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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