

CLD2-7-FCS



## Facilitator's Guide

# Educating Members, Volunteers and Leaders in Community Organizations

## *Empower Your Group by Developing Leadership*

### Rationale:

Educating, empowering and equipping organizational participants adds stability, quality and effectiveness to the organization and its provided programs

### Goal:

To develop the educational processes that insure a successful participant experience and continued organizational service

***The extensive content of this session may be broken into multiple 30 minute programs – one per objective - for more in- depth learning activity participation. Program design should focus on participant needs and timeframes appropriate for selected content delivery.***

### Objectives:

- Distinguish elements of an effective new participant orientation program
- Examine organizational procedures required for client and participant protection
- Evaluate resource elements critical for a positive individual experience within the organization
- Design learning situations for continued participant skill development

### Pre-Preparation:

- Review “CLD2-3 GEMS Administrative Model Overview” to understand content sequence in overall organizational leadership development process.
- Review “CLD2-7 Educating Members, Volunteers and Leaders in Community” fact sheet for content delivery background.
- Prepare copies of “CLD2-7 Educating Members, Volunteers and Leaders in Community” for each participant.

- Prepare sample Orientation Packet with organizational letter and materials.
- Prepare copies of the participant activity worksheets—Project Resource Inventory activity sheet and New Member Orientation Letter (if applicable to group).

### Introduction

Share “Educated, empowered members, volunteers, and leaders are more effective in serving any community organization. Educating adds stability, quality and effectiveness to organizations and the programs that they provide. Participants who understand their duties, roles and responsibilities will not only serve the organization more effectively, but also the clientele with whom they have contact. But all too often, little attention is given to helping a new participant understand the “big picture” profile of the organization, its purpose, as well as the participant’s service opportunities”.

### Introductory Activity

Ask members the following questions:

- “You just joined Coffee County Extension Homemakers...what questions would you have as a new member?”
- Why would a new member be reluctant to ask questions?
- If Extension Homemakers provide excellent opportunities for ‘learning, leading and serving’, how do you make a new member feel welcome and of service? What needs to be communicated to a new member joining the organization?”

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This leadership curriculum was developed by Family & Consumer Science (FCS) agents with University of Kentucky specialists. Examples in the guide are geared toward an FCS audience such as Kentucky Extension Homemakers. This guide may be reproduced or modified for educational or training purposes and used with other audiences.

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## Objective 1. Distinguish elements of an effective new participant orientation program

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Share points from the content fact sheet: “The initial step in educating a volunteer is orient. Orientation provides an overview of the organization’s programs and activities, policies, procedures and programs. Additionally, the roles and responsibilities of paid and volunteer staff, organizational leadership structure, and ways that individuals can serve the organization should be covered. Orientation should be presented to all newcomers; both paid and volunteer.”

### Activity 1:

Divide the group into pairs or small groups of three or four. Provide this scenario for group discussions:

*You have been asked to develop new member orientation packets and provide materials that might answer new member questions regarding the organization’s programs and purpose and how members can be involved. You choose to provide an orientation letter with the packet. Provide copies of the example “Who are the Coffee County Extension Homemakers?” orientation letter.*

Evaluate the letter for the following orientation components:

- Does the language make new members feel welcome? What additional items could be included?
- What is the organization’s mission?
- Do you understand the organization’s culture?
- Are organizational focus programs clear?
- Do you find opportunities to be of service and be involved in the organization?
- Is the relationship between volunteers and paid staff outlined clearly?

**What other items would you provide in your new member orientation packet?** (For Extension Homemakers, you might include an annual report with pictures, a Cooperative Extension Service Report to the People, an officer/chairmen directory, a membership brochure, an Ovarian Cancer Research Project flyer, An Extension FCS state brochure, a state Cooperative Extension Service brochure, a promotional incentive such as an organizational pen, notepad, mouse pad, etc.)

**How would you present the orientation packet information?** (For Extension Homemakers, packets could be distributed at a club meeting, through a conversation with a ‘mentor’ Homemaker, distributed through the mail or at an orientation luncheon for collective new members)

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## Objective 2: Examine organizational procedures required for client and participant protection

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Share the following information from the content fact sheet:

*One of the most unfortunate aspects of group participation in public projects and activities is the issue of liability or risk resulting from participation. Many organizations often overlook or ignore making participants aware of risk management. In the protecting phase of the education process, volunteers learn about risk management strategies such as appropriate and acceptable behaviors, conflict resolution, personal liability and confidentiality issues. Risk management education for members, volunteers and leaders includes explaining the concept of risk management, developing an awareness of potential liabilities and alternative methods of insuring losses, and developing procedures to minimize liabilities. Risk can focus on overall organizational protection or specific event risks for identifying necessary procedures. Overall organizational protection examples include a signed photo release on a membership form, allowing individual photos to appear in print or web-based media, a ‘hold harmless’ clause on an organization enrollment form or other procedures related to specific situations.*

### Activity 2:

Present the group with the following scenario for group discussion:

*The Coffee County Extension Homemakers decide to hold a Community Ribeye Steak Sandwich Sale in conjunction with the Coffee County Cattlemen, where sandwiches are grilled at the Food Lion grocery parking lot, wrapped on site and sold to drive-up customers or delivered for pre-order sales.*

- What potential risk or liability issues could the organizations face with this project?
- What steps would the organizations take in educating volunteers to reduce risk?

#### **Risk/liability potential**

- » Food borne illness related to undercooking meat, cross contamination on handling surfaces, sandwiches not stored at correct temperatures
- » Individual injury on the property

#### **Potential steps to minimize liability**

- » Temporary food service permit with local Health Department

- » Safe food handling procedures training with all volunteers – wear gloves with wrapping sandwiches; keep raw meat surfaces separate from cooked meat and other food surfaces; have sanitizing solution available for wiping surfaces; coolers to keep meat hot – above 140 degrees; instant read thermometers to check temperatures during cooking and storage; portable water hand washing stand available for volunteers; safe storage available for wrapped sandwiches and other items for deliveries
- » Consideration for different site location for cooking steaks – with certified kitchen for storage, food handling equipment
- » Consider organizational liability policy or site liability policy
- » Safe food handling procedure signs posted at event site – under tent

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### Objective 3: Evaluate resource elements critical for a positive individual experience within the organization

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**Share:** *Leaders, members and volunteers should not be expected to provide their own personal resources in order to serve the community organization. The organization should identify what specific resources that is necessary to allow the participant to be successful at all levels of participation: implementing leadership roles and responsibilities, community volunteer service projects for desired impact or simply member education activities. Resource areas can include human resources (identifying other individuals who can provide support, skills, or services); financial resources such as the identification of sources of funding, budgetary guidelines, and fund-raising strategies; Education or technology resources such as curriculum, computers, software packages, internet access, wireless service, etc or facility resources, such as meeting room space or rental fees for meeting space.*

What resources may be provided by support sponsors or other organizations? As the organization develops its plan of work or action plan, the organizational leadership should educate members, volunteers and leaders regarding resources available for use to insure a positive experience in the organization.

#### Activity 3:

Ask each group to identify the resource elements required for volunteers to complete a specific project or activity, using the following scenario:

*The Coffee County Extension Homemakers Association plans to hold a Spring Community Quilt Show in conjunction with the community's annual Dogwood Festival.*

Using the Project Resource Inventory worksheet, ask small groups to identify the human, financial, technology or facility resources that the organization should provide for project success. (Examples may include):

**Human:** project chair, steering committee leaders from each club, subcommittee member volunteers (such as marketing, registration, judging, set-up, educational workshops, security, etc), support Extension staff

**Financial:** cash for category winner prize money, Best of Show prize money, ribbons, worker refreshments, complimentary favors for each participant; registration supplies (could be in-kind donations or sponsor donations) rack set-up donation to non-profit youth group

**Technology:** computers for registering participant information and quilt stories; software to prepare marketing flyers, registration sheets, public voting ballots; quilt numbers; posting website information; wireless access for on-site quilting workshop demonstrations, projectors, laptops for presentations

**Facilities:** large room for quilt displays; break-out rooms for exhibits and workshops, restrooms, parking, registration space, private office space for counting viewer's choice votes, quilt information, kitchen for storing working food supplies

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### Objective 4: Design learning situations for continued participant skill development

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**Share:** *Additional teaching or learning opportunities related to specific skills and knowledge can assist members, volunteers or leaders in carrying out their responsibilities. Additionally, teaching opportunities should be presented that will develop personal leadership skills. Education should be conducted in a variety of ways (individually, through group meetings, workshops or classes or on-line) and address multiple learning styles. One reason that contributes to volunteer turnover is insufficient learning opportunities.*

These education opportunities go beyond initial orientation, risk management, and resource access, in developing a participant's personal skills, their skills in making an organization more effective or skills in representing the organization in broader community venue. What tools or ways can member, leader or volunteer education take place?

## Activity Four:

Your County Extension Homemaker Leadership committee wants to add more depth to their traditional leadership programs – going beyond distribution of officer & chairmen training materials. How would you design different learning opportunities that offer more skill development for both members, volunteers and leaders? Break into small groups for discussing the following questions:

- What specific knowledge or skills - beyond understanding officer/chairmen roles & responsibilities - would your committee select to educate at all three participant levels (members, volunteers and leaders)?
- What different learning methods could you use to meet the needs of members' different personal schedules?

**Example:** The Coffee County Council Leadership Workshop committee develops a three part program plan:

- A July Club Lesson on “Effective Conflict Resolution” from the KELD curriculum Section I. – to build skills for all club members, members-at-large and committee volunteers.
- A County Leadership training for county council members featuring conflict resolution scenarios and role-play solutions during the first 30 minutes, in addition to roles and responsibilities training
- County website postings of all conflict resolution materials and roles & responsibilities for future member on-line reference

## Summary:

An organization must think of educating members at different levels for overall successful experiences. “Educating” may be getting a participant off to a good start with orientation, helping participants manage risk with service, providing members resources for a positive experience or making continued skill education an part of ongoing support activities . Educating at all levels adds stability to organizations and enables and empowers its membership, leadership and volunteers to more effectively represent, lead and serve. They are therefore more likely to be retained in their role and expand the outreach of the organization and its programs to audiences who would otherwise not be served.

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**Project Resource Inventory**  
**What resources do we need to complete this project?**

**Project Name:**

<b>Human</b>	<b>Financial</b>	<b>Technology</b>	<b>Facilities</b>

# “Who are the Coffee County Extension Homemakers?”

*Dear Extension Homemaker Member:*

*Congratulations on your decision to volunteer and become a member of the Coffee County Extension Homemakers! You're beginning an interesting, challenging and rewarding experience. Because we know you have many questions about membership, we hope you will find this information letter helpful! Your fellow members are excited to have you join and share our mission of “Learning, Leading, and Serving”, that is now entering the 60th year! Please feel free to ask any questions, any time to a fellow member or just call me at (232-3146) or visit me at your Coffee County Cooperative Extension Service facilities (600 East Main Street, Scottsburg). Linda Lewis and Susan Sanders, our Extension staff assistants are also ready to greet and assist you when you arrive at our facilities. If you like, you may also e-mail us at [ces-coffee@lsv.uky.edu](mailto:ces-coffee@lsv.uky.edu) or visit the Cooperative Extension Service website, where you will find the Coffee County Extension Homemakers homepage link for current information, forms, and other helpful items at [www.ca.uky.edu/coffee/fcs/](http://www.ca.uky.edu/coffee/fcs/). Again, welcome to the Coffee County Extension Homemakers! Our new membership slogan is “Make Our Home Your Home” and provides the focus for what I hope will be a warm welcome to the organization! I look forward to meeting you personally soon!*

*Sincerely,*

*Janie Johnson  
Coffee County Extension Agent – Family & Consumer Sciences*

## Who are the Kentucky Extension Homemakers and the Coffee County Organization?

KEHA members seek to strengthen home, family and community through educational programs, leadership opportunities and community volunteer service projects throughout Kentucky. Organized in 1932 to originally unite women throughout rural Kentucky, membership now includes over 20,000 women, but also men, of all ages living in cities, towns and rural areas that focus on home, family and community improvement. Educational support is provided by the University of Kentucky Cooperative Extension Service and the state Family and Consumer Sciences Extension Program. Each county has a local organization to support members in developing topics for learning, leadership opportunities and local community service projects, along with the ten county Carter Cave Area Extension Homemakers Association, KEHA with other national (National Volunteer Outreach Network) and international affiliations (Associated Country Women of the World) available.

## What does the “County Extension Agent” do?

The County Extension Agent for Family and Consumer Sciences serves as the local educational advisor, helping the organization with developing educational programming, leadership opportunities as well as coordinating service project opportunities with county committee members. Other Extension Agents across the ten Area also provide support with regional projects and area –wide educational programs. The mission of the Family & Consumer Sciences program with the Cooperative Extension Service is to help families and consumers in “LIVING WELL”, through research-based education provided by the University of Kentucky campus. Whether it’s ‘eating healthy, spending smart, raising kids, enjoying home or serving the community, Extension Agents are educating through a variety of programs such as workshops, local TV feature programs or news columns or community development projects that make a difference in the lives of all families.

## Who can belong to the Coffee County Extension Homemakers?

Members may join as a club member with friends and/or relatives community clubs or as a member-at-large. **Club members**, currently in six community clubs, meet monthly during the day or evening, in homes, the Coffee County Cooperative Extension Education Facility, or other locations, depending on what meets members' schedules. **Members-at-large** are independent members, who do not necessarily meet with a specific club monthly, receiving all program materials through the mail.

The Kentucky Extension Homemakers Association (KEHA) welcomes members no matter what their age, race, color, national origin, creed, marital status or sex or income level! Any full or part-time 'home-maker', male or female, rural or urban, teenager or senior citizen and in-between, may belong to KEHA.

## How much does it cost to be a member?

Current county, area and state dues are \$7.50 for a regular club member; \$8.50 for members-at-large (more due to extra mailings); individual clubs may add extra annual dues, in lieu of fundraisers, with membership approval. A \$1 contribution is included for the Kentucky Ovarian Cancer Research Fund – a KEHA health research project in cooperation with the UK Markey Cancer Center. Extension Homemaker members, age 50 and above or younger with family cancer history, are eligible to receive free ovarian cancer screenings at the Markey Cancer Center in Lexington, Ky. The project was initiated in 1975 by the late Virginia McCandless, Barren County and KEHA chairman, with nearly \$1,000,000 in contributions statewide, to date.

## How does the Extension Homemaker Organization Work?

*The Extension Homemaker organization has three-part mission:*

### Learning

Homemakers gain new knowledge and skill that improve the quality of life for themselves and their families. Practical demonstrations and discussions are important parts of the monthly meetings. Educational Plans of Work are developed from individual program/issue suggestions, monthly topic ballots with topics of majority selection scheduled for study topics. The Extension Homemakers focus on key areas affecting families – Foods, Nutrition, Health & Safety; Family Resource Development; Cultural Arts, Housing, Energy & Environment; International; and 4-H Youth Development.

The program year begins in July and ends the following June, with ten educational topics – one focus topic per month - over the year. August and December are reserved for club cultural or holiday events, organized by individual club members or county-wide events. Additional special interest workshops, such as “redwork needlework” or “Holiday Harvest Cooking Shows” or “Spring into Fitness” women’s brunches are also conducted based on needs and interests, often in partnership with other county agencies, businesses or volunteer organizations. The annual Plan of Work provides an overview of all topics, with additional opportunities schedules at quarterly County Homemaker Council meetings.

The County Extension Agent for Family & Consumer Sciences serves as educational program advisor, helping facilitate program planning activities, conducting educational programs and coordinating leadership and community service activities. The Extension agent serves as a link to the University of Kentucky resources, as well as a partner with Homemaker members to plan and provide the organization with exciting, productive programs that are beneficial to individual members and the community at large!

### Leading

Leadership opportunities exist with club or county project committees, club or county subject chairmen (who provide leadership with specific projects and topics in the key subject areas) and club or county officers: President, President-elect, Vice-President for Leadership; Vice-President for Program; Secretary and Treasurer. The County Extension Homemakers Council meets quarterly and consists of all county officers, chairmen as well as club presidents and provides leadership in strategic planning, membership campaigns, program and service project development. Personal leadership development workshops are also conducted annually on the county level as well as special topics at the area and state level. More information is available with the Club/County Chairmen & Officers Responsibility overviews.

## **Serving**

Interested members work to make their community a better place through a variety of issue-based projects on the county, area, and state levels. Coffee County Homemakers have provided county leadership in promoting adult literacy and the GED programs through scholarships, tutoring, for over 25 years. They also worked with Fiscal Court to develop the County Recycling Center and conduct community awareness campaigns during the fall and spring; Their partnership with the County School system and County Health Department resulted in the Community Walking Trails and the “Get Moving Coffee County” fitness campaign. Individual members are recognized annually for collective volunteer service hours on the county and area levels, as well as state wide with 500 + hours. Projects are selected annually by membership, with county council providing implementation leadership based on member input.

In addition, individual members provide service through welcoming friendship and personal support networks for each other and others in the community. Whether it be fun and fellowship at meetings and events, emotional or financial support during hard times and tragedy, Extension Homemakers are noted community wide for providing wonderful emotional, social support for others that makes a difference in the lives of every individual touched!

## **What’s my role as a club member? What’s my role as a member at large?**

All members provide the enthusiasm, knowledge, skills and personal support to others that make the Extension Homemakers a special and unique organization! Sharing time at monthly meeting discussions, county or club events or special projects provides a way for each member to contribute in their own way. You can be as active as your time and schedule permit! Educational materials are distributed to club members at the monthly meetings with newsletters and other communications received through the mail; members-at-large receive all materials and communications through the mail. We are working to make the Extension Homemaker website more user friendly with e-mail options. Also contact the Coffee County Cooperative Extension to volunteer or ask questions at any time!

## **I understand we have ten ‘lessons’ per year....What does a lesson leader do?**

The Extension Homemakers educational program takes a ‘train-the-trainer’ approach, providing leadership opportunities for ‘lesson leaders’. After members provide suggestions and then vote on specific topics with the annual program ballot, clubs are asked to select a ‘lesson leader’ per topic – usually pairing the topic with someone’s personal interest. County Extension agents provide monthly topic ‘leader trainings’, where agents provide training on how to use teaching guides, suggested activities as well as member resource handouts for presentation use at the monthly club meeting. These are scheduled during the first week of the month before club meetings start, and usually held at the Cooperative Extension Service Educational Facility.

Leaders are asked to review the materials and present selected topic overview points and lead discussions with other club members. This is a great part of the educational program and not as scary as you might think! Club members provide much support and enjoy the support activities, which makes the topic much more interesting than just reading materials on your own!

## **Are there other opportunities for leadership recognition?**

The County membership annual meeting is held each year in May, to provide opportunities to recognize clubs and individuals for accomplishments as well as learning opportunities. Members receive recognition for participation in the Cultural Arts Reading Program, Club Membership, Volunteer Service as well as county chairmen/officer leadership roles. Clubs may apply for the Outstanding Community Service, as well as the Outstanding Club Awards.

## **Welcome to the Coffee County Extension Homemakers!**

If you have any additional questions please contact your Coffee County Cooperative Extension Service or fellow Homemaker members at anytime! We will close with the Extension Homemaker’s Creed, which summarizes the mission of Extension Homemakers – and the focus on families as its strength. We hope you draw on these words as you become more involved with this wonderful organization:



# Kentucky Homemakers Creed

I believe in the home as an inspiring and happy center of life, comfortable and attractive, a place for relaxation and work where pleasures and responsibilities are shared.

I believe in the home, its contribution to community life which reflects the development of the homemakers and her family.

I believe in the homemaker, alert, diligent, in search of better ways of doing ordinary things for the welfare and happiness of her family.

I believe in the homemaker as a leader in her community in her responsibility for passing on to others her mastered skills and knowledge.

I believe in the fellowship that comes through the homemakers' organization, the exchange of ideas, the joy of knowledge shared with others thus broadening our lives and lifting household tasks above the commonplace.

For these opportunities I am grateful, I am thankful for the courage of yesterday, the hope of tomorrow, and a growing consciousness of God's love always.