Generating
Members, Volunteers & Leaders

Ken Culp, III, Ph.D.
Principal Specialist for Volunteerism
Adjunct Associate Professor
Department of Family Sciences

Janet L. Johnson, M.S.
Extension Agent for FCS
Allen County Extension

KELD
Kentucky Extension Leadership Development
Objectives

- Differentiate between members, volunteers and leaders related to the needs of your EHM organization
- Determine whether your EHM organization has a greater need for members, volunteers or leaders
- Develop needs based roles and position descriptions to recruit members, volunteers and leaders in your EHM organization
Objectives

- Employ an effective participant recruitment plan, based on the needs of your EHM organization
- Examine selection, screening and placement processes to fulfill roles
Differences

- Members
  - Anyone who joins an organization
  - Might pay dues

- Volunteers
  - An individual who contributes time, talent or service
  - Requires active participation and involvement

- Leaders
  - An individual who shares leadership skills with a group
Which do you want and need?

- Organizations that need support or funding capacity need members.
- Member-rich organizations or those whose goals require service need volunteers.
- Established organizations or those needing direction or focus need leaders.
Members, Volunteers & Leaders

- **Tammy** pays HM dues and contributes to the Ovarian Cancer Research Fund.
- **Susan** pays HM dues, serves on the Quilt Show Committee and takes quilt entries.
- **Martha** pays HM dues, serves as Club President and Cultural Arts Chair.
- **Pat** pays HM dues, serves on the CPC, chairs the Fall Heritage Festival committee.
Step 1: Assess the Greatest Need

- Identify member, volunteer and leadership opportunities through a needs assessment
Assessing EHM Needs

• Provides a “big picture” look at the organization and its programs
• Determines what tasks need to be performed to accomplish organizational goals
• Conducted by assembling individuals representing different community groups
• Identified needs become a basis for program planning
Step 2: Develop Position Descriptions

- Position Title
- Time Requirement
- Location
- General Purpose
- Specific Responsibilities
- Qualifications
- Support provided
- Benefits
- Supervisor / Mentor
Step 3: Identify Potential Contacts

- After assessing needs and developing position descriptions, the membership committee identifies and recruits potential members, volunteers and leaders.
- Identify
  - Developing a list of qualified individuals or groups to recruit.
Identify

- Who is not involved that should be?
- Who would benefit from membership?
- Who would benefit by volunteering?
- Who would benefit by leading?
- Whose family members or friends would benefit from belonging to, serving or leading this organization?
Step 4: Recruit

- The process of actively searching for new members, volunteers or leaders who have previously been identified.

- Targeted recruitment:
  - Not everyone is a prospect for every product or service

- Targeted recruitment is more efficient and effective than random recruitment.
Developing a Recruitment Plan

1. Conduct a Needs Assessment. Identify the tasks that need to be done.
2. Define the task and role.
3. Market your organization and volunteer opportunities in the community.
4. Look around and ask “Whose not here?”
5. Recruit for skills, interests or specific abilities.
7. Appeal to individual interests and motives.
Developing a Recruitment Plan

8. Use a “wide angle lens” then narrow (or focus) your search.
9. Send a member to recruit a member.
10. Make good use of people’s time; ask them to serve in meaningful ways.
11. Offers perks, incentives and rewards for outstanding efforts.
Step 5: Screen

- Pertains to volunteers and leaders.
- Follow the UK CES Screening Protocol!
  - Complete an application packet
  - Conduct a Criminal Record Check
  - Contact references
  - Interview
  - Obtain signatures:
    - Application, CRC Request, Behavioral Standards, Position Description
  - Send a letter of acceptance or denial
  - Update the volunteer’s file
Step 6: Select

- Pertains to volunteers and leaders.
- Select the most qualified people for volunteer and leadership roles.
- Leadership development should be planned
  - New leaders should be nurtured
  - Develop a succession plan for experienced leaders
  - Organizations who rotate the same people through different leadership positions wither and die.
Generating Members, Volunteers & Leaders

Ken Culp, III, Ph.D.
Principal Specialist for Volunteerism
Adjunct Associate Professor
Department of Family Sciences

Janet L. Johnson, M.S.
Extension Agent for FCS
Allen County Extension
KELD
Kentucky Extension Leadership Development