

# Successful Volunteers

**Mark A. Hunter**

Region 4 Membership Development  
m.hunter@ieee.org

## Finding & Keeping Volunteers

- **Helping Volunteers Find You**
- **Finding Some that didn't Volunteer**
- **Don't Lose Them Before They Start!**
- **Keeping Them Active**
- **Resources – What's out there?**

# Propaganda & bulk mail is impersonal

- A single devoted individual can do more than all the “official” programs
- Personal networking is important/effective (and free!)

The most important roles local volunteers can play is institute personal contact with newer members, make them feel welcome, help them understand programs & products that give value to membership and, most of all, help them identify a role they can play in furthering the future of IEEE & the profession.

# Volunteers will be from:

- **Eager/Forthcoming Volunteers**
  - They find you
- **Students**
  - Will work for food
- **Past Volunteers & Senior Members**
  - Found in database
- **Unsuspecting Volunteers**
  - New Members+

# Helping Volunteers Find You

- **Passive Communication**
  - Newsletters
  - Web Pages
- **Volunteer Sign-ups**
  - On meeting registration forms/check-in
  - Make it easy to volunteer – list of areas
  - Checkbox if interested as Officer
- **Promotions**
  - Offer volunteers a first time free meal
- **Announcements at meetings**

# Finding Some that didn't Volunteer

- **Use of Membership Database as source:**
  - Students
  - Recent Graduates
  - New Senior Members – Available as reference
  - New Members to Section - Get active right away
- **Direct Communication**
  - Welcome letters/kits
  - Surveys
- **Involve local business leaders**

# Don't Lose Them Before They Start!

- **Contact them regardless – Follow up**
- **Discover their Level of Commitment**
  - Don't scare them off or burn them out
  - One Time vs. Continuous Efforts
  - Distribute the workload
- **Have Specific jobs**
  - Call & ask members to help on specific task
    - Isolated task, possibly chapter related
    - Doesn't require future commitment

# Keeping Them Active

- **Don't lose contact**
  - Even sending NEW info or a few member forms can help
- **Have continuing efforts**
  - Jobs like Recruiters for SGS, MGM get members involved & keep them active w/out time constraints
  - Senior Member reference contact
- *Need to communicate existing programs to volunteers better!*

# Recognition - Often forgotten

- **Help prevent burn-out, Keep them active**
- **Show thanks for their efforts**
- **Revitalize Volunteers**
- **Is not just a yearly ceremony**  
**It's frequent acknowledgements of effort**
- **Volunteer name badges to identify them**
- **Acknowledge at Meeting, on Web, in Newsletter**
- **Free/Discount attendance, Free Meals**
- **Merchandise/Certificate**
- **Letter to Employer (Verify First)**
- **Companies often pickup expense**



# Resources: Identify/Communicate

- **Membership Database (SAMleee)**
- **Entity Web Hosting/Functional Alias**
- **IEEE Web Resources: [www.ieee.org/KeyURLs](http://www.ieee.org/KeyURLs)**
- **Reports/Newsletters – At web site or sign-up**
  - **Membership Progress Report/Newsletters:**  
`majordomo@majordomo.ieee.org subscribe mem-progress-rpt {address}`
  - **Senior Member Update:**  
`majordomo@majordomo.ieee.org subscribe sr-member-update {address}`
  - **Hint: Get reports on web (KeyURLs), use sign-up info in report**
  - **GOLD Rush newsletter**  
`majordomo@majordomo.ieee.org subscribe gold-rush {address}`
  - **Scoop newsletter: [www.ieee.org/ra/scs](http://www.ieee.org/ra/scs)**
- **Best Practices Lists / Other Sections**

# Text: Some Ideas...

- *[PlaceWare Editable Text. Use PlaceWare > Edit Slide Properties... to edit.]*

# Poll: Please rate the relevance of this presentation/topic t...

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*
- Very Relevant
- Moderately Relevant
- Not Relevant

# Poll: How would you rate your current section activity/suppo...

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*
- Very Strong
- Moderate, want to strengthen
- Moderate, ok with current level
- Light, want to strengthen
- Light, ok with current level

# Poll: Do you want assistance from R4 in developing this aspe...

- *[PlaceWare Yes/No Poll. Use PlaceWare > Edit Slide Properties... to edit.]*
- Yes
- No

# Poll: Do you have any lessons learned/successes you could sh...

- *[PlaceWare Yes/No Poll. Use PlaceWare > Edit Slide Properties... to edit.]*
- Yes
- No