

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Volunteer to Leadership Management

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MAY 29, 2024

# Agenda

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- ❖ Building a Community
- ❖ Volunteer Management
- ❖ Leadership Development
- ❖ Addressing Challenges

# Why Community?

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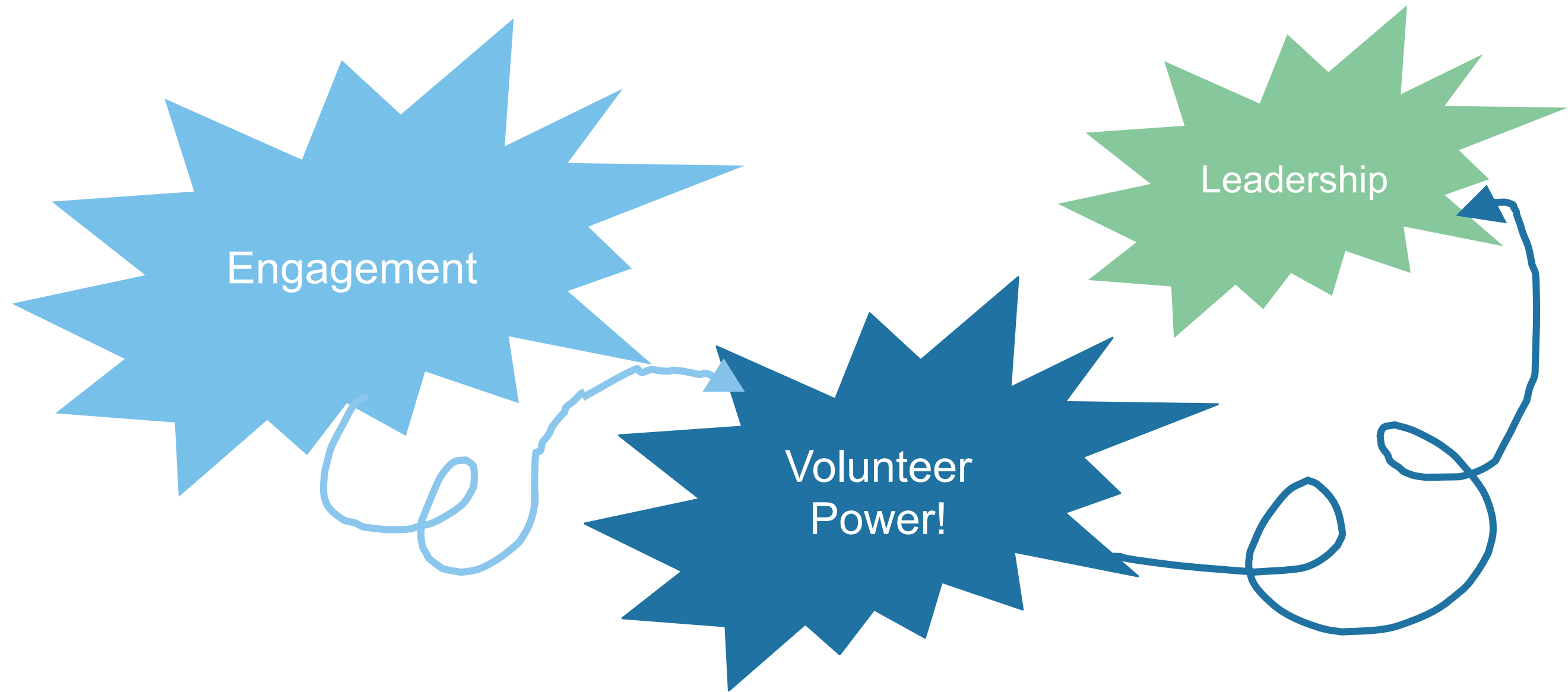
An organization with purpose...is not enough

- ❖ Meet members where they are with a variety of events
- ❖ People are motivated to attend (and give) when they feel a bond
- ❖ Having impact is attractive

# Benefits of Membership



- ❖ **Networking** and meeting new acquaintances with similar interests
- ❖ **Lifelong connections** and friendships (trust!)
- ❖ **Intellectual stimulation** through varied programs and a place to exhibit one's talents
- ❖ Members become part of an **International community**
- ❖ Continued connection and community to **Brandeis University**
- ❖ Opportunities to **develop leadership skills** at a well-established organization
- ❖ A way to **give back** and become involved in ways that benefit others
- ❖ Attending presentations by **Brandeis faculty**
- ❖ Being part of an **online community**
- ❖ Invitations to exclusive Brandeis **events** and programs



What will inspire your members to volunteer?

# What Motivates Your Members?

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- ❖ We don't know!
- ❖ We can guess
- ❖ We can ask
- ❖ We can offer and observe.

# Engagement Motivations



I want to create and/or strengthen connections with other members

I want to pursue my goals with others

I want to work with others to achieve the goal



I want to continue to learn (and enjoy it) through the organization

I want to continue my education for personal satisfaction

I want to learn something and/or find a new hobby



I want to further my career and/or “personal brand”

I want to improve my career through workshops and leadership experiences

I want to build my network with the other members



I want to support the entity and help achieve its purpose

I want to support the entity with my time, talent and, possibly, funds

I want to strengthen the reputation of the entity



I want to provide service through the community and with other members

I want to help improve my local community

I want to help improve the world on a more global scale

# Managing People

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Best practice: Manage volunteers as you would manage “up.”



# Volunteer Management Process



# Culture of Community

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- ❖ Cultivate bonds to BNC
- ❖ Appreciation for what BNC provides
- ❖ Understanding of Brandeis
- ❖ Framework for volunteering and leading

# Start the Process

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## IDENTIFY

New member events

Build relationship

Look for capability and potential

Needs that fit their aptitudes

# Cultivate

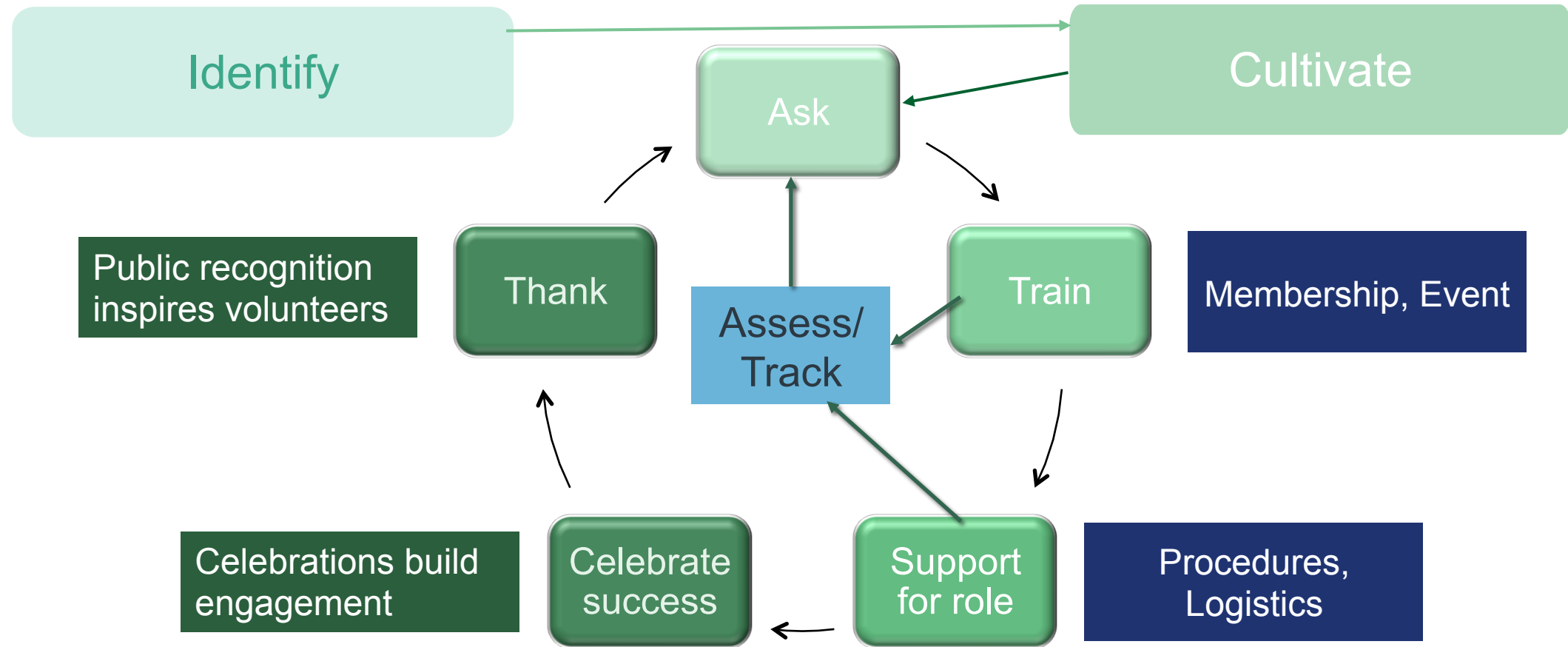
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Identify

CULTIVATE

- Inform them about BNC
- Opportunities that fit their interests
- Inspiration and passion
- Access to institutional leadership
- Rewards of affiliating

# Volunteer Support Process



# Volunteer Leader Steps



# Overview Recap

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**Identify** volunteer with skills and interests

**Ask** (but not too often)  
Be clear on expectations  
Be respectful of (volunteers') time

**Train** (volunteers) so they grow – and then lead  
Offer meaningful opportunities to engage

**Support** with sound policies and procedures

**Celebrate and thank volunteers** often and publicly

# Challenges

Break out rooms and report back

Skills for positions

Working with others

Getting timely responses

Younger members/  
leaders  
(different programming)

Finding New Volunteers

Maintaining motivation

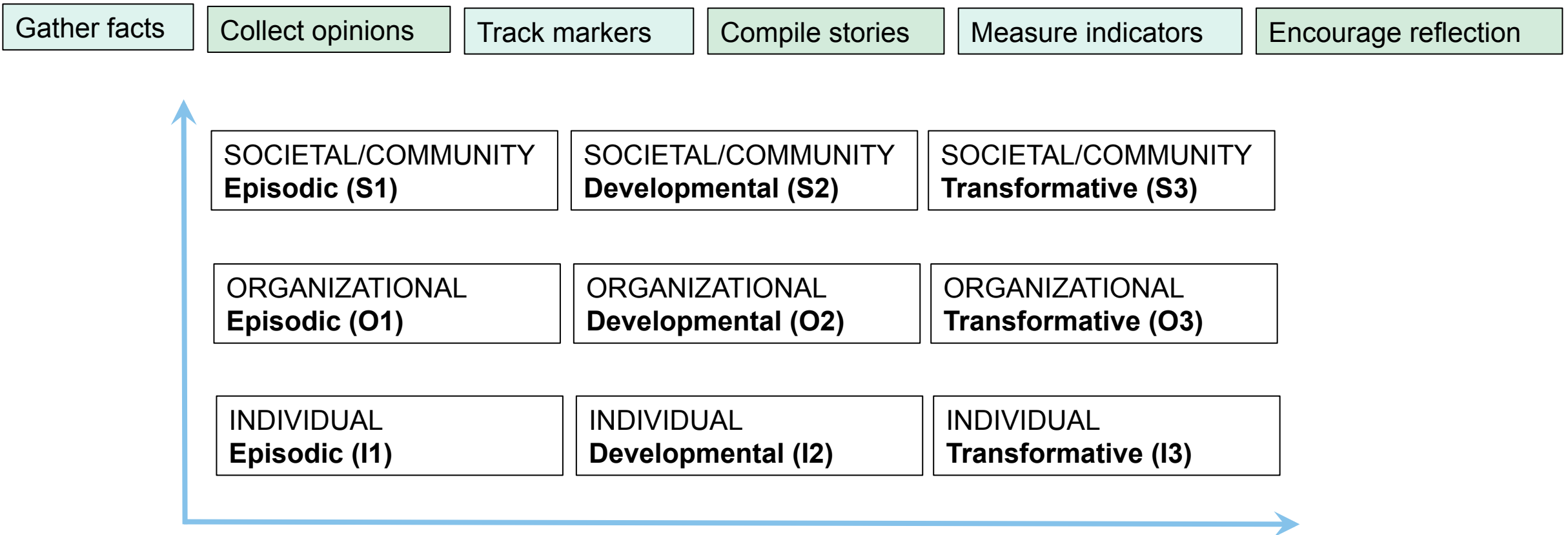
Dealing with inflexible volunteers

Show appreciation and recognition

Finding co-chairs



# Assessing Volunteers



Based on Sustainable Leadership Initiative – The EvaluLEAD Guide – January 2005