

THE NGO ACADEMY'S

*Advocacy
Algorithm*



with Karen Judd Smith

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Advocacy Algorithm



Module VI: Lesson 27

Your *Weapon of Massive Difference*: Volunteer Power

DOES YOUR NGO HAVE A **WMD**?

- The (difficult) truth of what is *holding your NGO back*
- What is a volunteer team **really**?
- What it will **cost**?
- What are the steps to **getting & mobilizing** volunteers?

WHO IS HOLDING WHAT BACK?

- The (difficult) truth of what is holding your NGO back
- Are you satisfied with your NGO's level of success?
- If you could be working less... Making more headway... Growing your NGO faster... Then this lesson is the key to finally making the real progress you want for your NGO.

WHO IS HOLDING WHAT BACK?

- You see, you **ARE** capable of greater success and increased impact. So why isn't it happening? Why aren't you making the progress you dreamed of? And, more importantly, **what's it going to take?**
- Today, we're going to take the first step to finding a few **real answers** you've been seeking.
- That's because I'm going to help you face **one BIG demon** blocking you from the success you desire for your NGO.



WHAT DO WE NEED?

- To go where we have not yet gone before
- Testing ground for “friendly” practice
- Synergy and feedback
- Leaders for tomorrow

WHAT IS THE BENEFIT TO VOLUNTEERS?

- Make a difference
- Develop new knowledge and competencies
- Grow in their commitment to the organization
- Become tomorrow's leaders

EFFECTIVE VOLUNTEER TEAMS

- Volunteer Leader
- Volunteer Coordinator
- Understanding 21st century volunteers
- Identify Tasks
- Recruit Volunteers
- Interview
- Manage
- Value & Recognize
- Track and Report

VOLUNTEER LEADER

- Understanding the 21st Century Volunteer
- Have your NGO's strategic plan
- Choose your volunteer manager and prepare them well
- Ensuring they are properly recruited, interviewed, placed, educated, managed, debriefed and recognized

VOLUNTEER MANAGER

1. Recruit
2. Interview & Place
3. Educate
4. Manage and empower
5. Value and recognize

I: 7 DEADLY SINS OF RECRUITMENT

- Expect announcements to get volunteers that you want
- Ask for marriage rather than a date
- Think that "no" means "no"
- Go it alone

I: 7 DEADLY SINS OF RECRUITMENT

- Be "people driven" rather than "position driven"
- Use the four words that volunteers hate : Oh, by the way
- Hire staff who don't know how to manage volunteers

2: INTERVIEW

- Phone interview
- Face to face

2: INTERVIEW

- Step 1: Establish rapport
- Step 2: Ask questions about past performance/experience
- Step 3: Probe to clarify
- Step 4: Allow the candidate to ask questions
- Step 5: Close the interview
- Step 6: Review and summarize

3: 3 COMPONENTS OF VOLUNTEER EDUCATION

- The environment
—specialized knowledge of the UN
- Knowledge of your NGO at large
—mission/vision statement
- Knowledge of your NGO's strategy at the UN
—your Corridor Brief

4: MANAGE & EMPOWER

- Next 2 lessons

5: VALUE & RECOGNIZE

- Genuine interaction & ongoing valuing
- Special meals / volunteer appreciation meetings
- Significant education
- Assessment and certificates

Today's Homework ...

IMAGINE: What is your BIGGEST hope for your NGO at the UN?

What role could volunteers play?

What would you include in an orientation and education plan for your volunteers?

What resources would you need?

What does the ROI look like?



