

Making Your Volunteer Program a Win-Win!

Incorporating Volunteer Enrichment

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Presentation Objectives

- Understand the motivators behind today's volunteers
- Identifying “enrichment” opportunities for your volunteers
- How to develop low cost educational give-backs
- Incorporating current technology
- Explore resources outside the industry

Today's Volunteers -

- Baby Boomers/Generation X/Generation Y
- Young Students – volunteer requirements
- College Grads - seek intellectual stimulation, life long learners
- Professionals – eager to learn & share their knowledge
- Technology Savvy – virtual learning / communication

Bureau of Labor Statistics 2010 Report

The numbers show -

- Majority of volunteers are married women with children
- Age 35- to 44-year olds and 45- to 54-year olds
- Majority are employed with 42% having Bachelor's degree or higher
- Average contribution of 50 hours per year
- Most volunteer for more than one organization
- Majority of those volunteering for social services organizations have children over 18 years
- 44% become involved because they were asked

What is Volunteer Enrichment?

- General learning opportunities (subject specific-sensory integration, demonstrations)
- Continuing education (learning for credit & internships)
- Personal fulfillment (yoga, grooming)
- Professional experience (working with: children, disabilities, equines, leadership)
- New skills (long-line, leadership)

Benefits of Enrichment

For Your Program

- Increased Safety
 - Understanding the “why” behind your policies increases safety/reduces incidents
- Quality of Service
 - Riders benefit from more knowledgeable sidewalkers
- Increase number of skilled & skill specific
 - Level 1-3 horse handler
- Maximize Potential
 - One volunteer – many roles (SW, leader, long-liner, ELP Coach, Team Captain, Carriage driving)
- Volunteer Retention / Satisfaction / Reduced Attrition

Benefits cont.

For the Volunteer

- Personal Growth / Stimulation / Satisfaction (retention)
 - Maintains interest, connection & investment in organization
- Opportunities for Promotion / Advancement
 - Increase levels, roles and responsibilities
- School Requirements
 - Career exploration, internships, course requirements
- Professional Growth
 - New skills, gain practical experience, references

What do Volunteers Want/Need?

- Initial screening / interview
- Volunteer registration paperwork
- Comments forms
- Surveys
- Conversations
- Observation

Starting with Minimal Investment

1. Mentorship – 1:1 training with staff or volunteer
 - Already performing a task? Invite a volunteer to join you.
 - Have a volunteer with great communication skills? Ask if they will “buddy up” with another
2. Engage a parent, teacher, therapist, staff,
 - Provide a presentation on parent’s perspective, working with children with special needs, sensory benefits for riders
3. Piggy back on existing opportunities – ITC lectures, Onsite, New Volunteer Trainings, Community offerings
4. Make it fun! Pot luck supper, raffle prize, wine & cheese

Photo of Mentorship

Creating an Enrichment Program

- Volunteer suggestions
- Internal review – your needs & current challenges
- Resources needed – presenter, classroom, horses, arena
- Draft overview (& solicit feedback from staff & volunteers)
- Program should include – value (level II, skill, etc.), professional, organized
- Evaluation following
- Future: create a calendar of enrichment offerings throughout the year

Potential Resources

- Instructors & Equine Staff
- Parents & Participants
- Volunteers – professional experience
- Educators – Including Special Ed
- Mental Health Professionals
- Healthcare Professionals – doctors, nurses
- Therapists – OT/PT/Speech/Recreation
- Equine Professionals – Various Disciplines
- Vet, Farrier, Tooth Fairy, Chiropractic, Massage

General Learning Examples

- Therapeutic Riding 101 (Benefits of TR, Activities, Goals & Objectives)
- Disabilities 101 – Disabilities, Assistive & Adaptive Equipment
- Vision Affecting Balance & Judgment of the Rider
- The Therapy Horse (Selection & Training)
- Demonstrations: Eventing, Reining, Carriage Driving, Competitive Driving, Musical Freestyle
- Yoga on Horseback
- The Equine Experience

Photo of general learning

Skill Specific

- Advanced Sidewalker Training
- Bridging the Communication Gap (Sign Language, Picture Cards, Facial Expressions, etc.)
- Managing Challenging Behaviors
- Long Line Basics
- Lunging (Free lunge & lunge lines)
- Round Pen Basics / Understanding Horse Behaviors
- Basic Equine First Aid
- Working with the Challenging Horse
- Advanced Leader Training

Photo of skill specific

Provide Diverse Formats for Learning

- Day & Evening
- Classroom & Hands on
- Videos / DVDs
- Publications & Materials – newsletter, handouts
- Distance Learning
 - Links to other web sites & articles
 - Videos created by staff

Photos of various formats

Example Distance Learning

- Embed video here

Additional Resources

- Energize.com
- TANO – Texas Association Non Profits
- Idealist.org
- Volunteer Management Report (publication)
- Points of Light

Thank you!

- Questions?
- Open sharing