The Volunteer Engagement Cycle

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Who we are:

- The preeminent leadership program for girls
- 30,000 girls participate annually
- 15,000 adult volunteers across a wide variety of roles
- 178 cities or towns in our footprint
- We build girls of courage, confidence and character who make the world a better place
What problems do you face in your organization when engaging volunteers?

• Break into groups of 2-4
• Consider challenges attracting new volunteers, retaining existing volunteers, making volunteers feel valued, etc.
Share Out
The Volunteer Engagement Cycle
Onboarding Needs: Council

- Correct, timely information
- Valuable use of staff hours
- Training needs to communicate policy
- Training is required and a barrier to entry
Onboarding Needs: Volunteer

- As facilitator, serve community and feel valued
- As participant, receive timely information and meet requirements
- Meet other volunteers in local area
- Ask questions outside of training
- Training needs to be efficient, effective, and accessible
Method of Assessment:

• Post training qualitative and quantitative evaluation
• Facilitator feedback
• Survey of key stakeholders
Solutions?
Engage

Appreciate

Onboard

Engage
Engagement Needs: Council
• Deliver updated information
• Reinforce group culture and connection
• Prevent burnout
• Put volunteers in decision-making positions
Engagement Needs: Volunteer

- Refresh skills and relearn tasks for new age group
- Personally and professionally develop
- Engage in new ways that always directly impact girls
- Be valued as a knowledge-holder, especially in community
Solutions?
Appreciation Needs: Council

- Encourage and reward continued participation
- Incentivize positive behaviors
- Thank volunteers in a way that feels responsive and in-touch; something they will actually *like*
Appreciate Needs: Volunteer

- Feel valued, seen and recognized
- Elevate position within community
- Renewed connection with peers and council
- Reconnect to mission without feeling pandered to
Solutions?
Self-identify into one of three groups:
Onboard
Engage
Appreciate

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Thank You!
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