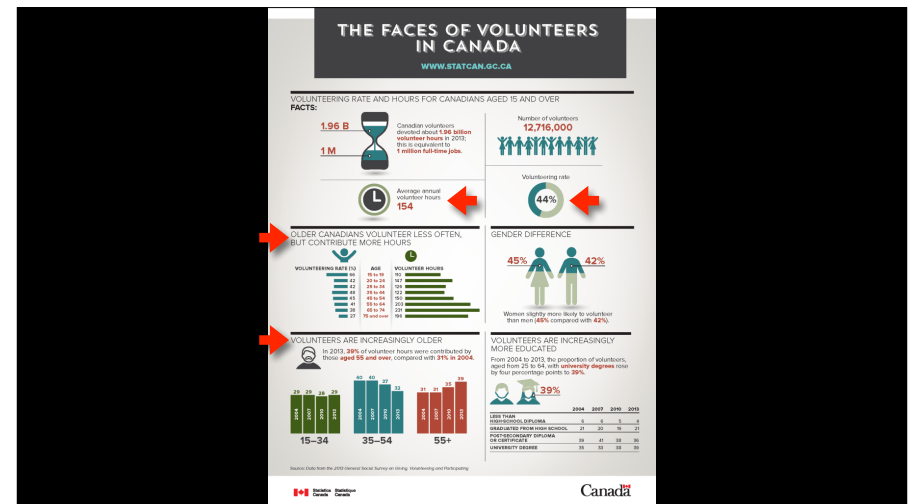
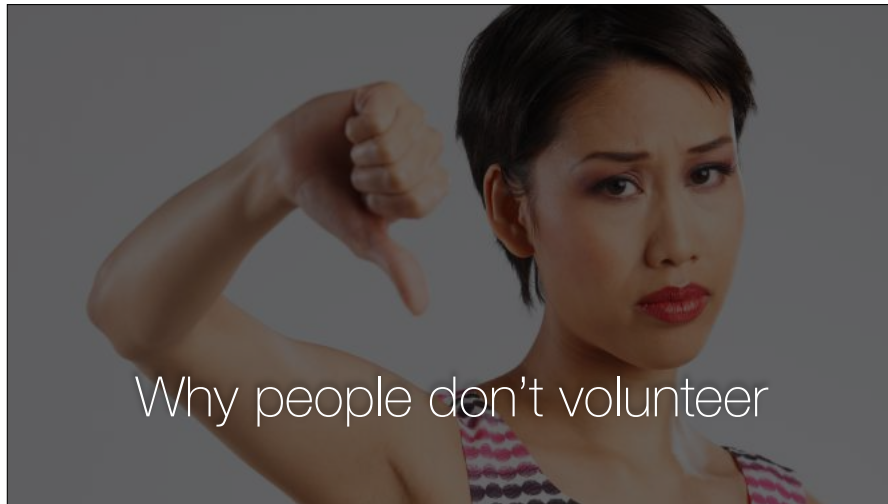




By the numbers (who)

- **35 to 54**: Primary age of volunteers (Bureau of Labor Statistics)
- **23%**: Volunteers 24 years old or younger
- **52**: Number of hours a volunteer gives each year
- **75%**: Who volunteer before retirement, will after retirement
- **71%**: Volunteers working with a single organization
- **67%**: Found volunteer opportunities online





50%

"I don't have enough time and volunteer schedules are too inflexible."

What to do:

- Make it consistent & automatic (time, day of week, number of hours)
- Include help that can take place at home or on weekends
- Be as flexible as possible!

40%

"I don't have enough info, and most roles are not interesting to me."

What to do:

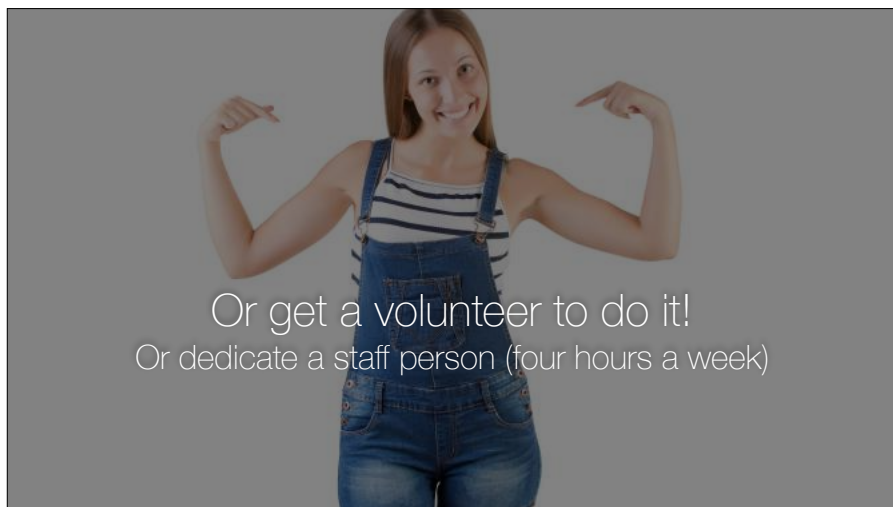
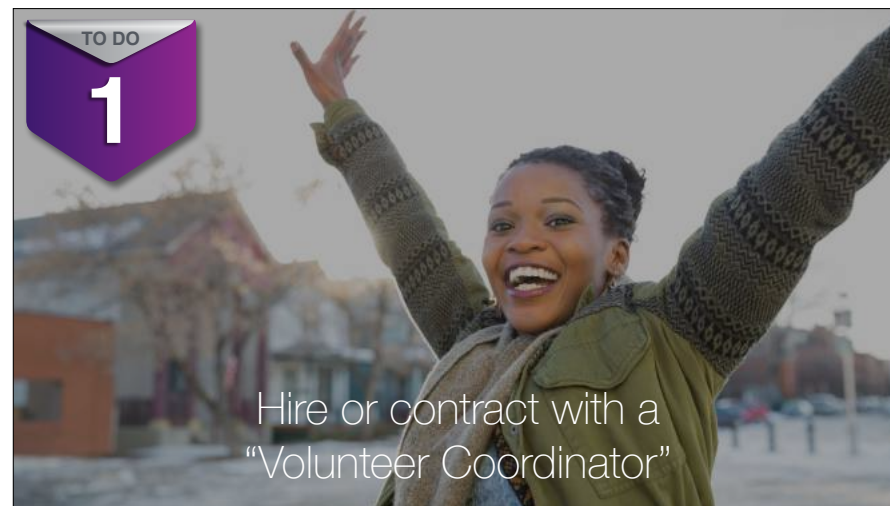
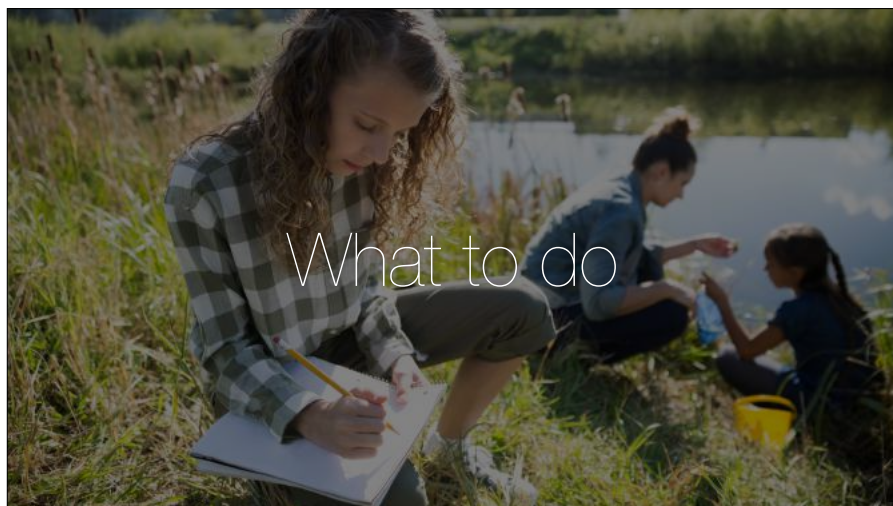
- **Younger:** Increasing skills, knowledge, leadership, advancing career
- **Mid-ages:** Meaningful, rewarding, making a difference
- **Older:** Generativity (giving back)
- **Bottom line:** Personal gratification
- **ASK!** Match skills to needs

25%

"No one asked me."

What to do:

- Ask! Detailed instructions coming right up!



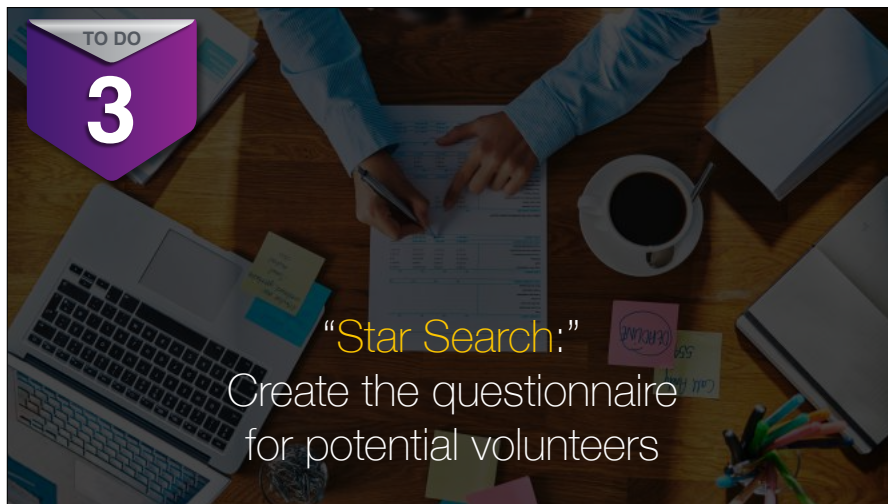


Hit the road!

Visit with local organizations and groups that use or need volunteers

Ask lots of questions: The job description

- The specific task
- Type of work it entails
- Skill sets needed
- The perfect candidate (disposition, etc.)
- Approximate hours (a month, or for the project)
- Location (where do they actually do the volunteer work?)
- Times, dates, meetings, etc.
- What's in it for the volunteer?
- Who potential volunteers should contact



"Star Search:"

Create the questionnaire for potential volunteers

What would get you to volunteer?

I want to...

- ☐ - Make it better where I live
- ☐ - Meet people who are different from me or have common interests
- ☐ - Try something new
- ☐ - Do something with my spare time
- ☐ - Have a go at the type of work I might want to do as a job
- ☐ - Do more with my interests and hobbies, expanding them
- ☐ - Do something I'm good at
- ☐ - Give back
- ☐ - Do something fun with my family or friends
- ☐ - Build my life's resume
- ☐ - Grow my business by expanding my contacts

What interests you most?

- ☐ - Working with adults? Children? Animals? Other business folks?
- ☐ - Do you prefer working alone or as part of a team?
- ☐ - Do you prefer to work from home, or with the team?
- ☐ - Are you better behind the scenes or prefer a more visible role?
- ☐ - How much time are you willing to commit?
- ☐ - What skills do you have that you would like to leverage?
- ☐ - What causes are important to you?
- ☐ - Theater, music, art, literary, photography?
- ☐ - Beatification, landscapes, architecture, gardening?
- ☐ - Special events, public and farmers markets, downtowns?
- ☐ - History, museums, genealogy, historical sites, interpretive displays?
- ☐ - Youth and kids events and activities, education?
- ☐ - Sports (team, competitive, individual), health and wellness?

What's the best way to reach you?

- ☐ - Phone _____ _Work _Cell _Home
- ☐ - Email address _____
- ☐ - Street address _____
- ☐ - How can we best make this work for you with regards to the type of work, hours you can commit, and days that work best for you?

Thank you so much for taking the time and for your willingness to help our efforts. Because of your generosity, we want to make sure this fits your schedule, your abilities, and the type of things you LOVE to do or help with.

What would get you to volunteer?

- ☐ Make it happen around where I live
- ☐ Meet people who are different from me or have common interests
- ☐ Try something new
- ☐ Do something with my spare time
- ☐ Sign up as the type of work I might want to do as a job
- ☐ Do more with my interests and hobbies, expanding them
- ☐ Do something I'm good at
- ☐ Give back
- ☐ Do something fun with my family or friends
- ☐ Build my life's resume
- ☐ Grow my business by expanding my contacts
- ☐ Other _____

What interests you most?

- ☐ Working with adults? Children? Animals? Other business folks? _____
- ☐ Do you prefer working alone or as part of a team? _____
- ☐ Do you prefer to work from home, or with the team? _____
- ☐ Are you better behind the scenes or prefer a more visible role? _____
- ☐ How much time are you willing to commit? _____
- ☐ What skills do you have that you would like to leverage? _____
- ☐ What causes are important to you? _____
- ☐ Theater, music, art, literary, photography? _____
- ☐ Beatification, landscapes, architecture, gardening? _____
- ☐ Special events, public and farmers markets, downtowns? _____
- ☐ History, museums, genealogy, historical sites, interpretive displays? _____
- ☐ Youth and kids events and activities, education? _____
- ☐ Sports (team, competitive, individual), health and wellness? _____

What's the best way to reach you?

Phone? _____ _Work _Cell _Home _____
Email address? _____
Street address _____
How can we best make this work for you with regards to the type of work, hours you can commit, and days that work best for you? _____

Thank you so much for taking the time and for your willingness to help our efforts. Because of your generosity, we want to make sure this fits your schedule, your abilities, and the type of things you LOVE to do or help with.

Destination Development
Association

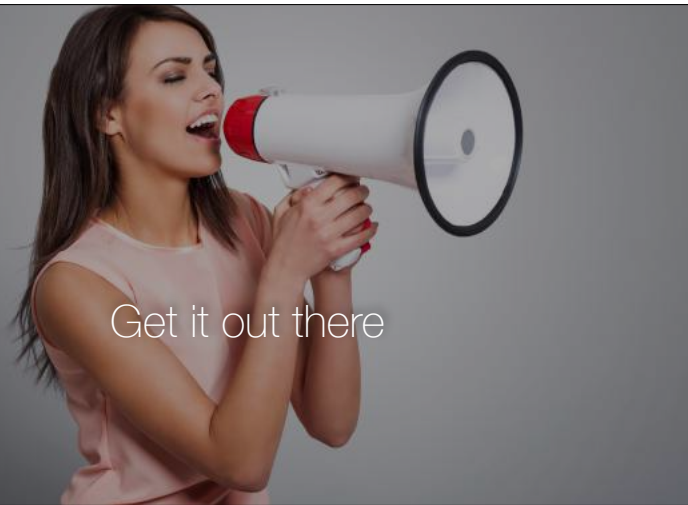
Versions

An actual paper questionnaire

(available at city hall, library, senior center, hospital, used at meetings)

An online version

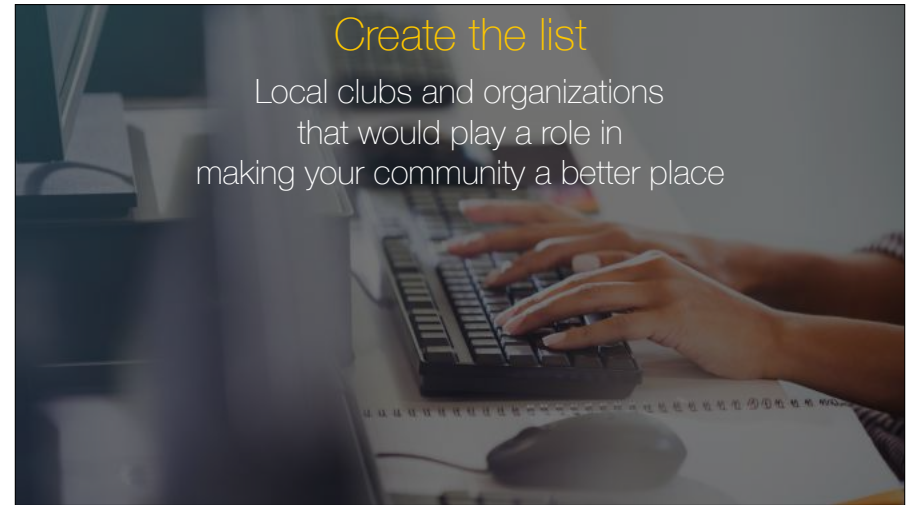
(Survey Monkey or similar online questionnaire)



Get it out there

Create the list

Local clubs and organizations
that would play a role in
making your community a better place



Junior League



Garden clubs | Master gardeners



Future Farmers
of America



Elks Lodge



Boy Scouts



Local bike &
hobby clubs



Moose



Girl Scouts



Canadian Progress Club
Club Progress de Canada



Quilt & art
guilds & clubs



Eagles



Keep America
Beautiful



Schools:
Leadership | Business |
Community



Lions



Schools:
Future Business
Leaders of America



Schools:
Family, Career & Community
Leaders of America

Make it easy

Make the volunteer opportunities
easy to find and easy to sign up for!

Link on home page | menu bar link | at each organizations office
library | city/town hall | schools | create a bit.ly (short URL)



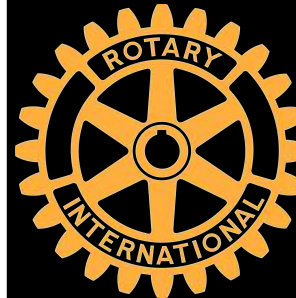
Make the rounds

Speak at board meetings & events. Share the benefits and then pass out the survey.*

- ☐ Local businesses
- ☐ Non-profit organizations and agencies
- ☐ Institutions (Medical, education)
- ☐ Local clubs and auxiliary organizations
- ☐ Churches & community groups

* Or have them pass out the survey to employees, members, or students.

Auxiliary organizations



More than 35,000 clubs

Provide funding and volunteer support

Mission:

- Promote peace
- Fight disease
- Provide clean water, sanitation, and hygiene
- Save mothers and children
- Support education

-Grow local economies



Provide funding and volunteer support

Service to community is core

150,000 service projects a year

\$100 million a year

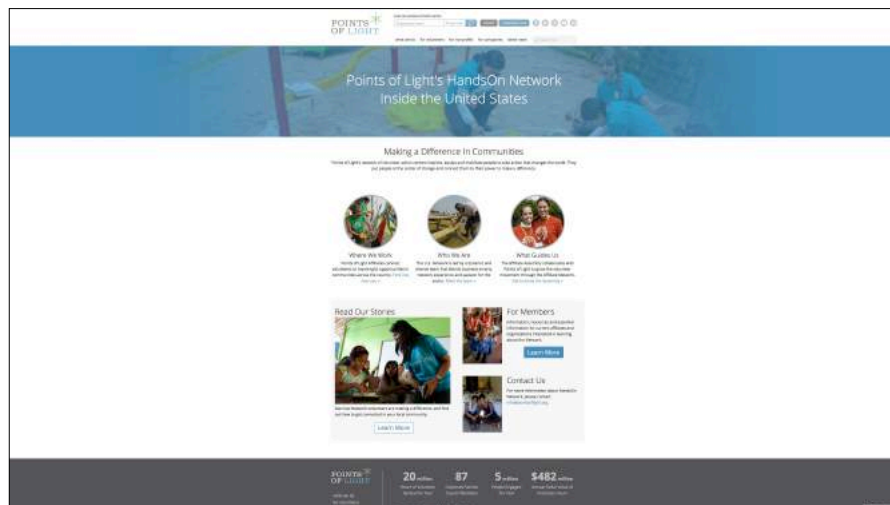
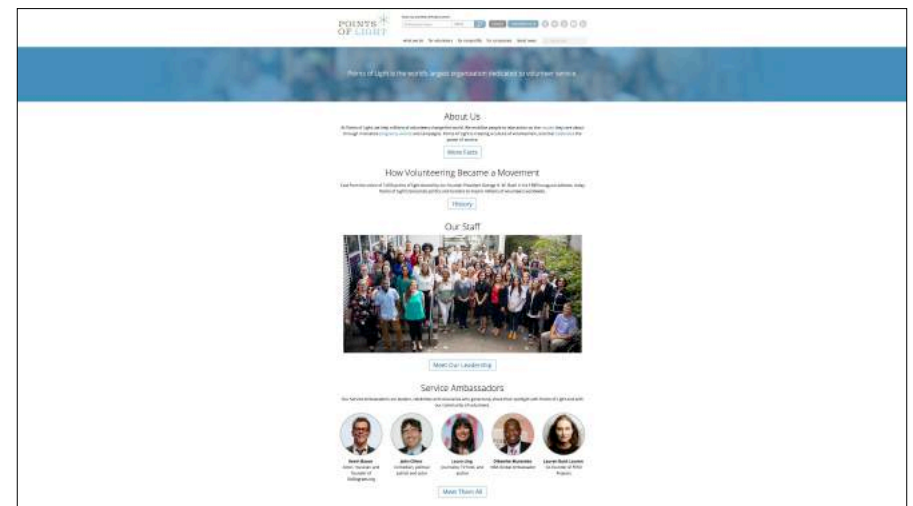
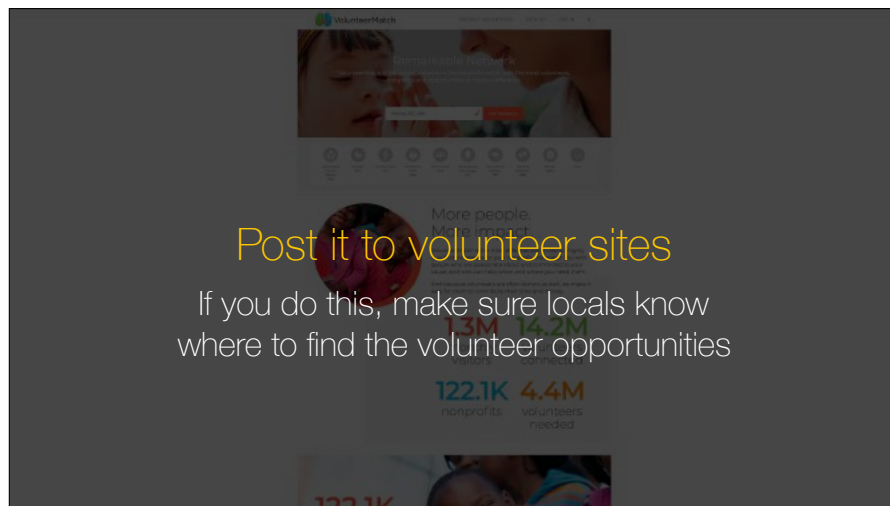
Mission:

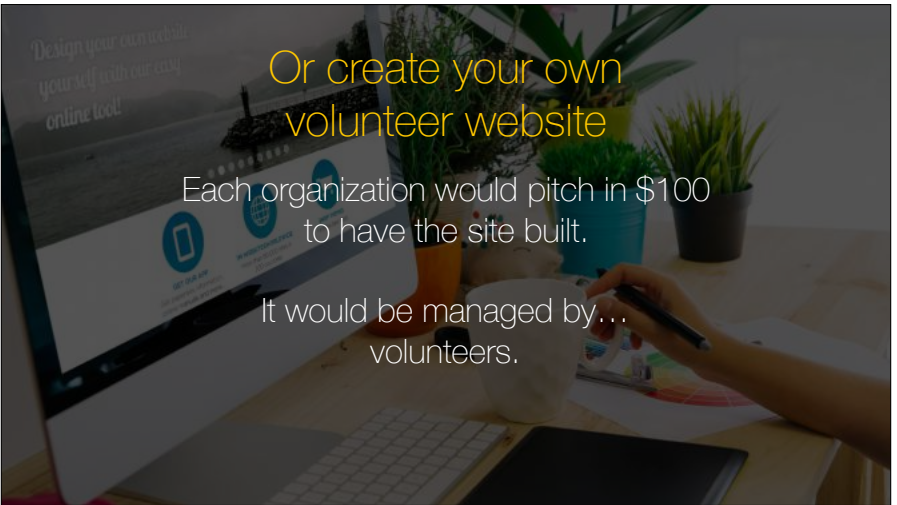
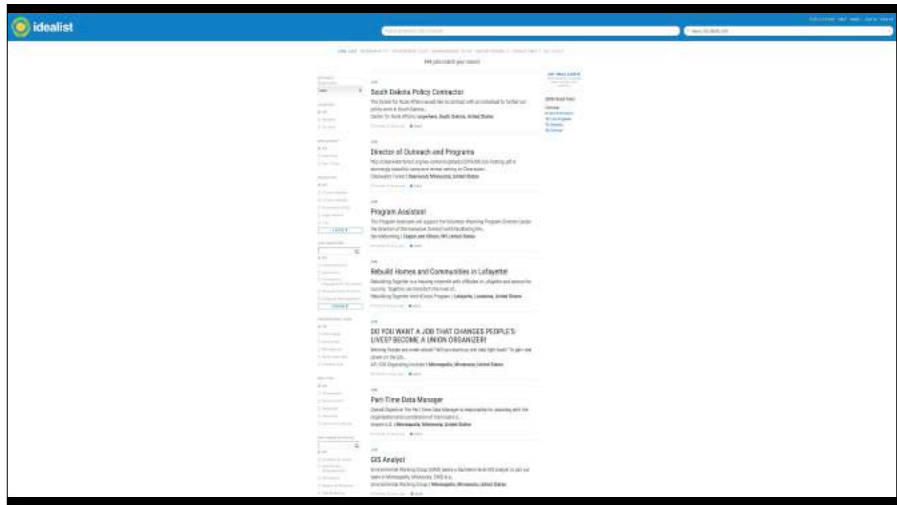
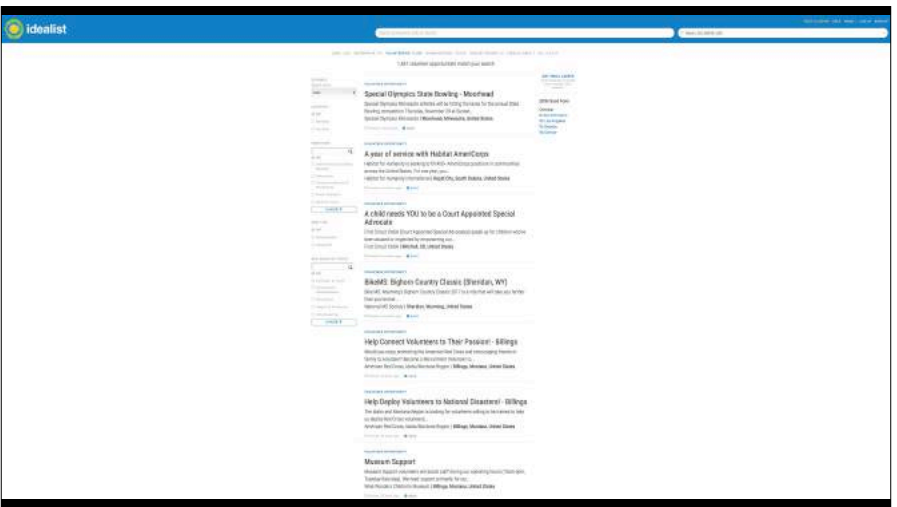
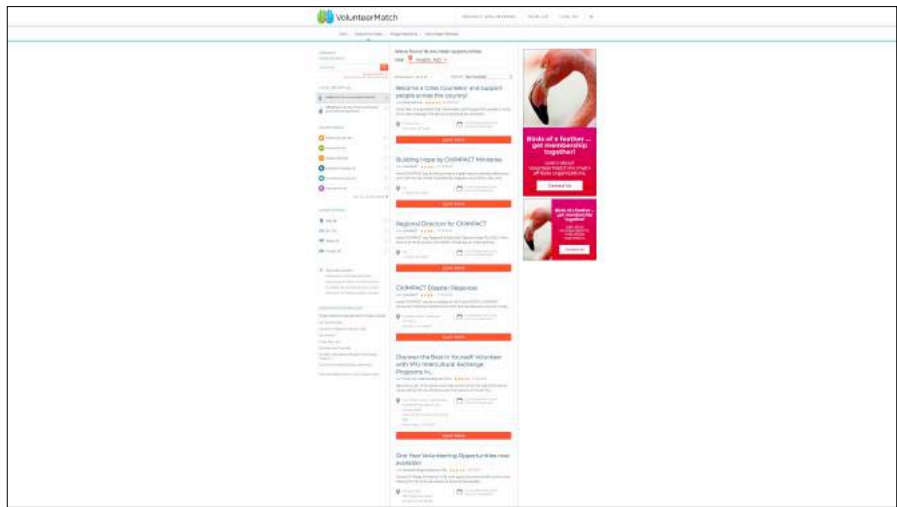
- Lasting differences for children

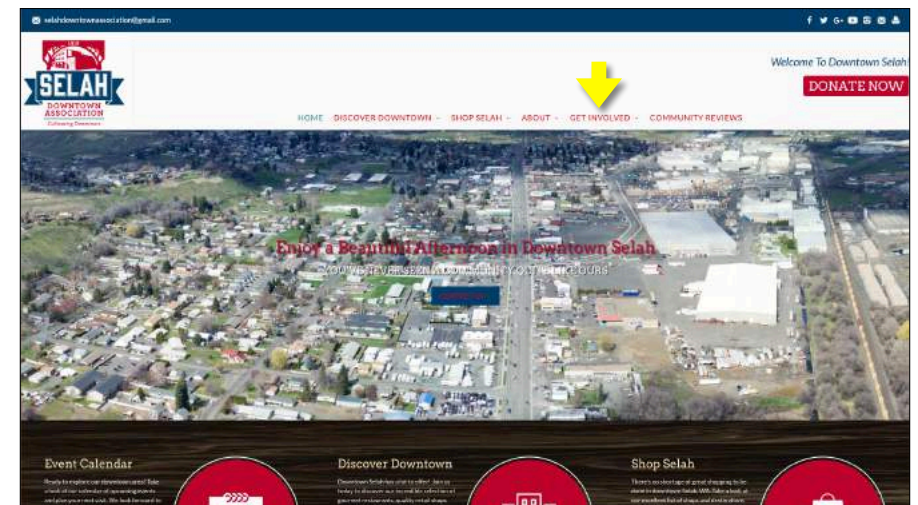
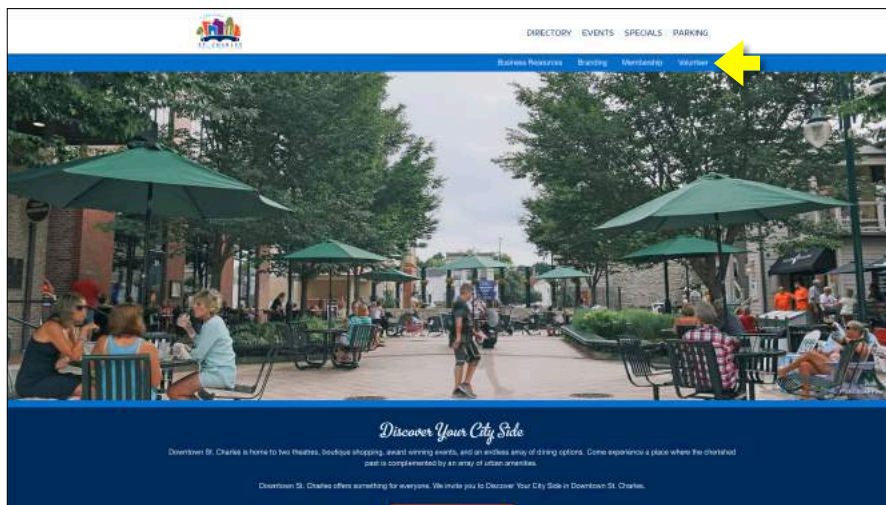
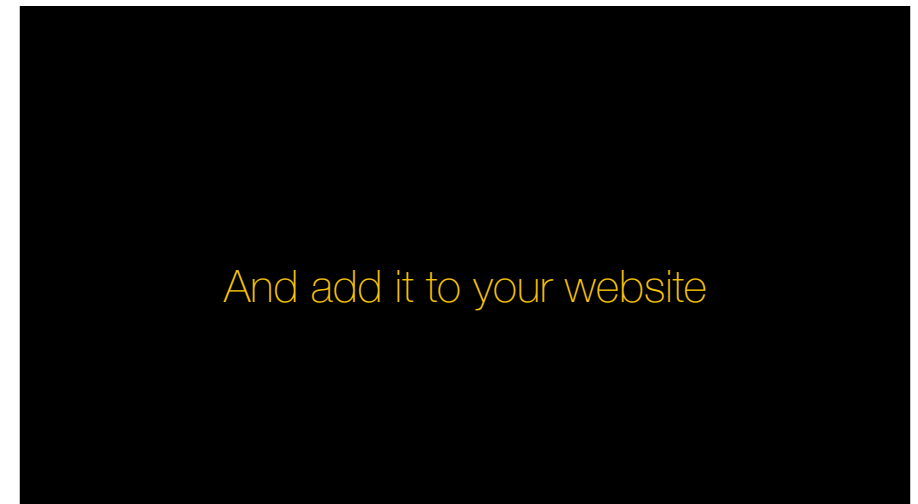
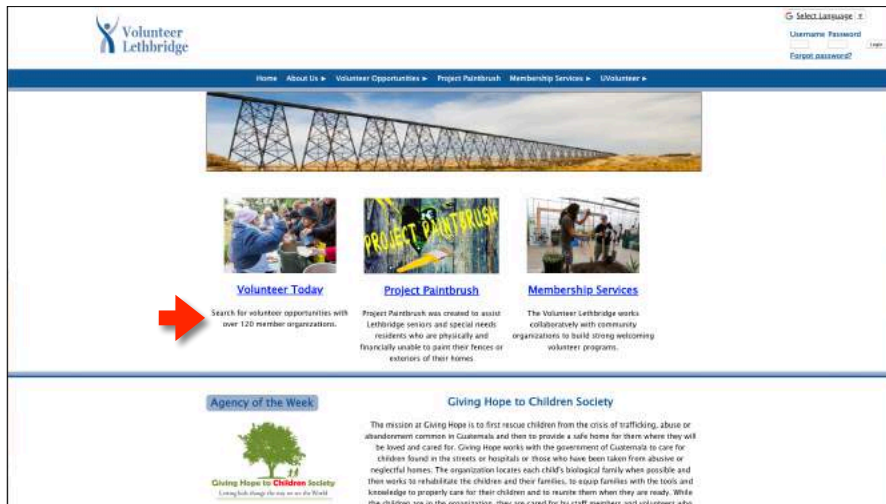
-Creating better local communities

Your presentation

- Hand out the questionnaire - with pens/pencils
- Plan on a 15 to 20-minute presentation
- The goal you are trying to achieve (with specifics)
- What you want, specifically (actual volunteer jobs)
- One-time or ongoing?
- Timeline
- How many hours a month (or year)
- What's in it for the organization (can they raise money?)
- What's in it for the volunteers









Include it in your e-newsletter

Add volunteer opportunities to your e-newsletter
(or create a separate one just for volunteer opportunities)

Encourage others to promote it!

Personally invite local influencers to get involved in finding and recruiting volunteers
(They do this as a volunteer)

Radio personalities | local press | mayors | CEOs | television news anchors | popular bloggers | Instagrammers

TO DO

5

Selling the power of volunteerism

By the numbers: the benefits (for employment)

- **92%**: HR executives agree that volunteering improves employees leadership skills
- **66%**: Of volunteers more likely to donate financially to the org.
- **61%**: Millennials consider a company's commitment to community when making a decision on a job
- **60%**: Hiring managers who see volunteerism as a valuable asset
- **27%**: Regular volunteerism improves the chance of landing a job

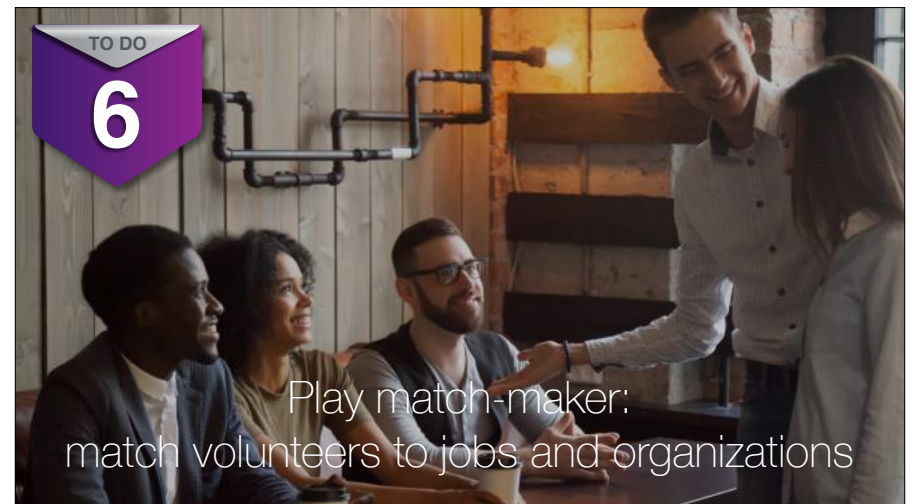
By the numbers: the benefits (as a volunteer)

- Builds community
- Ends loneliness
- Increases socialization
- Builds bonds, creates friends
- Increases mental health and happiness
- Develops emotional stability
- Improves self-esteem
- Helps those most affected by mental illness
- Promotes longevity
- Reduces risk of Alzheimer's
- Leads to graceful aging
- Burns that belly fat
- Builds on future goals and career opportunities
- Improves school and college experience
- Provides better job prospects
- Develops corporate communities | team building
- Adds fun and meaning to your years

By the numbers: the value of volunteers

- **\$24.69** for each volunteer hour (2017)

According to The Independent Sector (a research organization that collects data on charitable activities)





Have them write about their experience

- Guest bloggers (video first!)
- The difference it made for them (personally)
- Why others should jump on board
- Include photographs

"Nothing great was ever achieved without enthusiasm"

- Ralph Waldo Emerson



Ask them for feedback

- Did they enjoy the experience?
- What would have made it even better?
- Any suggestions or ideas?
- NEVER be defensive!



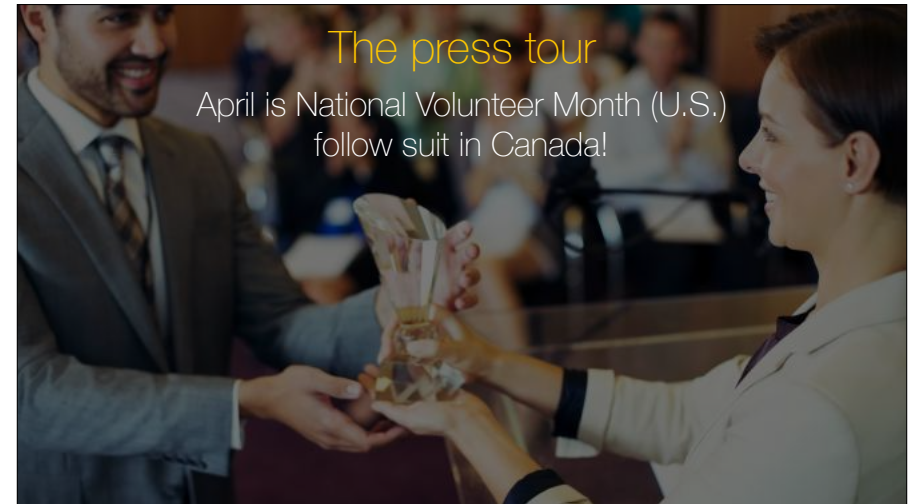
Thank them





Thank your
volunteers
individually -
in person.

Algoma and
Cocoa Beach
examples:
A group thanks.



The press tour

April is National Volunteer Month (U.S.)
follow suit in Canada!



Volunteer of the month
is a way to recognize
even more of your
volunteers.





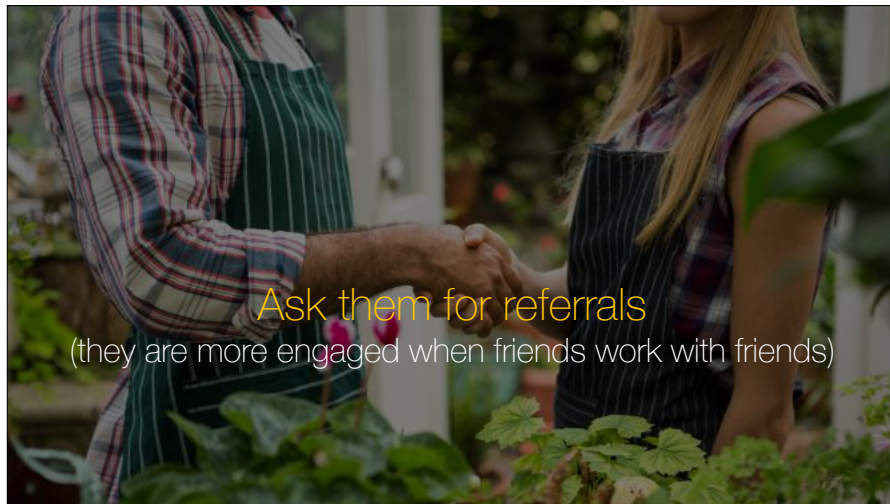
People tend to keep things they can put on display at home or at work.



TO DO

9

Invite them back
and ask if there's something
that they'd like to do even more



Ask them for referrals


(they are more engaged when friends work with friends)



TO DO

10

Do not burn your volunteers out!



What to do

- Interchange responsibilities •
- Give volunteers holidays •
- Thank them profusely •
- Create a positive, welcoming environment •
- Always connect to the purpose (reinforces why) •
- Ask for new ideas - and ACT on them! •



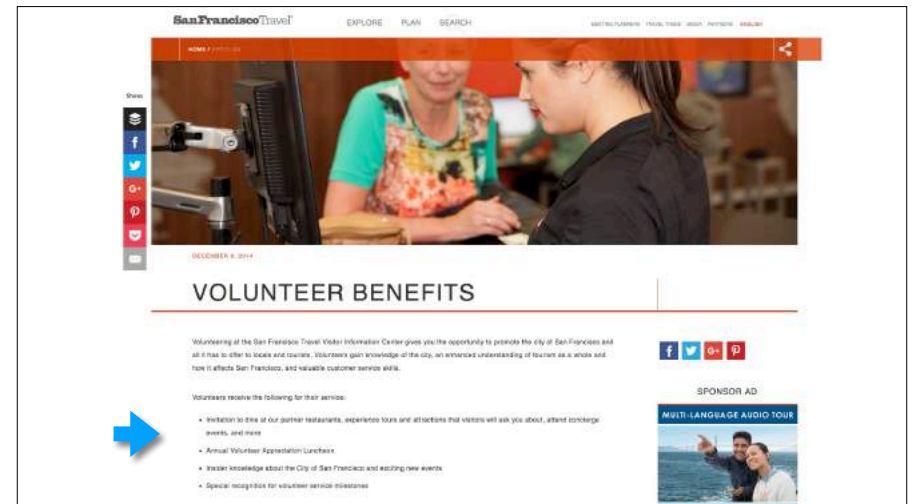
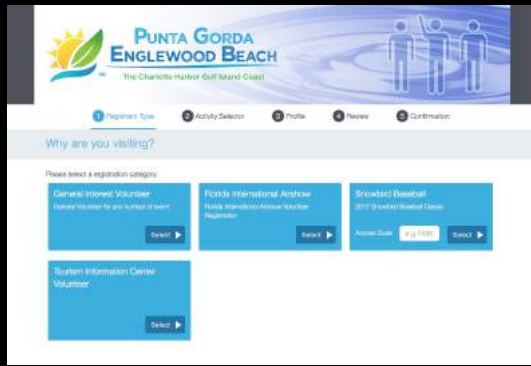
<http://bit.ly/vol-burnout>

Visitor information centers

What to do

Create the schedule then invite them:

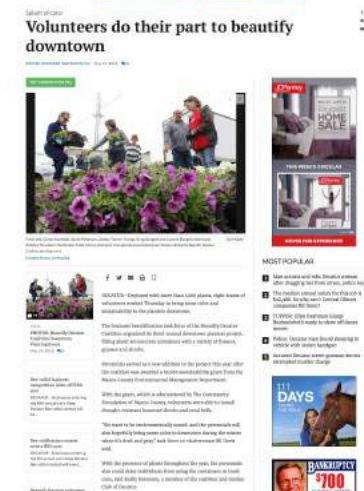
- Invite the mayor (one two to four hour shift, once a month)
- City Manager | Administrator | CAO
- Fire chief
- Police chief
- Economic development practitioner
- County executives | commissioners
- Hotel general manager | Grocery store manager
- High school class (two or three at a time)
- College students (if you have a community college nearby)
- Internships (can also do fulfillment)
- Bring a friend - or significant other!



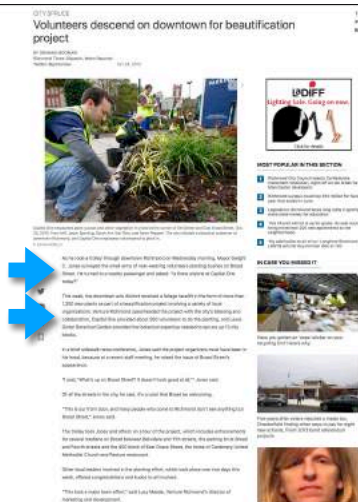
Downtown examples

Beautification Task Force Beautify Decatur Coalition

1,000 plants
8 teams of volunteers
One day



Mayor
Venture Richmond
Botanical Garden
Capital One Bank



Tips for recruiting young volunteers

Create volunteer titles

Make them fun!

Disney Park employees are "Cast Members"



Increase solidarity

Make sure they are shirts they'd wear all the time
- further promoting the cause!



Record and keep track of hours

Young volunteers are often trying to fulfill academic requirements.

Use a communal chart in your office

Make it easy and online
(mobile friendly!)

INCLUDING

- Sign up sheet
- The questionnaire
- How best to contact them (Text, email)
- When the next meeting will be

Give them a competition
or something they can call their own



Bike Skills Park in Devon, Alberta

Bike Town Alberta







The bottom line

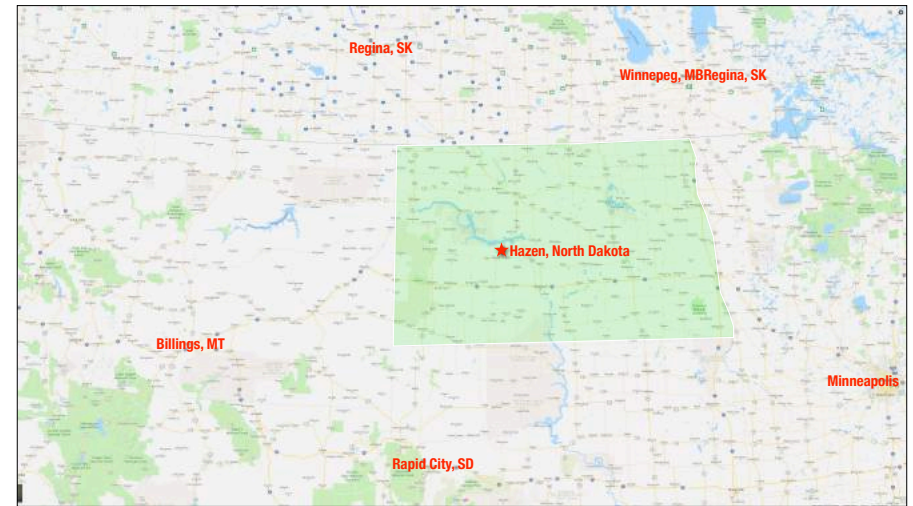
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Hazen, North Dakota

Population	2,500 Founded in 1913
Location	Central in North Dakota 20 minutes south of Lake Sakakawea
Claim to fame	<p>Lake Sakakawea: Largest in ND and 3rd largest man-made lake in the U.S.</p> <p>German ancestry: 72% of the population Norwegian: 18%</p>

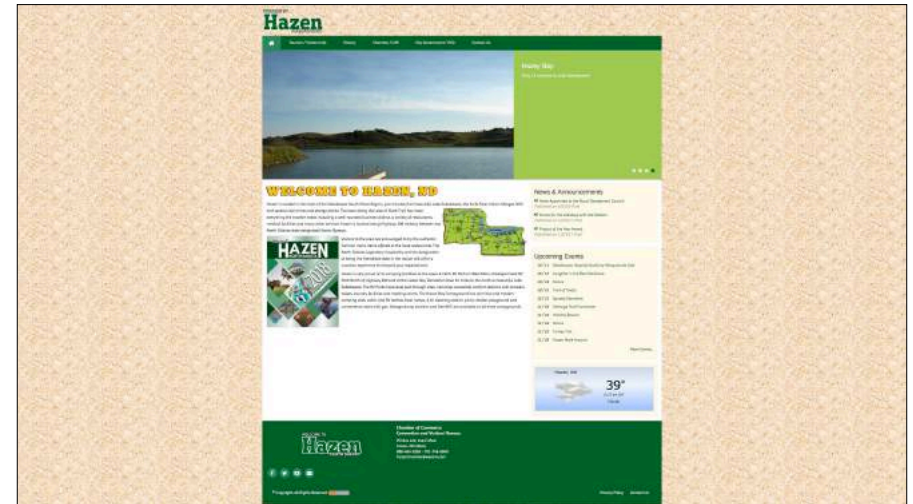


Local assets

Lake Sakakawea (178 miles long)
Garrison Dam (2.5 miles wide, 210' high)
Knife River Indian Villages
Four hotels & inns | 5 campgrounds
Mercer County Museum

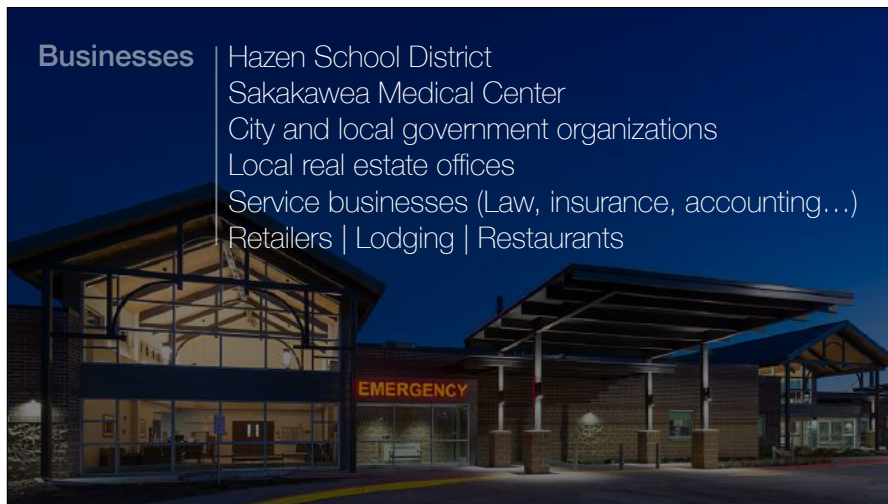
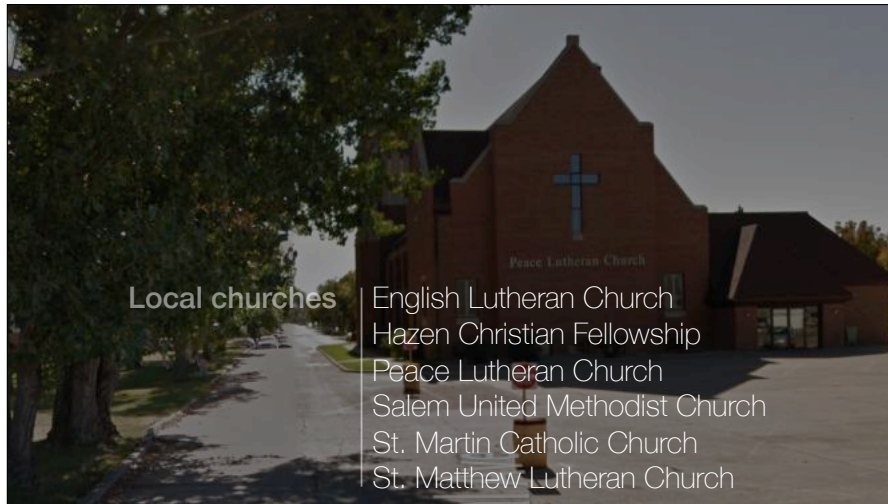
Local activities

Archery | biking | walking trails
Sports fields | skateboard park
Golf | hockey | skating | sailing | fishing
Community theater
Concert series "Music in the Park"
Lots of events



Local non-profits

Mercer County Historical Society
Mercer County Women's Action & Resource Ctr
Knife River Indian Heritage Foundation
Hazen Senior Citizens
Lion's Club
Hazen Hospital Auxiliary
American Legion



MERCER COUNTY

The 25 largest employers in Mercer County for 2017 are ranked below. Updated annually, employer rankings are based on the number of monthly payroll jobs reported to the Quarterly Census of Employment and Wages (QCEW) program. The QCEW program uses the monthly payroll data to calculate an average annual employment number for each employer of the referenced calendar year and the results are ranked within eligible geographic areas. A county is eligible to be surveyed if its average employment levels are greater than or equal to 1,000. Based on the county's total five-year moving average, a five-year moving average is used to avoid having outliers skew the eligibility cutoff in any one year from posting in or out of the survey, which provides for a more stable selection of eligible locations between survey cycles. While the eligibility cutoff for a county to be surveyed is based on a five-year moving average, the final rankings are based on the employer's latest calendar year average annual employment data. A surveyed county's eligible to be published if at least 50 percent of the surveyed employers have given permission to be published; otherwise data for those counties will not be published. Results are limited to those employers participating in the state's unemployment insurance program, which includes more than 95 percent of all employers in the state. Employers gave their written consent for their company's name to be published on this list. If permission was not obtained, nondescript was substituted for the company name.

Rank	Employer	Ownership	Industry
1	DAKOTA GASIFICATION	Private	Utilities
2	BASIN ELECTRIC POWER COOP	Private	Utilities
3	CORTEAU PROPERTIES	Private	Mining (except Oil and Gas)
4	INDUSTRIAL CONTRACTORS	Private	Construction of Buildings
5	BEULAH PUBLIC SCHOOL DISTRICT	Local Govt	Educational Services
6	(Nondescript)	---	---
7	SAKAKAWEA MEDICAL CENTER	Private	Hospitals
8	KNIFE RIVER CARE CENTER	Private	Nursing and Residential Care Facilities
9	BROOK SERVICES	Private	Specialty Trade Contractors
10	HAZEN PUBLIC SCHOOL DISTRICT 3	Local Govt	Educational Services
11	COYOTE CREEK MINING COMPANY LLC	Private	Mining (except Oil and Gas)
12	CCC GROUP INC	Private	Specialty Trade Contractors
13	COAL COUNTRY COMMUNITY HEALTH CENTER	Private	Ambulatory Health Care Services
14	MMR CONSTRUCTORS	Private	Specialty Trade Contractors
15	MERCER COUNTY	Local Govt	Executive, Legislative and General Government
16	OTTER TAIL POWER COMPANY	Private	Utilities
17	WEST RIVER TELECOMMUNICATIONS COOP	Private	Telecommunications
18	CORRAL CONSTRUCTORS INC	Private	Specialty Trade Contractors
19	BROOKS'S MARKETPLACE	Private	Food and Beverage Stores
20	KRAUSE'S SUPER VALU	Private	Food and Beverage Stores
21	OLIVER/MERCER MULTIDISTRICT SPECIAL ED CENTER	Local Govt	Educational Services
22	(Nondescript)	---	---
23	UNION STATE BANK	Private	Credit Intermediation and Related Activities
24	CITY OF BEULAH	Local Govt	Executive, Legislative and General Government
25	FARMERS UNION OIL	Private	Gasoline Stations

Instead of asking for money, ask for volunteers.
Make them a sponsor.

Why should they?

- It creates team building among employees
- It shows that the company cares about the community
- It promotes the company (they should wear logo shirts)
- They get to set up a booth promoting the company
- Builds community pride (even at work)
- When people give back, their work improves



Welcome to Philipsburg, Montana



The start: Secret nighttime flower box plantings

Neighbor helping neighbor: Painting downtown buildings from sun-up to sun-down, every day.

Then they restored the elementary school from one of the oldest, to one of the nicest.

"Enlightenment" volunteers decorated street lamps, one at a time, taking a decade to complete.

Then came the marketing. And new businesses. And a steady stream of visitors.

The county now receives \$3.8 million in lodging taxes each year! That's \$1,140 per resident & 15 times what they earned in 1990.



Philipsburg
population: **920**

