



VolunteerMatch

VolunteerMatch Learning Center
Advanced Practices

Developing a Strategic Plan for Volunteer Engagement

Jennifer Bennett, CVA
Director, Education & Training

Agenda

- Why do you need a strategic plan?
- What can a strategic plan do
- What needs to happen first?
- Creating a vision
- Building a team
- Communicating up and out
- Things to think about

Why a strategic plan?

What is your vision for volunteer engagement?

- What does your program look like now?
- What will it look like in 5 years if you maintain the status quo?
- What could it look like?

Have you thought about what's possible around expansion of impact, or identify trends in recruitment, volunteers aging in place, or expanded roles?

What can a strategic plan do?

For you? Your program? The organization?

- Focus energy and resources.
- Reenergize a static program.
- Allow for innovation to address current and future needs.
- Identify organizational priorities and create meaningful
- measurement.

Where to start?

Identify and gather the information you'll need to inform the discussion around strategy.

- Qualitative and quantitative – reports, focus groups, surveys.
- Identify or clarify the position of your current volunteer engagement program – SWOT analysis
- Understand how leadership and stakeholders are involved now – actions, ideas, beliefs
- Determine your timing – is there a busy season or is your program cyclical?
- Should you engage someone from outside your organization?

Creating a vision

What could volunteer engagement look like in your organization?

- Creating outcomes and the implementation will be collaborative, but there needs to be a leader.
- Don't be constrained by history, or funding – get beyond yes, but – and think big
 - What are the opportunities, weaknesses?
- Solicit feedback. Don't create in a vacuum.
 - Remember focus groups and stakeholder's needs

Engage others

What are the outcomes for the organization? Create common goals

- Who else will be accountable or impacted by the outcomes?
- Does leadership understand the need for vision and change?
Know how this work impacts mission?
- What work needs to be done – analysis? Evaluation?
 - Can it be done by you? Should it?
- Implementation and support should be organization-wide
 - Even if this strategy isn't incorporated into the larger organization strategy

Building the team

Who should be involved? Who needs to be involved?

- The team that creates the plan should be inclusive but not overwhelming.
- Include stakeholders and leaders
 - But outcomes must be realistic
- Implementation and support should be organization-wide
 - Even if this strategy isn't incorporated into the larger organization strategy

Building the team

Who should be involved? Who needs to be involved?

- Volunteers need to have a voice as well
- Organization size and diversity of volunteer engagement can increase stakeholders
 - This is not the only opportunity for involvement – committees, working groups
- Develop a team that can create outcomes and goals

Communicating up and out

It's as important to create a plan for communication as it is to create the strategic plan.

- Not everyone can (and should) be at the table – how will you share discussions or information about how decisions were made?
- Focus groups allow participation prior to planning, town halls, informational meetings, updates can provide participation after.
 - Share work from committees, working groups, task forces
- Share information back to stakeholders and participants.
- Remember to share this work to your community as well.

Make your Plan a Reality!

The strategic plan is just the beginning

- Create the working groups or committees to begin identifying the individual actions that will make the strategic plan outcomes a reality
- Refer your strategic plan and goals back to your vision
 - It's okay to reevaluate where you're going as the program starts to evolved.
- Don't get discouraged
 - Tout your successes and evaluate and learn from your mistakes.

Strategic Planning Resources

Colorado Parks & Wildlife Strategic Implementation Plan

<http://cpw.state.co.us/Documents/Volunteer/VolStratPlan.pdf>

American Diabetes Association Annual Report and Strategic Plan

http://main.diabetes.org/dorg/PDFs/American_Diabetes_Association-2012-2015-Strategic-Plan.pdf

Strategic Planning for Nonprofits

<https://www.councilofnonprofits.org/tools-resources/strategic-planning-nonprofits>

From Bridgespan, Living Into Your Strategic Plan

<http://www.bridgespan.org/Publications-and-Tools/Strategy-Development/Living-Into-Your-Strategic-Plan/FeaturedPublications2/Living-Into-Your-Strategic-Plan-Tools-and-Temp-%281%29.aspx#.UqeZMeLjVCM>

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For any questions contact:

Jennifer Bennett

[@JenBennettCVA](https://twitter.com/JenBennettCVA)

jbennett@volunteermatch.org