



Volunteer Engagement

The “X” factor of major gifts

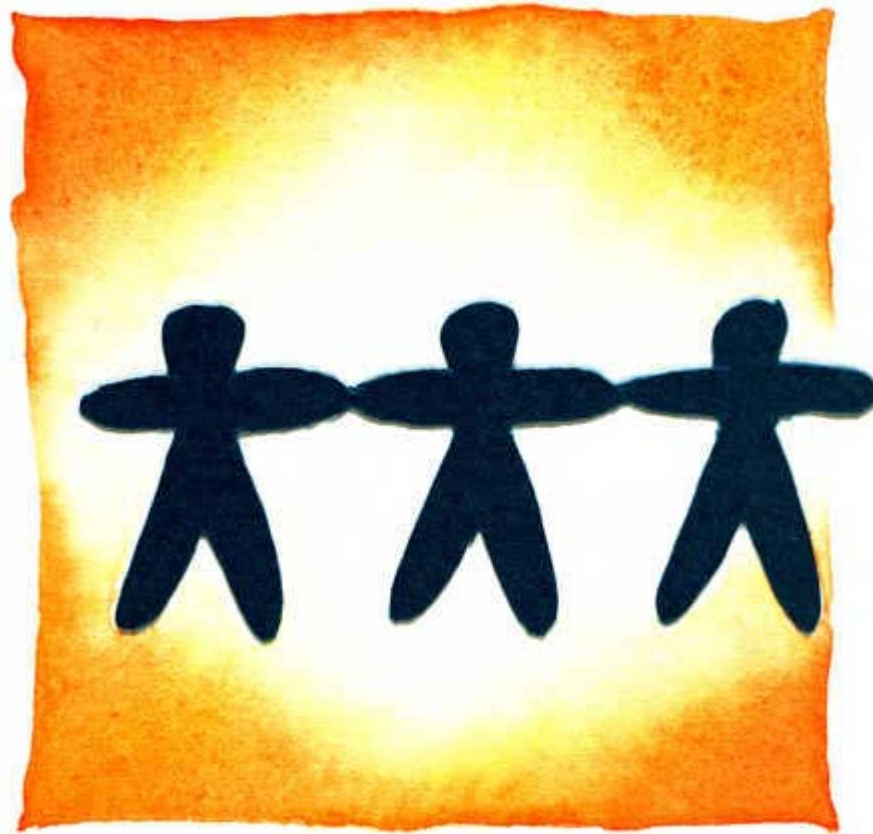
James Plourde, CFRE, Senior Consultant, Collins Group

Rosemary Zilmer, VP, Catholic Community Services

Tom Maul, Volunteer Extraordinaire, Plymouth Church

BECAUSE **YOUR MISSION** MATTERS

Introductions



What we'll discuss today

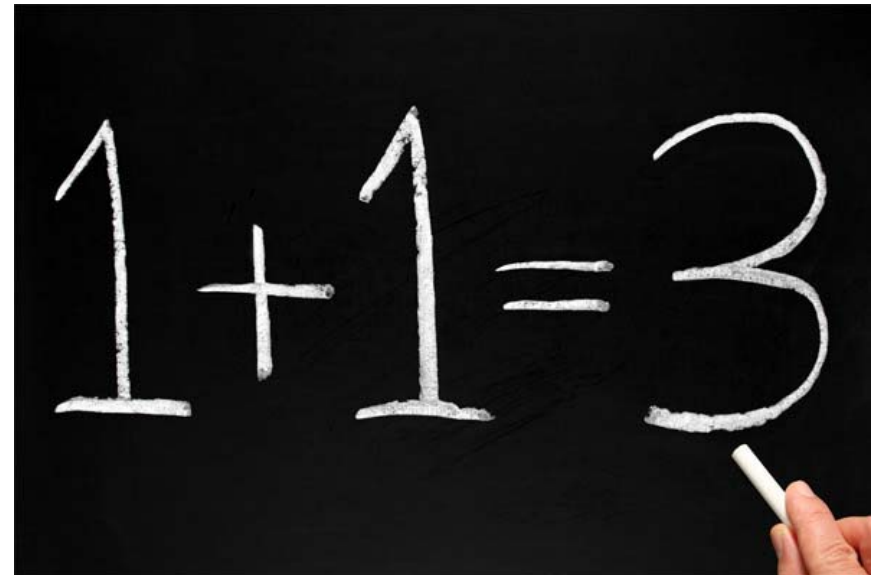
- Volunteers and their UVP/"X" factor
- Challenges of working with volunteers
- Getting the most out of your volunteers
- Turning connectors into askers
- Leveraging their success



What do volunteers bring to you?

Good volunteers:

- Build awareness
- Distinguish your mission
- Convey passion
- Lend credibility
- Extend resources



...and what you should bring to them

- Expertise and strategy
- Clear roles and responsibilities
- Managed expectations
- Tools and resources to succeed
- Appreciation and recognition

***Approach your volunteers
as you would your major donors***





So what is the X factor?

- The ONE thing that only a volunteer can bring to the table
- Their Unique Value Proposition
- Inexperience: their biggest asset (and liability)

?



X factor revealed

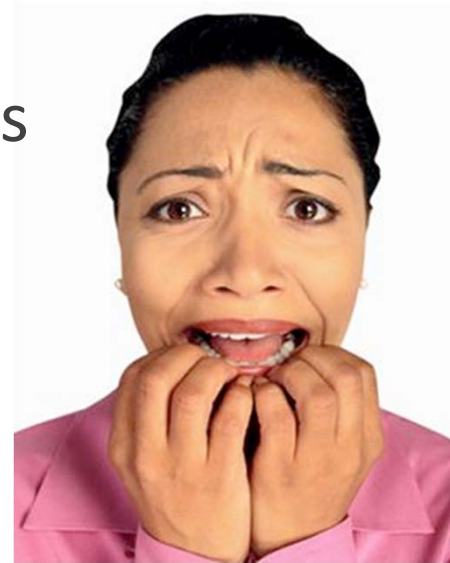
Volunteers are:

- Unpaid
- Not salespeople
- Serving an act of love
- Free to leave at any time



From connectors to askers

- Invite them to ask
- Experience a “good” ask themselves
- Go in teams
- Tools and resources to succeed
- Appreciation and recognition



***Why are you supporting this campaign
with your own stretch gift and your gift of time?***



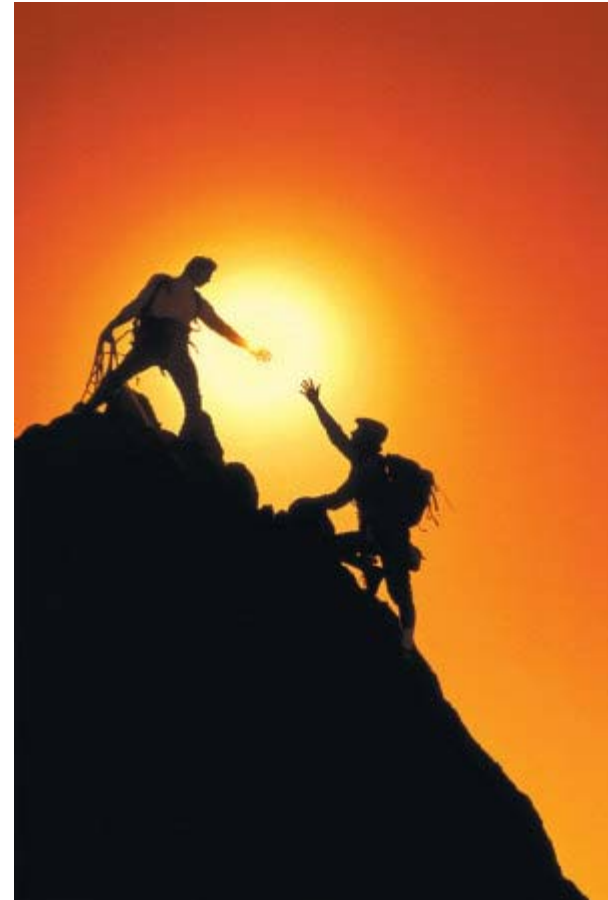
For major gifts in a campaign, it all starts at the top

- The importance of the chair
- Rosemary/CCS
 - Recruitment
 - Management
 - Support
- Tom/Plymouth
 - Why volunteer?
 - Motivations
 - Lessons learned



The chair's role

- Lead by example
- Give the first gift
- Give at a level meaningful to them
- Stay above the fray
- Encourage others
- Manage expectations



All volunteers

- Door openers
- Solution-oriented
- Staff supported
- Encouraged to make the ask
- Peers will give more if asked by peers



Keeping momentum going

- Handling bad news
- Handling good news
- Importance of celebrating
- Spreading the credit around



Case studies

- **Rosemary**
The \$1M gift

- **Tom**
The \$100K gift



Some universal truths

- Assume good intentions
- Remind about “why”
- Match *talents and interests* with role
- Provide tools and resources to succeed
- Communicate often
- Celebrate success
- Have fun!



Q and A



We're Here for You

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