

# The New Breed

*of Volunteers*

*Who Want To Do It Their Way*



# Your Greatest Asset . . .





. . . Is your greatest challenge

Passionate people can  
be ...

- A pain
- A problem





# The New Breed

## The SEISMIC SHIFTS are changing volunteerism





# SEISMIC SHIFTS

1

## Volunteerism is Hot

# From Lady Gaga to Intel

people are  
eager to make  
a difference.

  
St John  
Ambulance



**SAVING  
HELPING  
CARING**



**Volunteer  
Information Evening**

Wednesday, 21st May  
7:30pm

Holywell Community Centre  
Swords

FOR FURTHER INFORMATION  
[www.stjohn.ie](http://www.stjohn.ie)

[VolunteerPower.com](http://VolunteerPower.com)





# SEISMIC SHIFTS

2

## Technology

### Twitch speed

- Digital natives
- Digital immigrants





# SEISMIC SHIFTS

## Twitch speed

Marc Prensky coined the term, "Twitch Speed." He says that this generation thinks and operates at higher speeds than previous generations.





## 3

## Episodic Volunteerism





# SEISMIC SHIFTS

4

## The No-Collar Workplace





## The No-Collar Workplace

### The No-Collar Workplace

*Turning on the “No Collar” Workforce*  
MediaPost.com, 3/15/2012

- A typical Boomer (over 55) response: “Give me my objectives and get out of my way.”
- A typical Millennial (under 33) response: “I need flexibility, respect... and snacks.”



## The Leadership Challenge

- How do we recruit and engage the passionate, no-collar, episodic, empowered, twitch-speed, knowledge-worker, NEW BREED of volunteer?



# LEADERSHIP STRATEGIES

- A date
- A frame
- Duct tape
- A button to push



## 1

## A DATE

- We miss a great opportunity with the episodic volunteer because we ask for marriage instead of a date.





# A DATE

- **FIRST DATE:** Give them a taste
- **SECOND DATE:** Sales pitch
- **FUTURE DATES:** Ask for a commitment





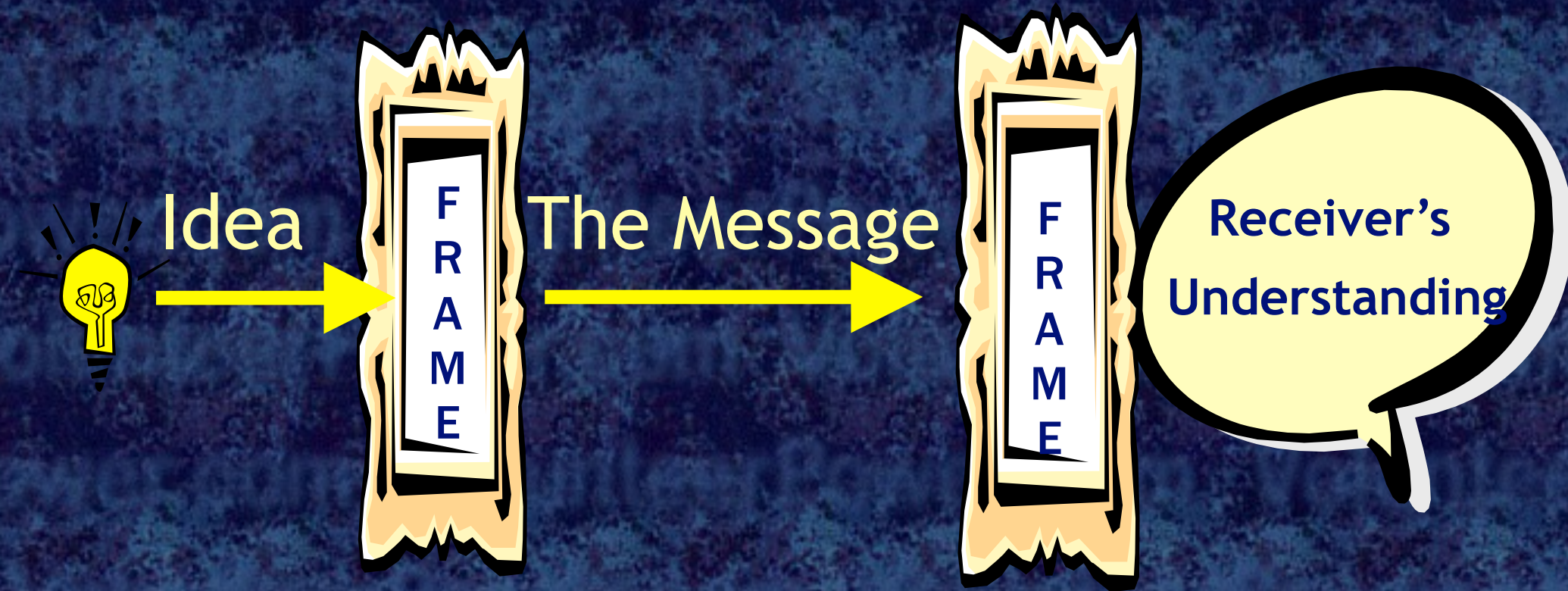
## 2

## A FRAME

- Another huge recruiting mistake we make is to fail to frame our recruiting message.



# A FRAME



**The Framing Communication Model**



## Common Thinking Frames

- Gender
- Ethnicity
- Personality
- Education
- Generation





# A FRAME

**Peg:** Jon, I have watched you get involved at some of our events. You have great leadership and communication skills that could really be an asset to help us plan our “Dublin Volunteer Management Seminar.” We would love to have you be a part of our planning team.

**Jon:** Oh, I could never do that. I hate working on committees.

**Notice how Jon framed his “no.”**

**What does he mean?**



**3**

## **DUCT TAPE**



Another huge mistake passionate recruiters make is that they don't understand the listener's frame because they never shut up.



## Three Duct Tape Tools

1. The 80/20 rule
2. The “I” word
3. The echo





## Key Principle of Framing Tools (80/20 and Echo)

Using the “echo” tool to frame a question forces you to quit talking about yourself (or your passion) and listen so that you can frame your recruiting message to the prospective volunteer.





# DUCT TAPE

**Peg:** Jon, I have watched you get involved at some of our events. You have great leadership and communication skills that could really be an asset to help us plan our “Dublin Volunteer Management Seminar.” We would love to have you be a part of our planning team.

**Jon:** Oh, I could never do that. I hate working  on committees.



# DUCT TAPE

**Peg:** Have you had a bad experience on a committee?

**Jon:** Yes, I once was on a planning committee. I hated it. The meetings were unorganized. The leader (and I use that term loosely) didn't know how to lead a meeting.

Echo words that lead to questions

**Hate:** What did you hate about the meetings?

**Meetings:** In your opinion, what does it take to have a great meeting?

**Leadership:** What do you expect of a leader in facilitating a meeting?



# DUCT TAPE

**Peg:** Jon, you and I are so on the same page. I don't believe in committees either. We put together an empowered team of high-capacity leaders, just like you. At our first team session, we define the scope, budget and schedule of the project and then turn you loose to get it done. And what is so cool, is that much of the team work is done on-line--WIKIs and texts. You would be perfect for this team.



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# Remember

You are in sales,  
so master the 80/20 (Duct Tape) rule.





## 4

## A BUTTON TO PUSH

- Empowerment
- The fourth huge mistake leaders of volunteers make is that they micro-manage the knowledge worker.

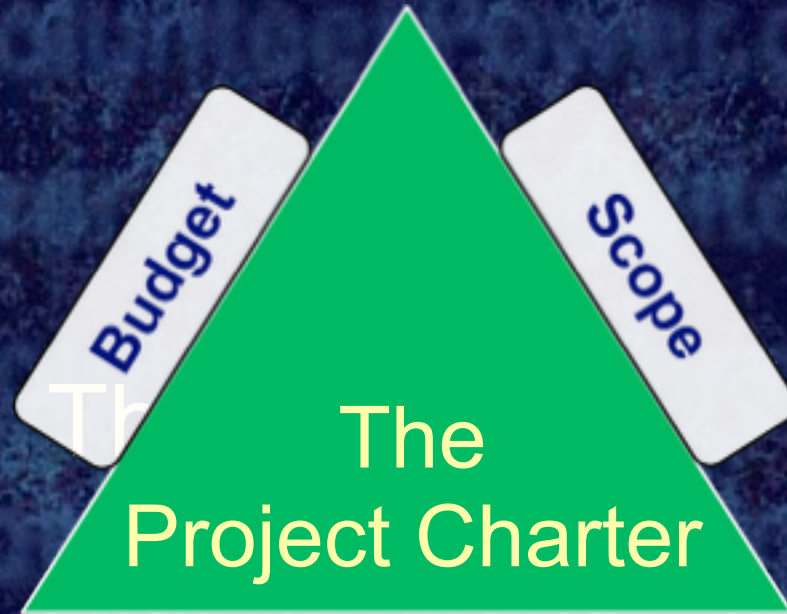


## Define the three measurables



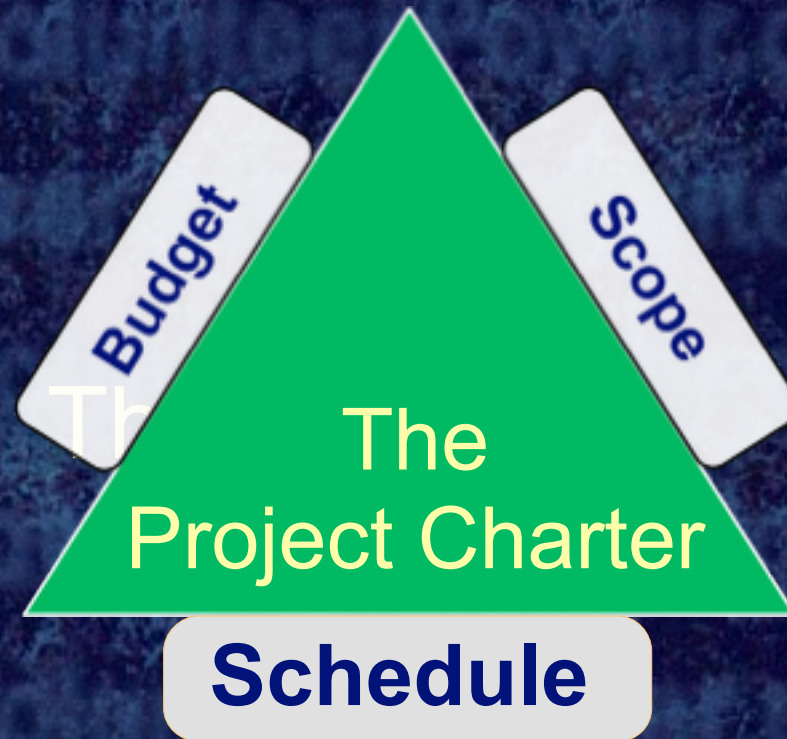


## Define the three measurables





## Define the three measurables





# EMPOWERMENT

## Check up — Ask the four empowerment questions

1. How is it going?
2. Tasks that are completed?
3. Tasks that are in process?
4. How can I help you?
  - As a leader I am going to do all I can to make sure my empowered leaders are successful.



# PARTING WORDS

Remember to . . .

1. Ask for a date before marriage
2. Frame your recruiting message to your prospect's passion
3. Use the duct tape 80/20 rule
4. Empower your volunteers



# PARTING WORDS

And you will keep that  
passion alive

Thanks for what you are doing in Ireland

NVW 2014 is coming! May 12th - 18th, 2014



Make the most of  
National  
Volunteering Week  
2014!

How is *your* organisation  
getting involved?



# VOLUNTEER POWER

What are your Questions?



[VolunteerPower.com](http://VolunteerPower.com)