Creating a Sense of Community Among Volunteers

Wednesday, November 14
9 a.m. - 12 p.m.
Brockton Public Library
304 Main Street, Brockton, MA 02301

Cost: FREE

In this dynamic and interactive training, participants will take a deep-dive into the volunteer experience at their organizations. The first step to building a community is having the people! With this in mind, this training will equip you with strategies to streamline your volunteer recruitment processes and modernize your communication styles.

Take a walk in your volunteers' shoes as you learn how to make their experience smooth, simple, and fun from the initial outreach/application process (turning interest emails into people who actually show up), to onboarding, and finally, serving as part of a team.

You'll also learn how to design your processes and interactions to uncover your volunteers' unique skills and leverage these skills for the benefit of your mission. Through case studies and group activities, you'll gain confidence in your ability to maintain the cohesive fabric of the team, even when things get sticky and difficult. And most importantly, you'll learn how to make volunteering with your organization your volunteers' favorite pastime.

Facilitator: Michael Stewart
As Coordinator for Volunteer Initiatives at MSA, Michael
works with organizations to increase the engagement of volunteers and the impact of their efforts. Michael believes the key to volunteer engagement is supporting volunteer creativity and fostering a dynamic, cooperative atmosphere. For two years, Michael served as Volunteer Manager for Hostelling International Boston, where he managed a team of close to 100 amazing and unique individuals. Additionally, he has over 10 years of experience delivering exciting volunteer projects and programs from the U.S. to Morocco, and is eager to help organizations around the Commonwealth do the same.

Michael is an avid photographer and language enthusiast and holds a certificate in Teaching English as a Second Language. In addition to being fluent in French, he has tried his hand at Arabic, Chinese, Hindi, Japanese, Nepali, Portuguese, and Spanish. Michael holds a self-designed BA in Media for Global Citizenship and Certificates in Film Studies and Native American Indian Studies from the University of Massachusetts, Amherst.

Register Now!

Affordable Marketing for Nonprofits

Tuesday, December 4
9 a.m. - 12 p.m.
UTEC Hub for Social Innovation
15 Warren Street, Lowell, MA 01852

Cost: FREE

This training will teach attendees how to promote an event or cause by covering key skill areas like pitching a story and creating a campaign.

The training will begin with an introduction to the process and a case study example of a successful nonprofit campaign. Throughout the session, attendees will have the opportunity to learn through hands-on exercises, presentations, and Q & A. Participants will walk away with the tools to run a successful promotion.

Facilitator: Shoshanna Kelly
Shoshanna is a Creative Director and writer from the Boston area. She started her path at Boston University and has gone on to work with many Boston agencies and companies. From Mullen to Digitas, she has had the opportunity to build campaigns for Fidelity, Buick, Bank of America, Panera, and Keurig. These experiences have turned her into the sassy, experienced powerhouse she is. More recently Shoshanna has had the opportunity to engage with nonprofits in her city, helping to launch an initiative for childhood hunger and support a concert series for Symphony NH.
Questions? Please contact Michael Stewart, Coordinator for Volunteer Initiatives at mstewart@mass-service.org or 617-542-2544 x214.

Massachusetts Service Alliance
100 N. Washington St., 3rd Fl.
Boston, MA 02114
www.mass-service.org

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