

# The New Breed

of volunteers who want to do it their way

VP

[www.volunteerpowers.com](http://www.volunteerpowers.com)

Volunteer Power

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**Introduction: Your greatest asset is also your greatest challenge.**

What is it?

## **Four significant seismic shifts that are changing volunteerism**

1. Volunteerism is hot -- from Lady Gaga to Intel
2. Technology
3. Episodic volunteers
4. The no-collar workforce -- the knowledge worker

## **The strategic question:**

How do we recruit and engage the New Breed of volunteer who is a passionate, twitch speed, episodic, no-collar knowledge worker?

## **Four NEW BREED leadership strategies to take advantage of these shifts**

1. **A date -- Transitioning the episodic volunteer into a highly committed, high capacity volunteer**

The first huge mistake that passionate leaders of volunteers are making is that we ask for marriage instead of a date. The difference is significant.

- First date
- Second date
- Future dates

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## 2. A frame -- Framing your recruiting message

Another huge mistake that passionate leaders of volunteers are making is that they fail to frame their recruiting pitch to the passion of the prospective volunteer. We often frame our message to our passion, not theirs.

What is a frame? Why is it essential?

## 3. Duct tape -- Understanding your prospective volunteer's passion

The third mistake the passionate leaders of volunteers make is that they never shut up. Passionate people keep talking and talking and talking.

- The 80/20 rule
- The I rule
- The echo rule

## 4. A button to push-- Empowerment

A huge mistake that passionate leaders of volunteers are making is that they are micro managing their volunteers instead of empowering them. Perhaps the most significant leadership strategy that is defining our effectiveness as leaders is empowerment.

- The three empowerment measurables
  - 1)
  - 2)
  - 3)
- The four check-up questions
  - 1)
  - 2)
  - 3)
  - 4)

Q and A