

Rallying Your Troops



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FEBRUARY 2018



Professional Engineers
Ontario



engineers without borders
ingénieurs sans frontières
Canada



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

Introduction



- We're regularly asked for advice on recruiting and managing volunteers
- We'll also cover:
 - How to activate your volunteers
 - How to recognize volunteers

What's in it for you?



- Volunteering is a win-win; you gain support for your events, and volunteers gain valuable experience and skills
- Great volunteers are crucial to great events
- Volunteering is an opportunity to build a stronger community



What's in it for them?



- Provides the volunteers with an opportunity for:
 - Networking
 - Building leadership skills
 - Building communication skills
 - Personal growth
 - Two-way engagement – in addition to sharing their skills, volunteers get to see different perspectives of an often younger generation (depending on audience)
 - FUN!
- What other things may be relevant to your specific event?

Benefits of Volunteer Recruitment



- Allows your team to have the people power to deliver events safely and effectively
- Volunteers bring an array of ideas and suggestions to improve your event
- A group of volunteers with diverse skills and talents can improve the quality of your event
- Volunteers can connect with their networks to increase event participation

Finding New Volunteers

- Use your existing network
 - Ask existing volunteers to recruit a friend
 - Post a request on your Facebook page/Twitter feed
 - ✦ Share a video from last year's event and ask for new recruits

Rose-Marie Almond
February 9, 2014 · 🌐

Still 12 more volunteer spaces left to fill by Friday. Any Engineers in Toronto want to teach Girl Guides how to build a Balloon/Rubber band/Solar powered Mars rover in March? Free T-shirt to all volunteers!

National Engineering Month Activity (Girl Guides) Volunteer Sign Up
Are you an Engineer looking for a great way to engage with your community? Could you help spark a lifelong interest in engineering by supporting Girl Guides in the...
EVENTBRITE.CA

👍 Like ➦ Share

2 people like this.

Finding New Volunteers



- Your “circle of influence” may include:
 - Friends
 - Family
 - Classmates
 - Co-workers and former co-workers
 - Neighbors
 - Community members (churches, clubs, sporting teams, etc.)



Finding New Volunteers



- “Can you help?”
 - One of the most popular reasons people do not volunteer is because “no one asked”
 - Sometimes, a personal approach is the strongest one and it works best if there is a specific ask
 - Be specific about the time commitment and the timeline involved
 - Eg. “Hey Erica, I need to put together kits for the event tomorrow. Can you spare an hour to help?”

“Can you help”: An example



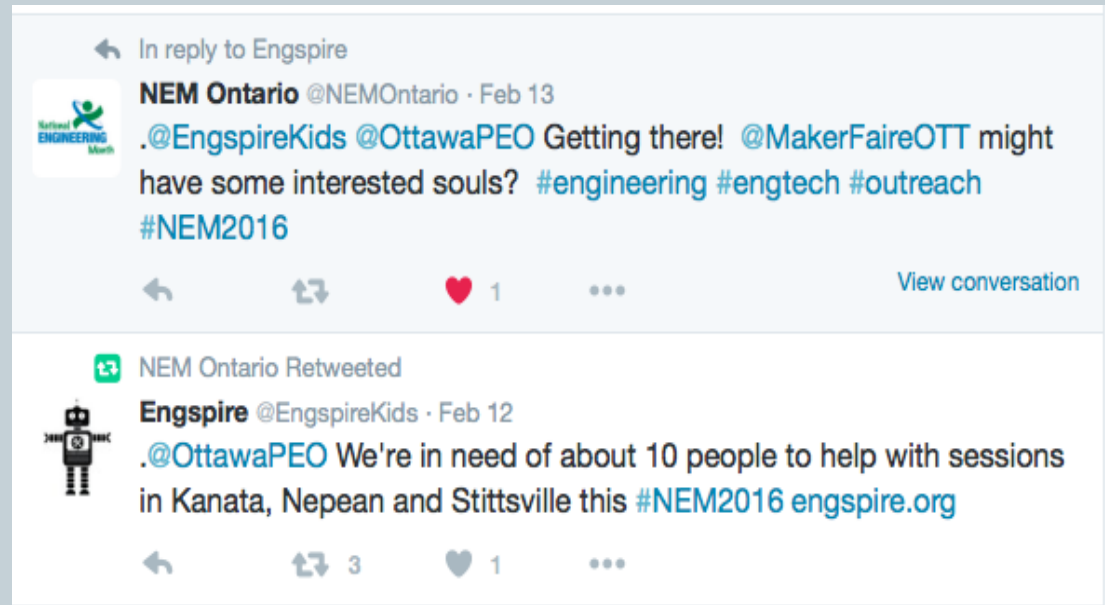
- Hey B! Can you help? We need to round up some volunteers in Ottawa to inspire some Girl Guides and Boy Scouts about engineering during March! Engspire.org/volunteer for more details. I think you would be an awesome facilitator and all the work is done for you – they mail the materials and the training is online and all you have to do is show up and run the show ☺ Any questions let me know and thanks in advance for considering. Last day to sign up is Sunday Feb 14th! Also how are you? How goes the life planning? ☺ I loved your South American pics, looks like you're making the most of being off. Good on you.

Crazy Contraptions, eh? Sounds fun. Sure.

Great! It is fun. I just signed up to do one in my neck of the woods - my third year in a row and it's always a blast!

Finding New Volunteers

- **Broaden your search**
 - Place an ad in your community newspaper
 - Post a request at a local high school, college or student volunteer center
 - Leverage your online social media networks as much as you can



Finding New Volunteers



- Remember: People will feel more comfortable volunteering their time if they know what the role will entail
 - Include the duties of the position, likely time commitment and other information when you are recruiting volunteers online or through volunteer boards



Preparing Your Volunteers



- **Have a great onboarding and debrief session**
 - This is important so that volunteers feel confident and prepared
 - Outline the impact of volunteer effort, and how one volunteer can make a difference no matter how small
 - Great time for you to energize and inspire your volunteers so they can pass this energy onto the audience on the day of the event

Preparing Your Volunteers



- **Remember: Delegate, not dictate**
 - Get to know your volunteers' skills so you can exert control to a certain point then let them go to carry out tasks effectively
 - Don't overload them with information but offer support and motivation
 - Establish a buddy system. Pair them with an experienced volunteer so they can ask them questions or turn to them for support

Preparing Your Volunteers



- Be clear and upfront about volunteers' responsibilities
 - Describe expected or desired results as well as work activities
- When several steps are required, show them how to do it.



Preparing Your Volunteers

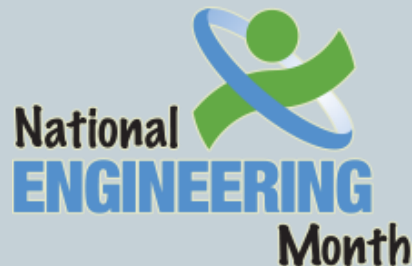


- **Prepare a list of Attendee FAQ's**
 - Very beneficial if your event is larger in scale, has external attendees or is taking place at an unfamiliar location
 - Imagine all questions that could be asked and possible solutions
 - (Clarify that this is for volunteers to help attendees, not to necessarily hand out)

Recognizing Your Volunteers



- Volunteer recognition is important and is an ongoing process
- Before the event:
 - Show them the big picture of what they are a part of
 - You can talk about the scale of National Engineering Month Ontario and how they are a part of one of more than 300 events that will be taking place to inspire and energize people over the engineering profession



Recognizing Your Volunteers



- **During the event:**
 - Check in with your volunteers regularly
 - Make sure to give them breaks if needed
 - If you can, switch up their tasks to keep them from getting bored



Recognizing Your Volunteers



- **After the event:**
 - Let them know what their impact was. Share any positive feedback you received from the attendees with them to motivate your volunteers
 - Send a thank you note or an email. Provide them with keepsakes from the event such as photos to look back on
 - If you have any exceptional volunteer stories to share from the event, let us know! We can feature them on our blog



Earn points on your scorecard: Volunteer Engagement



Volunteer Engagement Key

Enter the number of volunteers who contributed to the planning and running of your event. They may have helped you out with research, budgeting, venue planning, promotion before the event or execution on the day of the event.

You will be given a score of:

0 - if you do not provide data on the number of volunteers engaged

5 - if you provide data on the number of volunteers engaged

Earn points on your scorecard: Collaboration Scoring



Collaboration Key

Enter number of external organizations invited to collaborate in your event, either through co-delivery, promotion, supplying volunteers or speakers.

e.g. OPSE, PEO, OACETT, IEEE, EngSoc, Actua, Science Expo.

You will be given 2 points for each - up to maximum of 10.

Earn points on your scorecard: Collaboration Scoring



- Enter number of external organizations invited to collaborate in you event, for example:
 - Finding or donating venue space
 - Coordinating or buying supplies for the event
 - Designing or delivering the event content/workshop
 - Promoting the event
 - Recruiting or providing volunteers, judges, speakers
 - Helping out with logistics on the day: parking, directions, signs, feedback forms, giveaways, answering questions, etc.
- Give yourself 2 points for each – up to a max of 10.

Some final reminders



- Ask for help!
- Training/onboarding in advance
- Thank volunteers afterwards and share feedback
- Attend future webinars or watch recordings online at nemontario.ca
 - Feb 27th: Measuring Event Effectiveness
 - March 1st: NEM Kickoff
- Any questions, get in touch!



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