Take Your Volunteer Program to the Next Level

August 31, 2017
Aging Network Volunteer Resource Center

- Strengthen the capacity of the Aging Network to engage volunteers, especially older volunteers
- Approximately 90,000 volunteers with Area Agencies on Aging
- The Center provides technical assistance, programming, consulting, and materials
- Funded by the Administration for Community Living
Agenda

- Introductions
- Volunteer Management Cycle
- Program Self-Assessment
- Small Group Discussion
- Recruitment Campaigns
- Q & A / Discussion
Introductions

In pairs, introduce yourselves:

1. Your name, agency, and where you’re from.

2. What is one success story related to your agency and volunteers?
Volunteer Management Cycle

Planning

Recognition

Recruitment

Supervision and Evaluation

Orientation and Training

RETENTION
Strengthen Your Volunteer Program

Why a Self-Assessment?

- Education tool
- Structured discussion
- Shared understanding
- Identify priorities
Strengthen Your Volunteer Program

- Complete the Self-Assessment
- Identify two benchmarks you want to improve
- Discuss your self-assessment with another person
Strengthen Your Volunteer Program

- Why did you select this benchmark for improvement?

- What are you already doing that is working well?

- On a sheet of paper, write down your group’s 2-3 best ideas for improving this benchmark.
Health and Wellness Benefits of Volunteering

- Improved mental, emotional and physical health with just two hours of volunteering per week
- Volunteering reduces depression, lessens chronic pain, and gives the brain a boost
- Volunteers are less likely to develop hypertension
- 76% said volunteering made them feel better; 25% said it helped them manage a chronic illness
Older Volunteers Take Better Care of Themselves

- Volunteers spend 38 percent fewer nights in the hospital
- Are more likely to get flu shots, mammograms, Pap tests, cholesterol screenings, and prostate exams than non-volunteers
n4a Campaign to Raise Awareness

- Brochure
- Infographic
- Fact Sheet
- PowerPoint Slides
- Press Release (for local use)
- Social Media
n4a Campaign to Raise Awareness

Doing Good is Good for You
Volunteering

Reduces

- depression
- chronic pain
- stress
- risk of disease
- social isolation

Increases

- physical fitness
- mental functionality
- sense of purpose
- social connection
- longevity

Corporation for National & Community Service. The Health Benefits of Volunteering: A Review of Recent Research, May 2012
www.nationalservice.gov/pdf/healthbenefits_factsheet.pdf

National Association of Area Agencies on Aging
NASUAD Got An Hour? Campaign

He could use a ride to the pharmacy, help in the yard, or a simple game of cards. In just one hour, you can put a smile on a senior’s face.

It only takes an hour (or less) to give back to seniors.

www.giveitbacktoseniors.org
NASUAD Got An Hour? Campaign

- Search for volunteer opportunities
- Postcards
- Radio Slot
- Press Release
- Letter to Elected Officials
Tips for Compelling Messages

- Pitch a do-able task or project
- Rather than using only data, tap emotions
- Focus on one life versus many
- Choose credible spokespeople
Thank You!

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