



Session C5

Resource Development: Volunteers & Staff (1 LU)

LaTresse Snead

Bonsai Leadership Group LLC

Workshop Agenda

- Discuss how to cultivate talents and teach skills applicable to chapter leadership: team building, budgeting, fundraising, and public relations.
- Examine how to ensure new blood, develop leaders, and encourage diversity.
- Hear tips and strategies for volunteer recruitment and engagement.
- Share experiences for recruiting and training board members.



Pre-Workshop Survey Themes: Staff Point of View



- Fundraising
- Volunteer Recruitment, Engagement and Accountability
- Strategic Focus
- Staff Structure

Pre-Workshop Survey Themes: Volunteers



- Fundraising
- Volunteer Recruitment, Engagement, Commitment, Recognition, Burnout
- Strategic Focus
- Communication
- Culture

What does cultivating talent mean?

Cultivating talent means actively supporting and growing the skills, knowledge, and abilities of individuals within an organization.

It involves providing resources, opportunities, and guidance to help people reach their full potential and contribute to the organization's success.



Why is cultivating talent important?

- Improves performance and productivity
- Increases overall satisfaction
- Attracts and retains top talent
- Supports innovation and adaptability



Cultivating Fundraising Talent

Why is fundraising
so hard to teach?



Cultivating Fundraising Engagement

- Define your fundraising goals and opportunities (Be focused!)
- Include expectations in your volunteer position description and board orientation
- Train by sharing examples and providing talking points (Keep it simple!)
- Have a variety of fundraising outreach opportunities for volunteers
- Share outcomes!

Volunteer Engagement & Recruitment

Let's Discuss!

- Why do the Components need volunteers?
- Why do people want to volunteer?
- Challenges?



Cultivating Volunteer Talent

Recruitment

- Inclusive Position Description
- Clearly Defined Roles & Expectations
- Share with your network
- Special event or gathering
- Personalize It & Leverage relationships
- Interview

Engagement

- Communicate Expectations
- Training
- Volunteer Agreement
- Provide Feedback and Accountability
- Open Communication

Peer Problem Solving

Person 1: Share your biggest volunteer recruitment or engagement challenge.

Person 2: Provide advice, feedback and ideas on how to solve that challenge.



Team Building

Budgeting

**Key Chapter
Leadership Skills**

Fundraising

Public Relations



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