ethics do you apply to your volunteer management?
- How do you practice ethical decision-making when confronted with situations involving clients, volunteers, and staff who supervise them?
- What ways can you assist staff, supervisors or leadership volunteers in resolving ethical dilemmas involving volunteers?

*Ethics are important in a School and community garden program, especially when interacting with unique personalities and sensitive and diverse populations.*

# II. Organizational Management

How do you design & implement policies, processes & structures to align volunteer involvement with your organizational Mission?

*…and keeping volunteers on track….*



# Management Strategies

- Apply concepts of strategic planning
- Invite volunteers to participate in the development of a vision, mission and goals of the garden program
- Integrate volunteer activity to achieve your program's vision, mission, goals and priorities

# Management Strategies

- Mobilize volunteers creatively…match volunteers to tasks they will enjoy doing.
- Recognize the culture and norms of the school and /or community in the design of programs and projects.
- Create policies and procedures that reflect best practice in the management of volunteers.
- Apply the concepts and tools of project management.

# Create a Volunteer Description

- ✓ Demonstrates value
- ✓ Determines if this is the right role for the volunteer
- ✓ Creates fairness when recruiting
- ✓ Sets boundaries for volunteer's activities
- ✓ The volunteer is clear about his / her role
- ✓ Can be used for ongoing supervision and evaluation of volunteers

# What is in a Volunteer Description?

- Position title
- Outline of volunteers responsibilities / tasks
- Time Commitment
- Qualifications needed (if relevant)
- Training and support provided
- Reporting
- Outcome / Goals
- Benefits

# III. Human Resource Management




Successfully engaging, training and supporting volunteers systematically and intentional.

# Staffing

- Collaborate with your garden committee to design volunteer positions that are mission driven, satisfy your needs, and appeal to potential volunteers.
- Market the program, the needs of the school/community, and volunteer opportunities to build awareness, both internally and externally.
- Recruit and engage volunteers for assignments that match their skills, interests, abilities and time availability.
- Offer orientation and training to meet the needs of volunteers and the garden program.

# Support

- Problem solve for conflict resolution management.
- Solicit and manage volunteer input and feedback.
- Apply the concepts of team building and group process.
- Motivate, acknowledge and reward volunteers and their staff partners.
- Plan and lead effective meetings…invite an occasional guest “expert” speaker.

# Managing volunteers can be a bit challenging….



# IV. Accountability

- Fiscal Management
- Data Management & Confidentiality
- Evaluation and Outcome Measurement
- Risk Management
- Continuous Improvement



While these concepts of accountability may not apply to a smaller garden program, they include important strategies in evaluating volunteer involvement and validate the importance of a volunteer force.

# V. What kind of leader are you? Do you provide:

- Organizational and Community Engagement
- Professional Development
- Advocacy



# Organizational and Community Engagement

- Maintain your vision for excellence in volunteer involvement.
- Create a climate of mutual respect and inclusion, recognizing diversity.
- Engage volunteers in decision making, listening carefully to the opinions and concerns of others.
- Commit to coaching/mentoring others, acting as a role model.

# Your Professional Development

- Develop and implement a self improvement plan with goals, action steps and timelines, based on a self-assessment.
- Participate in formal and informal learning opportunities, integrating learning for personal mastery and program improvement.
- If appropriate, seek professional credentials.

# Advocacy

- Advocate for adequate resources (human, technical and financial) to support your volunteers.
- Develop and implement appropriate advocacy strategies to influence decisions and actions for positive and effective volunteer involvement.
- Develop and implement appropriate advocacy strategies to positively influence the community's attitudes toward volunteering.

# And do not forget to …

- Create a atmosphere of mutual respect.
- Communicate often.
- Identify key volunteers and delegate, delegate, delegate!
- Remember that your volunteers are with you because they want to, not because they have to.
- Have fun!

# References


- "CVAA Body of Knowledge in Volunteer Administration"
- http://www.cvacert.org/
- From the Top Down, Susan J Ellis
- http://www.energizeinc.com/art/subj/train.html