Expand Your Reach & Impact:
Tips on Finding and Developing Volunteer Leaders
WELCOME

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Manager, Outreach, Training & Development
Build Your Volunteer Team
Organizations are rarely fully staffed

An unlimited and insatiable need for personnel

“Volunteers contribute an average of 3.5 hours per week — totaling 20 billion hours with an estimated dollar value of $225 billion.”  (Source: Network for Good, Participate in the Tradition of Volunteering, 2018)

Skilled volunteers served an average of 25 hours compared to 12 hours of the traditional volunteer

(Source: True Impact, The Comparative Benefits of Skills-Based Volunteerism and Traditional Volunteerism Insights from the Volunteerism ROI Tracker, 2012)
Target your recruiting:

- Think outside of the box
- Be specific
- Go directly to the source
- Notify the community you serve
- Collaborate
A well-described volunteer position will improve:

- Recruitment
- Screening
- Candidate placement
- Management

And will include:

- Job title
- Purpose
- Key Responsibilities
- Location
- Supervision
- Length of Appointment
- Time Commitment
- Qualifications
- Support Provided
- Benefits
Volunteer Position: City Hall Connectors

Would you like to be at the center of the action at Mulberry City Hall? Do you enjoy helping people find the services they need?

The city's Public Works Department is seeking energetic, positive, customer-service oriented volunteers to welcome and assist guests at the main information desk on the first floor of Mulberry City Hall.

Service hours are available Monday to Friday from 8:00 a.m. - 2:00 p.m. You can choose a 3- or 6-hour shift commitment.

Location: 123 Volunteer Drive, Mulberry, MD 21224

Contact Information: Jane Smith, jane.smith@mulberry.gov
The Way People are Aging is Changing

...Communities are changing, too

The Good News
• By 2060, the median age of people living in the US will increase by 5 years—to 43.
• We are leading longer & healthier lives.

The Challenge
• 42% of people 65+ say they are lonely.
• Feeling lonely increases the risk of death by 26%.
• Loneliness is worse for your health than smoking 15 cigarettes a day—it is more dangerous than obesity or physical inactivity.

More good news!
Having a higher sense of purpose in life, increases the likelihood that people will remain mentally and physically healthy as they age.
Identifying Meaningful Volunteer Opportunities
Engaging All Ages
Recognizing the Contributions of Volunteers
Our process is easy

Gain Super Powers!
Engaging Volunteers
Why Teams Work?

- Taps the skills & knowledge of many people
- Builds from diversity in the broadest sense
- Allows people to choose from a variety of roles
- Creates energy
- Sustainable over time
- Meets a number of community and team member needs
Our process is easy

Ice Cream Story

DALLAS VOLUNTEER LEADER
CHANDRA MARSHALL-HENSON
Our process is easy

Ladder of Engagement

Easy Entry

Little “l”

Big “L”
Sample Volunteer Roles in Livable Communities

- Advocate on transportation issues before elected officials
- Develop volunteer daily phone check-ins for frail residents
- Volunteer as a friendly visitor
- Provide rides to people who need transportation
- Get trained to give evidence-based fall prevention classes and then offer the classes
- Run food pantries
- Create guides to local transportation options
- Chair the age-friendly team in your community or region
Q&A
Contact Us

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