



advocacy | action | answers on aging

# **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:



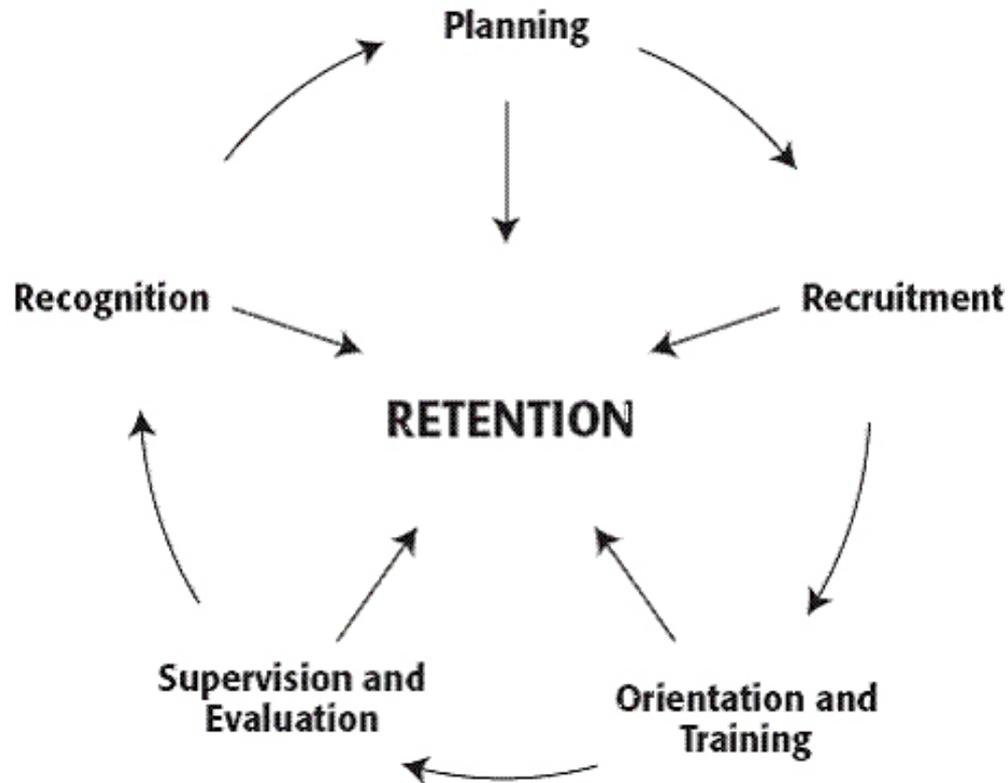
**Hello**  
my name is



1. Your name, agency, and where you're from.
2. What is one success story related to your agency and volunteers?



# Volunteer Management Cycle



# 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

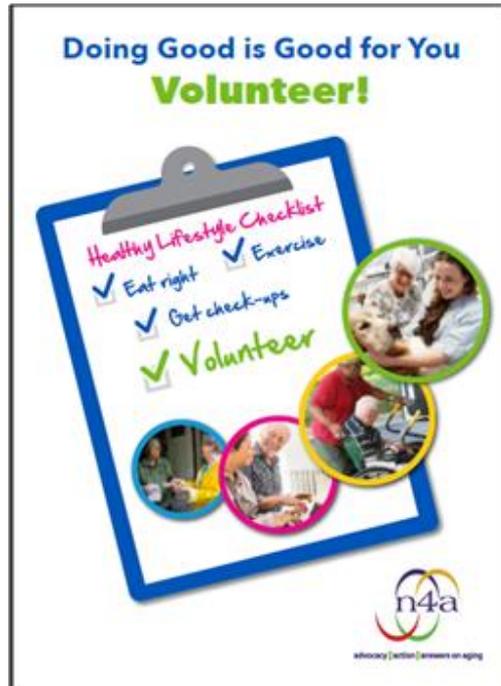


# Older Volunteers Take Better Care of Themselves

- 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



Corporation for National & Community Service-The Health Benefits of Volunteering: A Review of Recent Research, May 2012  
[www.nationalservice.gov/pdf/healthbenefits\\_factsheet.pdf](http://www.nationalservice.gov/pdf/healthbenefits_factsheet.pdf)



# NASUAD Got An Hour? Campaign



**got an hour?**

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.**

**got an hour?**  
give it back.

[www.giveitbacktoseniors.org](http://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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