



Jewish Volunteer Connection

Jewish Volunteer Connection Engages Volunteers to Meet Vital Community Needs and Live With Purpose Through Meaningful Service.



Creating a Culture of Volunteerism: Volunteer Engagement and Management

Culture:
**a way of life for a society
or group of people**

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How You Create It	What You See
Robust group of leaders serving on a rotating basis (no one stays too long, and all are included)	Expectation of participation Sense that leadership is for everyone and available to everyone
Clear roles for governance and operations, with clear valuing of each role (ex: this is the role of the board” and “this is the role of the group that makes kiddush lunch and doesn’t want to be called a committee”)	No one expresses frustration about not knowing what’s going on
People move from one role to another, while also making room for new talent	Attitude of “what’s next” rather than “whew, I’m done”
When new opportunities arise, there is a protocol for deciding to act and enthusiasm from new people to fill the new roles.	People step up before they’re asked.
Structures exist to support people in crisis and other urgent needs.	Support structures get used when a crisis arises.



How would you characterize the culture of service in your organization

- 1) **Strong Culture of Service:** lots of different people are involved in leadership and operational support, both formally and informally.
- 2) **Moderate Culture of Service:** lots of involvement within a limited group; the same people tend to take on all roles. It's hard but not impossible for new people to get involved.
- 3) **Weak Culture of Service:** a small group of people do everything so some people are burned out while others can't find a way to get involved.





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Why Do People Volunteer?

What are reasons that someone might volunteer to be a Legacy Team member? What are the reasons that you got involved in this program?

What are some reasons that someone might not want to volunteer to be a Legacy Team member? What are some impediments and barriers to volunteering?

McClelland's Theory of Motivation

Characteristics of Achievement/Achiever Types:

- make to-do lists and check-off items
- like to organize and create systems
- want clear instructions
- like pressure and hard work
- seek specific, tangible achievements
- can work alone easily

Characteristics of Affiliation/Affiliator Types:

- focus on relationships with others
- enjoy teamwork and collaboration
- avoid tension and conflict with others
- measure success by how happy people are
- need to be accepted and liked
- want to know co-workers

Characteristics of Power Types:

- want to impact, affect, and influence others
- love to create something new
- love a challenge
- success = change and improvement
- can work alone or form coalitions
- want to get things done

McClelland's Theory of Motivation: Affiliators

- **Motivated by the opportunity to have conversations.**
- **Has a genuine desire to talk, listen, hear, find common cause.**
- **Defines success as having the conversation, not necessarily getting a commitment.**

McClelland's Theory of Motivation: Achievers

- **Motivated by clear goals and expectations.**
- **Understands the role of the conversation but isn't going to get distracted from the bottom line.**
- **Defines success as achieving the goal of getting a signature on the form.**

McClelland's Theory of Motivation: Power

- **Motivated by the overarching goal of securing a lasting future for the community.**
- **Wants to be part of designing the program.**
- **Defines success as reaching the community goal.**

McClelland's Theory of Motivation: Putting it to Work

- Tracking conversations: **Achievement**
- Reminding volunteers to make appointments and report their results: **Achievement**
- Volunteer appreciation: **Affiliation**
- Ensuring stewardship of commitments to get people to formalize their commitment: **Power**
- Recording results: **Achievement**
- Marketing the Life and Legacy program: **Affiliation**
- Volunteer recruitment: **Affiliation**
- Message integration into organizational meetings and events: **Power**

McClelland's Theory of Motivation: Putting it to Work

Affiliation	Achievement	Power
<p>Volunteer appreciation.</p> <p>Volunteer recruitment.</p> <p>Marketing the Life and Legacy program.</p>	<p>Tracking conversations.</p> <p>Reminding volunteers to make appointments and report their results.</p> <p>Recording results.</p>	<p>Ensuring stewardship of commitments to get people to formalize their commitment.</p> <p>Message integration into organizational meetings and events.</p>

McClelland's Theory of Motivation: Putting it to Work

Comment In Chat:

How do volunteers of each type like to be thanked?

Put personality type and idea.

- Affiliators
- Achievers
- Power

McClelland's Theory of Motivation: Why Does It Matter?

- It's easier to find good matches for the people you want to meet with if you have volunteers with a variety of personalities.
- Diversity means people will do different work and bring different perspectives.
- Increases the likelihood of finding the right job for each person.



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Case Study 1: PJ Library Connectors

Key Points:

- Porous Group Identity
- High-Quality Product
- Leadership Opportunities



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Case Study 2: Judea Reform Congregation in Durham, NC led by Lisa Brachman

Key Points:

- Consistency
- Clarity
- Communication



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- ✓ Be aware of how the various aspects of the Legacy Team model can either be a motivator or a barrier to a person's participation.
- ✓ Learn how to listen to people, understand their perspective, and then design the team experience around their strengths and interests.
- ✓ Remember that success in volunteer engagement breeds more success, as both leadership and potential volunteers get a sense of what it looks like when it works well and gain a belief that it can work well.



Creating a Culture of Volunteerism: Volunteer Engagement and Management

Breakout Rooms

Room 1: Reward and recognize volunteers.

Room 2: Recruit and onboard volunteers

Room 3: Defining roles for volunteers to provide best matches

Room 4: General Q&A.