



ARCHDIOCESE  
*of* MILWAUKEE

Successful Volunteer Engagement Workshop  
Series 2, Session 3  
Volunteer Engagement Strategies

# Housekeeping

- The session is being recorded.
- To help keep background noise to a minimum, make sure to mute your microphone when you are not speaking.
- Please submit questions anytime using the Chat feature in the bottom toolbar.
- Turning off your video may help with your connection.
- If you're experiencing computer audio issues, you may choose to dial-in.

# Prayer

## *LIFE IS YOUR GIFT TO US*

*God, life is Your gift to us. Through Baptism, You invite us to share the gift of life in service to others. Be with us as we choose each day to show Your presence in our world. Give us the courage to respond to Your call and to invite others as well.*

*We pray especially for those who serve You in all ministries in our parishes and all those whom who serve. Grant that we all may continue to bear the Good News through our words and actions. Open the minds and hearts of the many, that they may accept Your challenge to build the kingdom in our parishes.*

*Lord Jesus, You tell us that the meaning of life consists in giving. Help us to realize that it is not riches or power, or fame that gives life meaning. Rather, it is generosity and service to You and others that brings true fulfillment and makes life worthwhile. May all of our service help us to build Your Kingdom. Amen*



- Parish Relations/Volunteer Coordinator at Catholic Charities
- Vice President of the Association of Volunteer Managers serving Southeastern Wisconsin
- 8+ years of experience coordinating volunteers in various aspects
- Presented at the Human Concerns Summit in 2019
- Parishioner at St. Mary's Visitation in Elm Grove

# Schedule of Sessions

Session 1- Managing Burnout and Compassion Fatigue

Session 2- Engaging with Youth Volunteers

Session 3- Volunteer Program Strategies

**Previous sessions and recordings:** [Social Justice Training | Successful Volunteer Engagement \(archmil.org\)](#)



# Series 1 Sessions

Session 1: Recruiting

Session 2: Training and Onboarding

Session 3: Retention, Recognition and Tracking Success

**Previous sessions and recordings:** [Social Justice Training](#)  
[| Successful Volunteer Engagement \(archmil.org\)](#)



# Social Justice Training | Successful Volunteer Engagement



### Contacts

**Rob Shelledy**  
Dignity of the Human Person  
[shelledyr@archmil.org](mailto:shelledyr@archmil.org)

**Jessica Brandt**  
Volunteer Coordinator  
[JessBrandt2013@gmail.com](mailto:JessBrandt2013@gmail.com)

[Home](#) > [Social Justice](#) > Social Justice Training | Successful Volunteer Engagement

The Office for the Dignity of the Human Person hosted two series (three sessions each) of virtual trainings on volunteer coordination and management featuring **Jessica Brandt, Volunteer Coordinator for Catholic Charities**. Jessica also serves as the Vice President and Programming Chair of the Association of Volunteer Manager chapter in the Milwaukee metro area.

These virtual trainings were recorded and are available on-demand below.

[Successful Volunteer Engagement | Notes](#)

**Successful Volunteer Engagement | Session 1**  
from Archdiocese of Milwaukee



ARCHDIOCESE  
of MILWAUKEE

Successful Volunteer Engagement Workshop 1  
Recruiting

31:06

# Outline

- Volunteer Engagement
- Step 1: Understand your volunteers and goals
- Step 2: Walking through the Volunteer Lifecycle
- Step 3: Measuring Success
- Coaching and providing feedback



# Objectives

- Draft a Volunteer Engagement Plan that will have the essential parts to success

# Volunteer Engagement

- **Volunteer Engagement** is a simple strategy that will keep your volunteers active and interested while building strong relationships.
- Begins with the initial recruitment process and continues with planned engagement that empowers volunteers and encourages long-term retention.
- Continues to thrive with consistent communication, recognition, and intentionally placing your volunteers in key opportunities.

## **Goal:**

To clearly define what long-term engagement looks like for your ministry

# Step 1: Understand your volunteers and goals



# What is your goal?



# Who are your Volunteers?

GENDER

AGE

EDUCATIONAL BACKGROUND

PROFESSION

**MOTIVATION**

SKILLS, HOBBIES AND INTERESTS

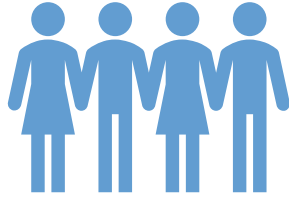
LOCATION

# Basics of Motivations

- 1. People are purposeful, planful, goal-directed** -- Volunteers engage in volunteer work in order to satisfy important personal goals
- 2. Different people may do similar things for different reasons** -- Volunteers performing the same volunteer activity for the same ministry may have different reasons for volunteering
- 3. Any one individual may be motivated by more than one need or goal** -- An individual volunteer may be attempting to satisfy two or more motives through one activity at your organization
- 4. Outcomes depend on the matching of needs and goals to the opportunities afforded by the environment** – Successful volunteer recruitment, satisfaction, and retention is tied to the ability of the volunteer experience to fulfil the volunteer's important motives

Read more: [The Functional Approach to Volunteers' Motivations](#)

# What are the main motivators of volunteers?



## Values

- A way to express their values

## Social

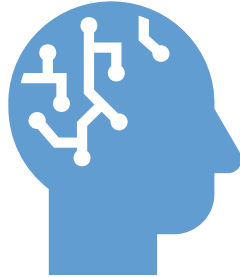
- Develop or strengthen social ties



## Protective Measures

- Address or escape the personal problems of the volunteer

# What are the main motivators of volunteers?



## Understanding

- A way to gain knowledge skills and abilities

## Career

- A way to improve career prospects



## Enhancement

- A way to help the ego grow and develop



# Ask them questions

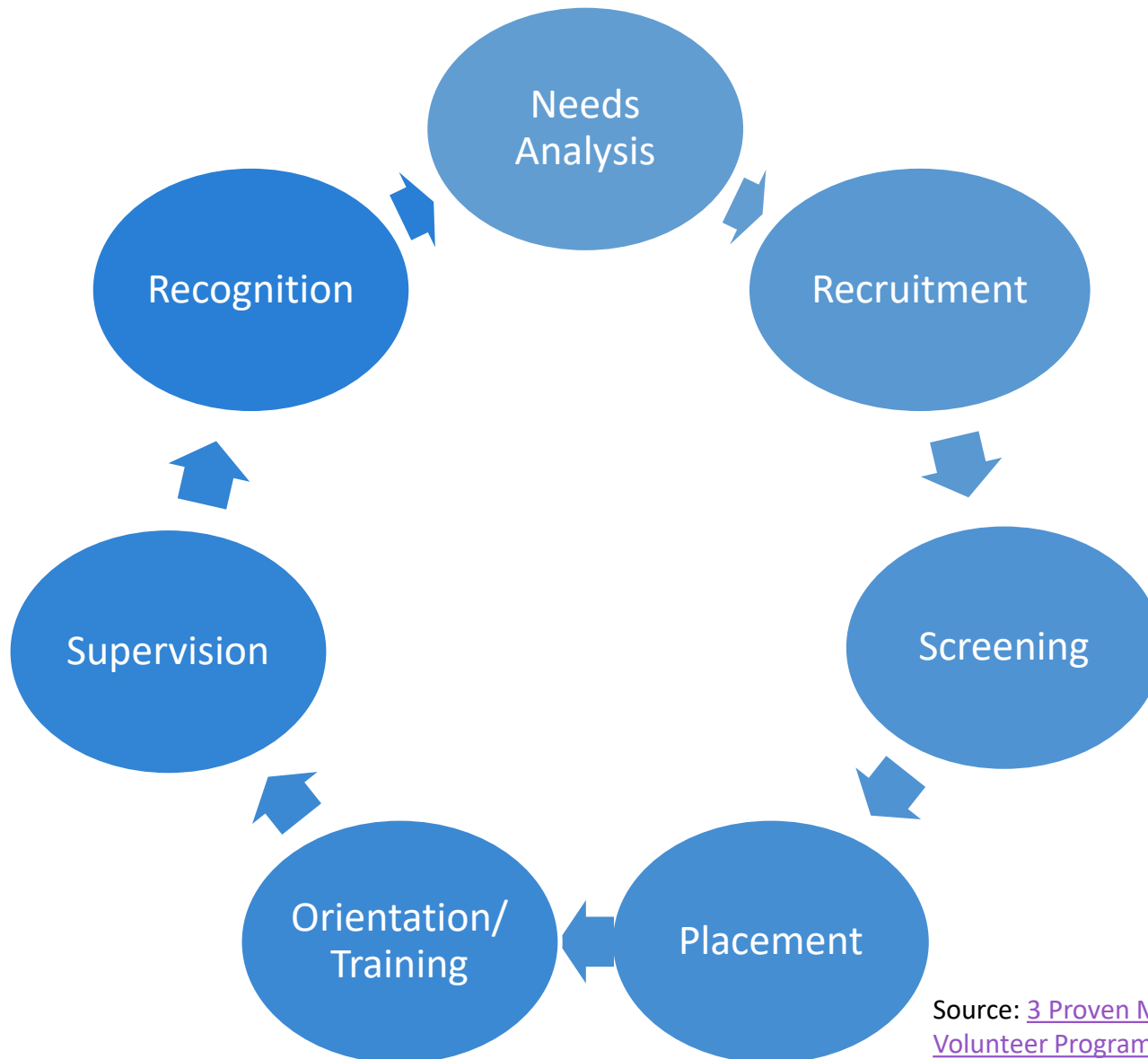
## Some questions you can ask:

- Tell me about yourself?
- What interested you in this ministry?
- What talents, knowledge, skills, abilities and special training would you like to contribute to the group?
- What kind of things are you happy to help with?
- And what should I not ask you to do?
- What they like/ don't like
- Room for Improvement/Suggestions

**Step 2: Walk through your  
volunteer engagement lifecycle  
and identify weak spots**



# Volunteer Cycle



# The Beginning

- Needs Analysis
- Recruitment

# Life cycle Stage 2

- Screening
- Placement
- Onboarding and Training

# What is Onboarding

Volunteer onboarding is **the process of transforming prospective and new volunteers into regular volunteers.**



27

# What is the goal?



Increase  
engagement of  
parishioners



Share your ministry  
and what you do



Provide them with  
training and support



Ongoing, committed  
volunteers

A successful volunteer onboarding process should:

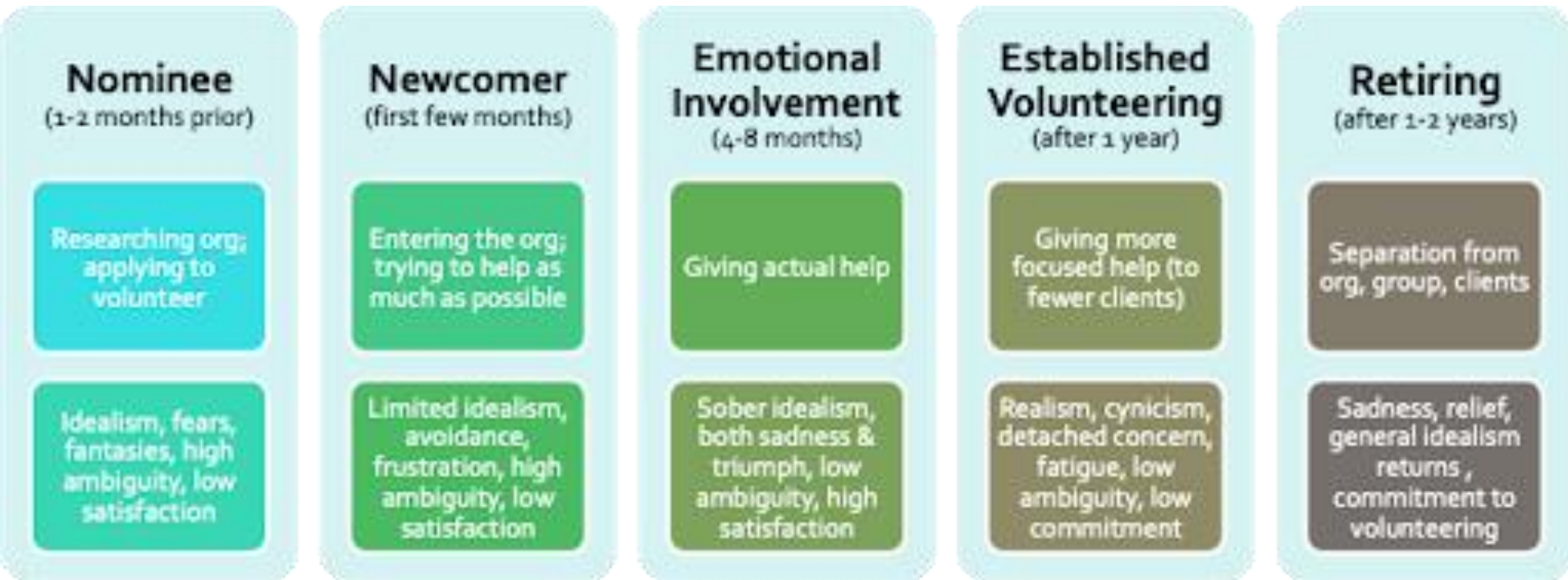
- Tell your ministries story and mission
- Teach volunteers about different volunteer opportunities
- Establish goals for volunteers
- Offer space for volunteers and staff members to get to know each other
- Create an exciting team environment prepared to mobilize volunteers



# Life cycle Final Stages

- Supervision
- Recognition

# Levels of Engagement





Coaching & giving  
feedback

# Inspiring Accountability

- What could you do? --> options
- What do you want to do? --> choice
- What will you do? --> commitment

# Types of Coaching Questions

- **Digging deeper-** “Tell me more about that”
- **Exploring options-** “Give me a few options for how you would tackle this”
- **Inspiring action-** Obstacles? How can you plan for them?
- **Overcoming challenges-** What else might you consider? What led up to this? What might you change for next time?
- **Affirming** (ask yourself)- What has your mentee accomplished so far that you should celebrate?

# Types of Feedback

- **Confirming**- Point out strengths & successes  
— Celebrate progress!
- **Corrective**- Share constructive feedback and new approaches, provide reassurance



# How to give good feedback

- **Be positive-** Focus on what the person is doing well when giving feedback
- **Be specific-** Provide tangible examples and explain *why*
- **Be timely-** Don't wait. The closer feedback is tied to the action, the more powerful it will be.
- **Provide feedback from a neutral place**
- **Be open to feedback from your mentee!**
- **Make it a two-way conversation-** Take time to engage the mentee and check for understanding. Focus on “partnership,” not “this is what you're doing wrong” or “this is what you need to change.”

# Step 3: Determine how you'll measure success





Specific

|

S

M

Achievable

└───┘

|

A

R

Timely

|

T

Measurable

└───┘

realistic

└───┘



- Volunteer Retention
- Volunteer Satisfaction
- Number of Volunteer Hours,  
Volunteers or Individuals served
- Successfully completing tasks
- Client satisfaction



# Volunteer Engagement Tips for Long-Term Success

1. Make the volunteer-to-volunteer recruitment process easier.
2. Create a formal recognition plan for your volunteers. The more you show your appreciation, the more you will encourage your volunteers to come back!
3. Offer regular check-in times to receive feedback from volunteers and to help support them throughout their volunteer experience.
4. Get to know your volunteers
5. Provide your volunteers with opportunities to grow.

# Questions/ Discussion





ARCHDIOCESE  
*of* MILWAUKEE

Dignity of the Human Person

Rob Shelledy

[shelledyr@archmil.org](mailto:shelledyr@archmil.org)

Parish Relations Coordinator

Jessica Brandt

[Jbrandt@ccmke.org](mailto:Jbrandt@ccmke.org)

*Many Hands. One Vision.*



# Catholic Stewardship Appeal

Archdiocese of Milwaukee

*This ministry is funded by the  
Catholic Stewardship Appeal.*