Making **Volunteering** Easier in a Busier World

Adam Engel, Manager of Volunteer Relations
THANK YOU!
To start...

Section 1

I. Leadership Survey Refresher
II. Chapter Reports
III. Some Statistics
IV. The Decision to Volunteer
### Eisenhower Grid

- How important is the task?
- How urgent is the task?
- If the work is not important nor urgent, then stop doing it.

<table>
<thead>
<tr>
<th>Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urgent</strong></td>
<td><strong>Group 1: Urgent and Important</strong></td>
</tr>
<tr>
<td><strong>Group 2: Important but Not Urgent</strong></td>
<td><strong>Group 3: Urgent but Not Important</strong></td>
</tr>
<tr>
<td><strong>Group 4: Neither Important nor Urgent</strong></td>
<td></td>
</tr>
</tbody>
</table>

**TASK:** List 5 things that you have to do when you get home.
2014 Leadership Survey

• 3 largest challenges for chapters:
  • Membership Participation – 78%
  • Board/Volunteer Burn Out – 58%
  • Membership Recruitment/Retention – 57%

• Chapter reports
  • “The chapter continues to struggle to get volunteers to serve on committees, special projects, etc. This is our greatest challenge.”
  • “The Board of Directors spent the majority of the time just operating and did not have time to spend on additional projects”
• 100 million volunteers in the EU

• 47% of Canadians

• 1 in 4 Americans
# The Decision to Volunteer

<table>
<thead>
<tr>
<th>Top 4 Reasons</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To help others</td>
<td><strong>Altruistic</strong></td>
</tr>
<tr>
<td>Compassion for those in need</td>
<td></td>
</tr>
<tr>
<td>For the profession</td>
<td><strong>Personal Growth</strong></td>
</tr>
<tr>
<td>To gain a new perspective</td>
<td></td>
</tr>
</tbody>
</table>
Agenda

Section 2

I. Why? How? What?

II. Burnout – Activity 1

III. Vision/Mission – Activity 2

IV. The Board – Activity 3

V. Simplifying
Why? How? What?
## I. Burnout

Burnout means overdoing

<table>
<thead>
<tr>
<th>Common reasons we do too much:</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ego</td>
<td>Be humble</td>
</tr>
<tr>
<td>Low self-esteem</td>
<td>Be secure</td>
</tr>
<tr>
<td>An inability to say ‘no’</td>
<td>Plan efficiently</td>
</tr>
</tbody>
</table>
Planning

- A simple plan works best
- 1 hour of planning can save 3 hours of activity
- Luck is when preparedness meets opportunity
Goals

- Upside and downside
- Cornell University
- Reasonable and attainable

**Activity:** Write down your top three attainable personal goals and top three goals in your chapter.
II. Vision

- Board commits to vision
- Creates momentum
- Members notice
- New opportunities for involvement
- More members get involved
- Chapter grows stronger and achieves more
Creating Your Chapter’s Vision

- It’s all about WHY
- Inspiring, Compelling, Rich

Benefits:
- New members
- Volunteerism
- Sponsorship revenue

Make-A-Wish –

“Share the power of a wish with a child.”
Creating Your Chapter’s Vision

- What kind of statement would create unity in your chapter? Start with: “I believe…”

- “Make it easy to be an IG professional.”

“ARMA International is the authority on Information Governance.”
Simon Sinek: How Great Leaders Inspire Action
III. Creating Your Chapter’s Mission

- If we doubled our membership what would it look like?
- What could we achieve?
- What would we need to do differently to support so many new members?
ARMA International’s Mission

“To advance Information Governance principles and practices, and to support the ongoing development of Information Governance professionals.”
Each table is a chapter board:

1. Earliest birthday in the year = President
2. Vice President
3. Treasurer
4. Secretary
5. Director of Programming
6. Director of Membership
7. Director of Marketing
8. Director of Communications
9. Newsletter Editor
10. Webmaster
At your table...

- President’s facilitate the meeting:
  1. Create a vision
  2. Create a chapter mission that aligns with ARMA International’s
IV. The Board

**Meeting Priorities:**

1. Have fun
   - Board-only time before and after meetings
   - Board night out

2. Keep things simple and concise
   - Don’t over plan
   - Strategy
   - Urgent and important
Agendas

• Timed agendas

• Consent agendas

Stay true to the agenda.
“Meeting Hacks”

• The parking lot method
  • Parking lot attendant

• Ground rules
  • No texting during meetings
  • Focus on ideas, not people
  • Listen to each other
Create an action plan

1. Use your mission
2. Create 2 events that achieve the mission
3. Strategize to make the events successful
4. Evaluate (list) obstacles
5. Add target dates to each
V. Simplifying

- Board commits to BIG vision
- Creates momentum
- Members notice
- New opportunities for involvement
- More people get involved
- Chapter grows stronger and achieves more
The Arithmetic of Making a Difference

• Power of many doing more

• When 1+1 is more than 2
Micro-Volunteering

• For every 1 volunteer, 2 said they would if given the right opportunity.

• #1 reason for not volunteering: unaware of the option

• Solution: Ask.
Why ask for help?

• More time to be strategic
• Creates loyalty and sustainability
• Impacts succession planning
• Simpler
How to ask for help

- Trust
- Take the time to explain
- Provide options
- Give them an out
What to ask for help with

• Have a fully agreed upon plan

• Examples:
  • Ticket collection
  • Picture taking
  • Tweeting
  • Setup/take down
  • E-mail niceties
  • Speaker introductions
  • Newsletter article submissions
  • Free expertise
Tips

• Don’t recruit during meetings
• Member of the Month
• Macro-manage, don’t micro-manage
• Share progress
• Ask again
You

<table>
<thead>
<tr>
<th></th>
<th>Urgent</th>
<th>Not Urgent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important</td>
<td>Group 1: Urgent and Important</td>
<td>Group 2: Important but Not Urgent</td>
</tr>
<tr>
<td>Not Important</td>
<td>Group 3: Urgent but Not Important</td>
<td>Group 4: Neither Important nor Urgent</td>
</tr>
</tbody>
</table>
Resources

- http://openbadges.org/issue/ - FREE
- http://kickoffapp.com/ - for MacBook & iPhone
- Drive.google.com - Free
- https://chapterspot.com/ - FREE
- www.Doodle.com - free
- http://www.huddle.com/ - more expensive
- https://evernote.com/ - FREE
- https://www.producteev.com/ - FREE
- http://hitask.com/ - CHEAP
- https://en.todoist.com/ - CHEAP
- https://asana.com/ - CHEAP
- http://www.eisenhower.me/ - Online Eisenhower Organizer
“There are five keys to victory:
Knowing when to fight and when not to, brings victory;
Knowing what to do both when superior in numbers and when outnumbered, brings victory;
Holding officers and men united in purpose, brings victory;
Careful preparation to catch the enemy unprepared, brings victory;
A skillful general given free reign by the ruler, brings victory. These five together are the true path to success.”
The Smart of Core...Purpose

There are 5 keys to victory:
Knowing when to schedule events and when not to, brings victory;
Knowing how to balance your time for things important and urgent, brings victory;
Holding members and the board united in purpose, brings victory;
Careful preparation to catch the attention of your attendees, brings victory;
A skillful micro-volunteer given free reign by the board, brings victory. These five together are the true path to success
Thank You!