



THE OHIO STATE UNIVERSITY

Exploring the Leadership Lifecycle



NEEDS ANALYSIS

- What are your goals?
- How will volunteers help?
- What infrastructure is needed to support them?
- Who is your target audience?
- What are the minimum requirements for volunteers?



ENGAGE

- Where to find new volunteers
 - Event attendees
 - Donors
 - Self-identified
- How to recruit new volunteers
 - Peer-to-Peer
 - Application
 - Social media



ENGAGE *continued*

- Onboarding new volunteers
 - Share mission & vision
 - Communicate expectations clearly
 - Provide a clear job description
 - Create fun and welcoming groups
 - Swag



ENRICH

- Build their knowledge
 - Express how the volunteers support can help enrich and advance the mission of the club/society
 - Interpret the organizations work, mission and value it brings to the community
 - Communicate frequently
 - Provide support



EMPOWER

- Give volunteers the tools they need
- Advocate/Ambassador
 - Leverage connections
- Assign task(s)



EVOLVE

- Create long term opportunities for key volunteers as terms expire
- Create emeritus or honorary levels for engagement with key volunteers
- Evaluate success
 - Track and record service
- Celebrate and Recognize



ENGAGE
ENRICH
EMPOWER
EVOLVE



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