Maximizing Member Engagement through Micro-volunteerism

Your Guide: Peggy Hoffman, CAE
One simple volunteer role shifted a member’s value perception 6 points

Source: ASAE research / 10 Lessons for Cultivating Member Commitment
Available from ASAE www.asaecenter.org & www.the millennialimpact.com
Imagine this.

One of your members has a great idea for a new service your association could provide. It’s innovative, exciting, squarely within your mission, and likely to have a significant impact on the future of your profession.

She contacts one of your staff, who walks her through the simple, well-documented process of preparing a short proposal that includes resource requests, which she is then able to take directly to your Board at their next monthly call. After a brief presentation and discussion, your Board votes on – and approves – the proposal during the call.

Your staff member then provides the newly appointed task force leader the dossiers of your available ad hoc volunteers, which list their skills, interests, and availability, and helps her post a call for additional volunteers through your various communications channels.

The task force leader selects the team, works the project (with staff administrative support), and in six months, has a business plan for the new service, including a market analysis of the demand and a thumbnaill budget, ready for Board consideration. When the Board approves moving ahead, the task force passes the reins to member volunteer subject matter experts who will work with your staff to make your new service a reality.

Does this sound too good to be true? It’s not magic, but it does require a fundamental change in how you think about volunteering. In this whitepaper, we’ll show you how.
Many associations are structured to provide engagement paths that are no longer consistent with how people choose to engage.

*Exploring the Future of Membership,*

*ASAE Foundation*
Source: Decision To Volunteer, ASAE
Top 5 Volunteering Drivers …

1. It’s important to help others
2. Do something for profession/cause important to me
3. Feel compassion for others
4. Gain new perspectives
5. Explore my own strengths

Source: Decision To Volunteer, ASAE
Top 5 Volunteering Detractors …

1. Lack of Information about Opportunities to Volunteer
2. Conflict with other volunteering activity
3. Never asked to volunteer
4. Lack of information about virtual volunteering
5. Lack of information about short-term assignments

Source: Decision To Volunteer, ASAE
Meeting members where they are
ad hoc
virtual
micro
episodic

Definitions at http://bit.ly/1j3QetT
Member Engagement Continuum

CONSUMING  PROMOTING  CREATING  SERVING  GOVERNING
<table>
<thead>
<tr>
<th>CONSUMING</th>
<th>PROMOTING</th>
<th>CREATING</th>
<th>SERVING</th>
<th>GOVERNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>viewing, reading, attending</td>
<td>liking, sharing, recommending</td>
<td>contributing, commenting, responding to surveys</td>
<td>volunteering in non-governing role</td>
<td>volunteering in a leadership role</td>
</tr>
</tbody>
</table>

- **Participatory & supportive:** a member of the community
- **Validating:** your association, your content, your mission
- **Directly (e.g. speaks, writes, completes surveys, comments):** or **Indirectly (e.g. Member-owned blogs, white papers, webinars):**
- **Committee or Task Force member**
- **Board, committee chair, Task Force chair**
It’s Time to Get Involved

- ONS, ONCC, ONS Foundation Boards
- Steering Council
- ONS Nominating Committee
- Voting in ONS Elections
- ONStat
- Pilot Testers
- Advisory Panels (research, membership/leadership, education, and diversity)
- Mentors (ethnic minority, advocacy, student, leadership, member-to-member, SIG, and C/ON)
- Manuscript Reviewers
- Conference Presenters (poster, podium, speaker)

- State Health Policy Liaisons
- Chapter/SIG Leadership
- ONCC Test Development
- National Conference Planning Teams
- ONS PEP Resources
- Project Team

- ONS Foundation Chapter Liaisons
- Editorial Boards
- ONCC Certification Advocates Program
- ONCC Item Writing
- ONCC Passing Score Task Force
- Project Teams (research, membership/leadership, education, and diversity)
- ONS Foundation Grant Review Teams

We know you’re busy, but we encourage you to make time to get involved with ONS. Participating in the Society will help you improve oncology nursing and patient care. ONS has a number of ways for you to get involved. Some take only a few hours, while others require a larger time commitment. You pick the ones that fit your schedule.

For more information on any of the projects listed above or on how you can get involved, contact ONS Customer Service.
GET INVOLVED AT ILTA!

Volunteerism takes on many forms and ranges from something as simple as sharing an idea in one of the community forums (the e-groups) to leadership roles in running one of the organization’s core programming delivery teams. The opportunities ILTA provides can deliver great benefits to both the individual volunteers and their firms/organizations. We continually seek committed, energetic individuals who have a passion for learning and peer-networking.

http://volunteer.iltanet.org/
How have your members contributed?

What’s not getting done or you could use help?

What jobs are going unfilled?

What jobs could be unbundled?
<table>
<thead>
<tr>
<th>Position</th>
<th>Type of Commitment</th>
<th>Skill/ Knowledge Level</th>
<th>Individual/ Group</th>
<th>Location</th>
<th>Time Commitment</th>
<th>Key Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writer</td>
<td>AdHoc</td>
<td>Vol Level 1</td>
<td>Individual</td>
<td>Virtual</td>
<td>1-3 hours</td>
<td>Write e-letter article of 300 words</td>
</tr>
<tr>
<td>Committee Chair</td>
<td>Governance</td>
<td>Vol Level 4</td>
<td>Group</td>
<td>Combo</td>
<td>1-yr term</td>
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It’s Time to Get Involved

ONS

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Accessible!

**Connecting with Members:**
- Provide professional advice
- Provide coaching, tutoring for members
- Get out the vote – share the buzz to drive member voting (SCTE)
- Day of Service – encourage member to volunteer in their community

**Sharing Knowledge:**
- Writing reviews for books
- Guest blogger or contributor
- Participate in expert report
- Moderate or facilitate discussion groups (list serv, e-community)
- YouTube Tuesdays - members share tips & information via short video clips (NCURA)

**Representing:**
- Contact your representative
- Campus liaison (or company or large institutional member)

**Sharing Input:**
- Participate as test audience for videos, training programs et al
- Product tester
- Beta-test products, website, tests

**Curating Content:**
- Record a discussion at a session round table
- Video-tape or take pictures for association event
- Provide live Twitter chatter during meetings

**Events (perfect for your components!):**
- Greeters – welcome attendees and direct them toward registration, coat check, seating, and so on
- Front desk – check in attendees when they arrive
- Social media guides – at computer stations, help attendees log in to LinkedIn and join the organization's group

*More examples at http://bit.ly/1KPRGGL*
MentorMatch — Planners Helping Planners.

Strengthen your professional development — Connect with a mentor in our six-month program.

Want to give back to the profession? Become a mentor! Mentor opportunities exist for all stages, so even new planners can serve.
GROUP POSTING GUIDELINES & ASCE RULES
Manager's Choice
Moideen Mathari, P.E., M. ASCE
International Infrastructure Consultant, Entrepreneur
The posting guidelines are prepared to maintain a high standard for the discussions to be posted in this group. Please note that a...

Like (8) • Follow • November 19, 2012

Questionnaire survey about safety performance in construction sites
Mustafa Özdemir
Project Controls Manager at BOTAS
Filling the questionnaire form will take a part of your valuable time without doubt. However, we...
**Volunteer Opportunities**  
https://www.pda.org/membership/volunteer-opportunities

PDA offers members many ways to become involved in scientific, technical, quality and regulatory focused activities. These activities include Project Based Volunteering and Leadership Roles.

To volunteer, please fill out the VIP Form - [Volunteer Interest Profile](#).

**Project- Based Activity Includes:**

**Short Term:**

1. Writing Opportunities – *PDA Letter/Journal*
2. Technical Report Reviewer
3. Speaking
4. Poster Presenter
5. Education Instructor

**Long Term (12+ Months):**

1. PDA Task Force
2. Program Planning Committees

**PDA Leadership Opportunities Include:**

**Short Term:**

[Get Involved, Stay Involved](http://www.acs.org/content/acs/en/membership-and-networks/acs/getinvolved.html)

ACS offers many ways to get involved at the local, regional, and national levels. There are opportunities for everyone, whether you are a student, just starting your career, or a seasoned professional.

Find tools and information geared towards your interests in the following:

- **Local Sections**
- **Technical Divisions**

**Community Outreach Volunteer Resources**

- Chemists Celebrate Earth Day (CCED)
- National Chemistry Week (NCW)

- **Quick Volunteer Opportunities**

Looking to get involved with ACS but don’t have a lot of free time? Browse these short term tasks.
Benefits of Volunteering

Enhance the profession of project management, reap the benefits of expanding connections, and leverage career advancement opportunities all while volunteering with PMI.

Build a Professional Network
build your professional network by forging existing relationships with thousands of PMI volunteers and professionals worldwide.

Gain Skills and Experiences
Develop and sharpen vital new skills, including leadership, collaboration and team-building techniques.

Develop as a Leader
Leverage opportunities to develop your personal leadership skills while making a difference in your profession, community, and life.

Volunteer Opportunities

There are volunteer opportunities available for everyone no matter how much time you have or whether you want to be involved at a local, national, or global level.

Types of volunteer opportunities include:

- Contribute to the development of professional standards that shape the future of the profession
- Manage local PMI chapters
- Influence the profession by writing and publishing white papers and reviewing project management manuals, books and periodicals
- Help younger professionals build experience and grow their careers

Ways to Get Involved with PMI

http://www.pmi.org/membership/volunteer-opportunities.aspx
the NEW nominating committee
See the job description: http://bit.ly/1ljKuYZ
Let’s connect …

Peggy M. Hoffman, CAE
Mariner Management & Marketing
phoffman@marinermanagement.com
301.725.2508

Connect with me on-line:
   Twitter:   @peggyhoffman
   LinkedIn: Peggy Hoffman

Mission Driven Volunteer
(http://bit.ly/13Wwe1F)
Finding Micro Volunteering Opportunities

2016 ABA Bar Leadership Institute

1 **Begin with a Traditional Volunteer Role ...**

**Position Title:** Newsletter Editor  
**Goal(s):** Should be meaningful, measurable, specific and time-constrained.

Produce 6 bi-monthly online newsletters (6-8 short articles each) between April 1, 2009 and March 30, 2010. Articles to include standard items such as president’s letter, calendar of events, new member list, member spotlight, event promos and re-caps, etc. as well as features on current issues.

2 **Identify the unique tasks associated with accomplishing the goals of the role.**

**Tasks:** Express in unique tasks or steps that are required for completion.

1. Develop editorial calendar
2. Produce editorial content (e.g., articles and related photos/images)
3. Preparation for production using e-letter software
4. Final proofing and review
5. Distribute (using software; requires updating distribution list as needed)
6. Post e-letter on website
7. Analyze and report engagement via opens, click-thrus, etc.

3 **Translate tasks into jobs with brief position descriptions (and spell out rewards).**

**Copywriters** (Per Event/Activity)
- Job Request: 150-200 word re-cap of event, interview member by phone (pre-defined script), 200-300 word description of current issue, etc. by [insert date – leave time for procrastination]
- Labor Pool: students / young professionals seeking certification / knowledgeable vendors / etc.

**Photographers** (Per Event/Activity)
- Job Request: 10-15 photos of event, activity by [insert date – leave time for procrastination]
- Labor Pool: amateur photographers (check their website)

**Designer** (6 times for the year)
- Job Request: prepare template or format by [insert date based on production schedule]; circulate for proofing & finalize
- Labor Pool: if you’re using a product like Constant Contact, MyEmma, iContact, etc., a member with typical word processing skills

**Distributor** (6 times for the year)
- Job Request: Prepare data file & distribute newsletter by [insert date], follow-up on bouncebacks by [insert date]
- Labor Pool: Depending on software being used, this job will vary; need a member who is detailed-oriented and familiar with basic email programs

**Reward:** Each receives attribution in newsletter, thank you from newsletter editor & chapter officer and registration discount.
Accessible Volunteering Worksheet

2016 ABA Bar Leadership Institute

Accessible volunteering = Opportunities available when I’m available

- Virtual or take place where I am (or going)
- Often not time-sensitive
- Discreet or small
- Short-term, limited time commitment or episodic

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