

# TURN YOUR ORGANISATION INTO A VOLUNTEER MAGNET



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# UNDERSTANDING MAGNETIC PROPERTIES ...so just what is it that we do?



*Session 1*  
*Andy Fryar*









**MYTH # 1**

**RECRUITING  
VOLUNTEERS IS  
MY JOB!**





**MYTH # 2**

**MANAGING  
VOLUNTEERS IS  
MY JOB!**

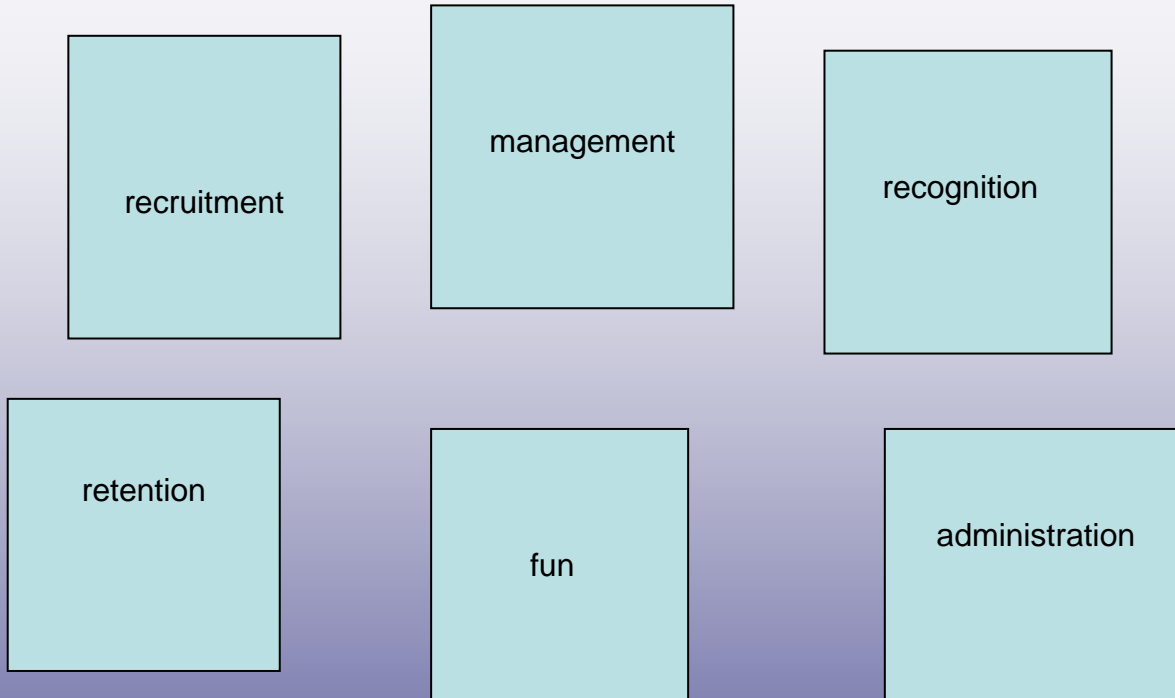




**MYTH # 3**

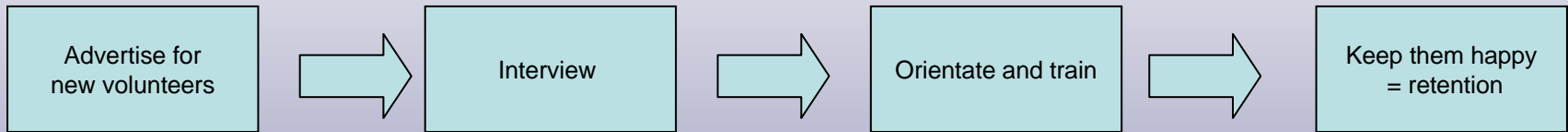
**MAKING SURE  
VOLUNTEERS  
'HAVE FUN' IS  
MY JOB!**





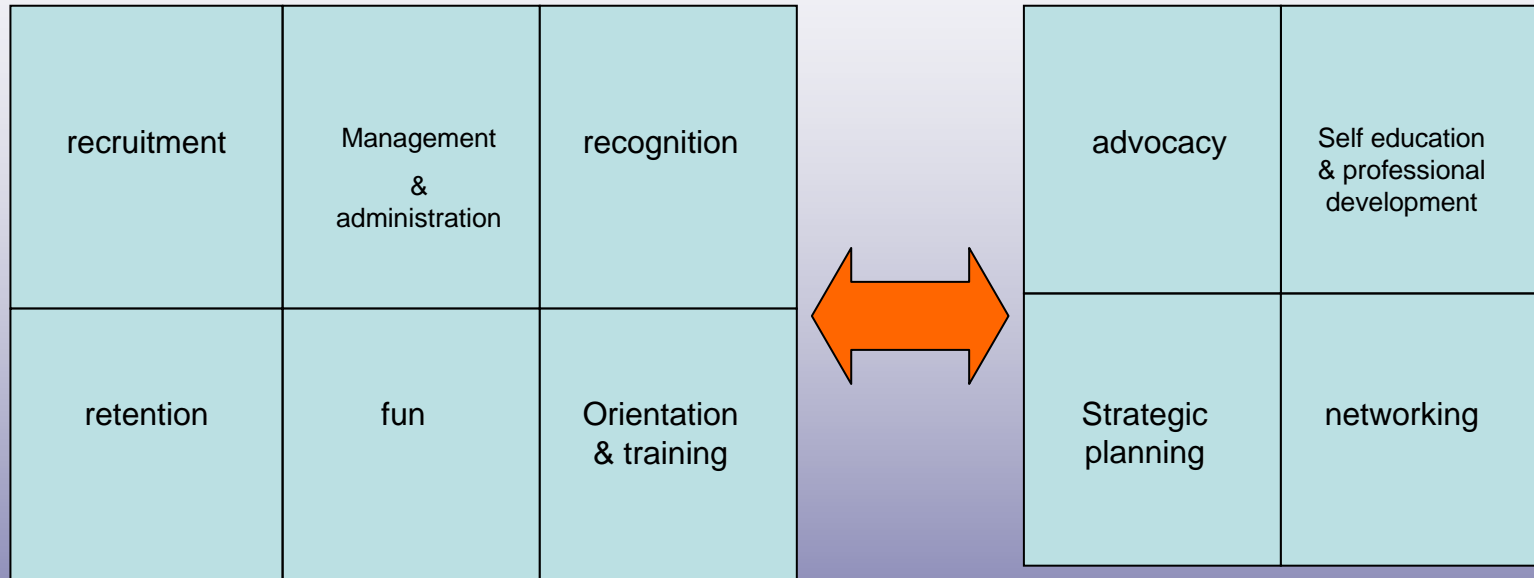
We have a tendency to focus on the 'parts' and not the 'whole'





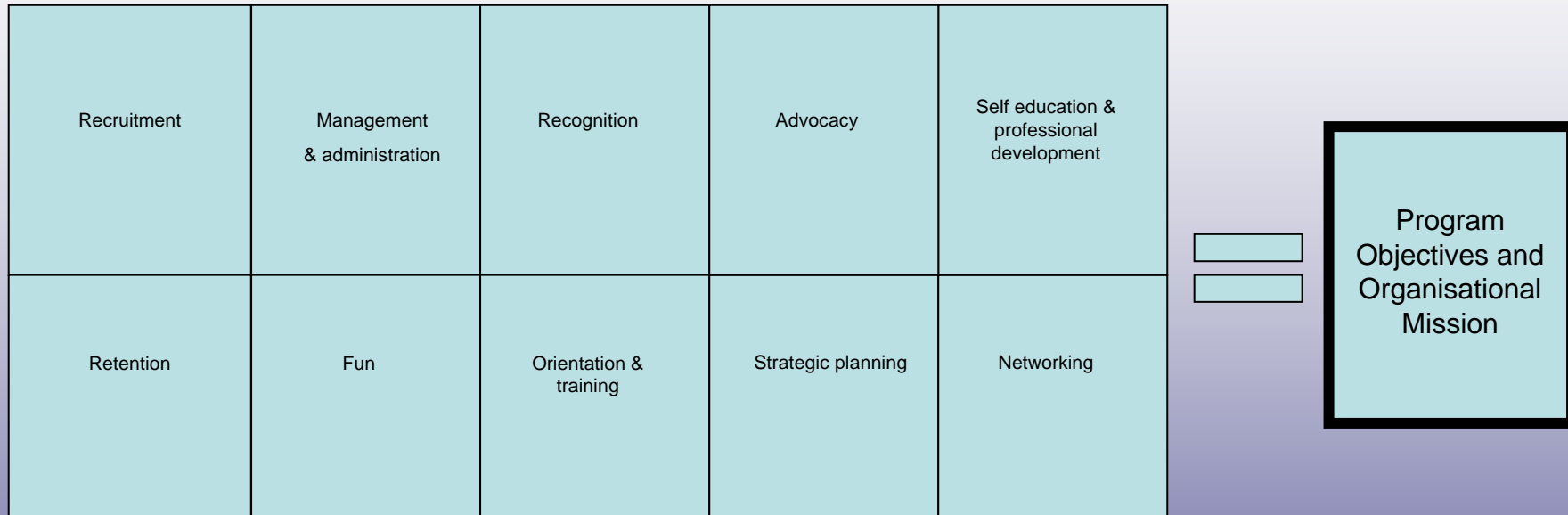
In fact for many, this “traditional” view of volunteer program management still rings true





...and even when we believe we are seeing the 'whole' we are still often really only focusing on a 'part'





Only when we truly see and understand the 'whole' can we begin to evaluate the current strengths & weaknesses both we and our programs have





**REMEMBER:**

**GOOD RECRUITMENT IS  
A BY-PRODUCT OF  
RUNNING A  
SUCCESSFUL  
VOLUNTEER PROGRAM**

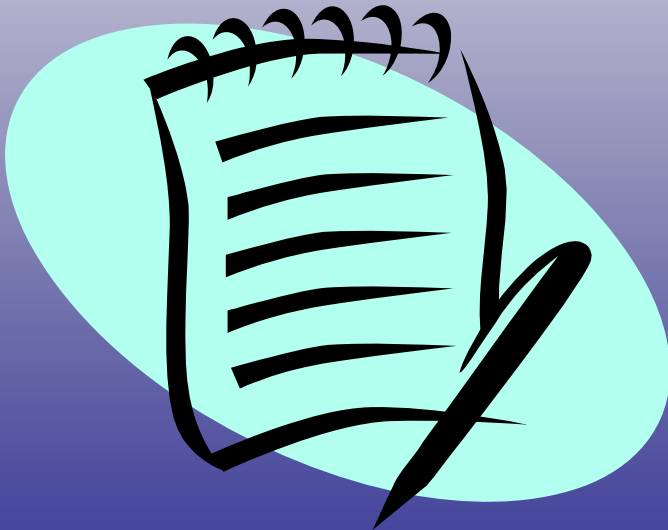
**...not the other way  
around!**





# SELF ANALYSIS QUIZ

Take a few minutes to rate the amount of time you and your department devote to each of the disciplines we have discussed





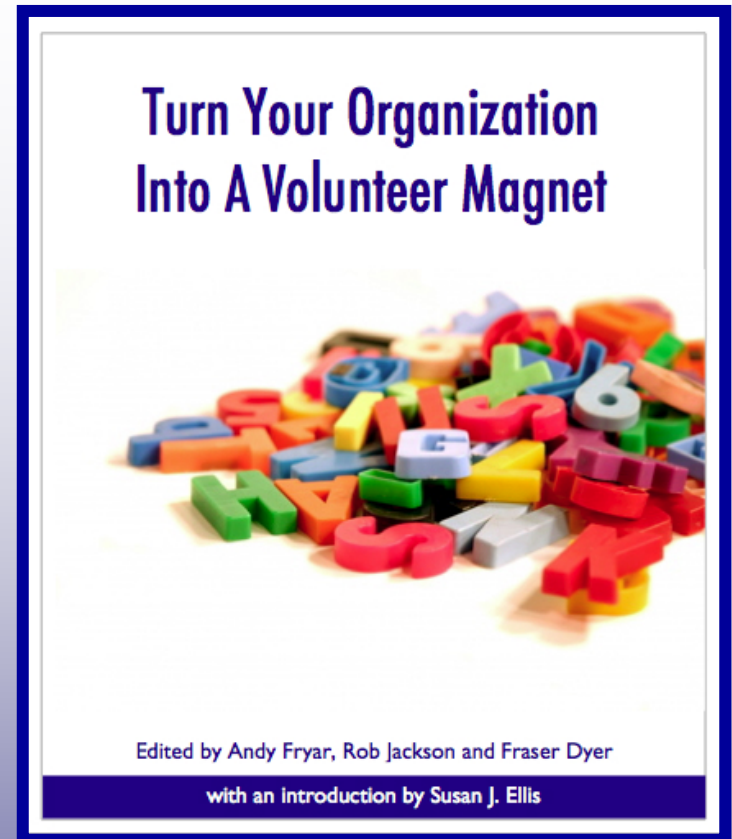
**What our job IS!**

**OUR JOB IS ABOUT  
CHANGING LIVES &  
THE WORLD IN WHICH  
WE LIVE**

**...IT'S ABOUT MAKING  
A DIFFERENCE**



In 2004 we created the 'Magnet' e-book.  
One of the key themes which continued to  
emerge was the importance of  
**PERCEPTION**  
in successful volunteer recruitment



## Some Questions You Might Ask Yourself?

Do you consider yourself as being the volunteer management 'specialist' in your agency or simply a recruiter of volunteers?

How do you view your current volunteer team – as a dynamic workforce or a bunch of kind community 'souls' with spare time to give?

Do you see yourself as '*the boss*' or ....?

Have you changed anything in the program since you came to work in it ...or have you automatically adopted the previous culture and accepted your place in the scheme of things?

***The way that you perceive your role and the 'place' of volunteers in your agency is quite likely going to be how others see it too!***



**Perception begins  
with YOU!**





## Consider how perceptions may affect :

- Potential Volunteers
- New Volunteers
- Past & exiting Volunteers
- Other staff in your organisation
- Your agency CEO
- Board members
- Other volunteer managers
- Funding agencies
- Your career aspirations





# Changing Perception begins with YOU!

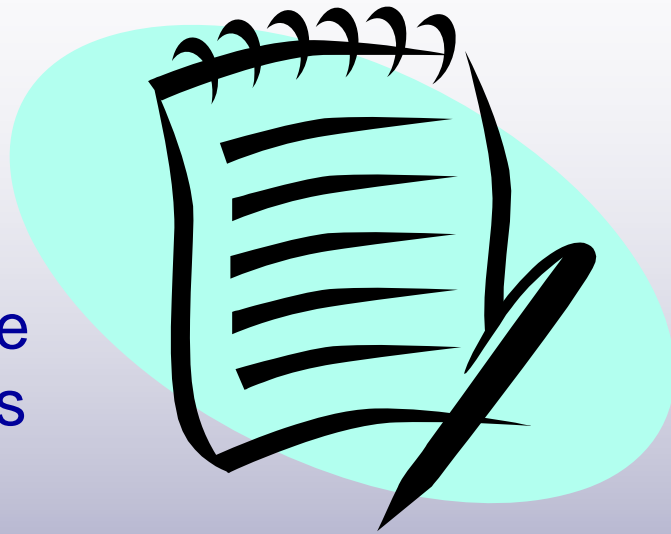


*The way you perceive your role and the  
'place' of volunteers in your agency is critical  
to successful recruitment*





# PERCEPTION SELF ANALYSIS



Please take a few minutes to complete column one of the handout which asks you to note the likely perceptions others may have about you and your program



## *The two key tenets of forming perceptions*

**OUR PREVIOUS EXPERIENCES**

*(This includes our belief system)*

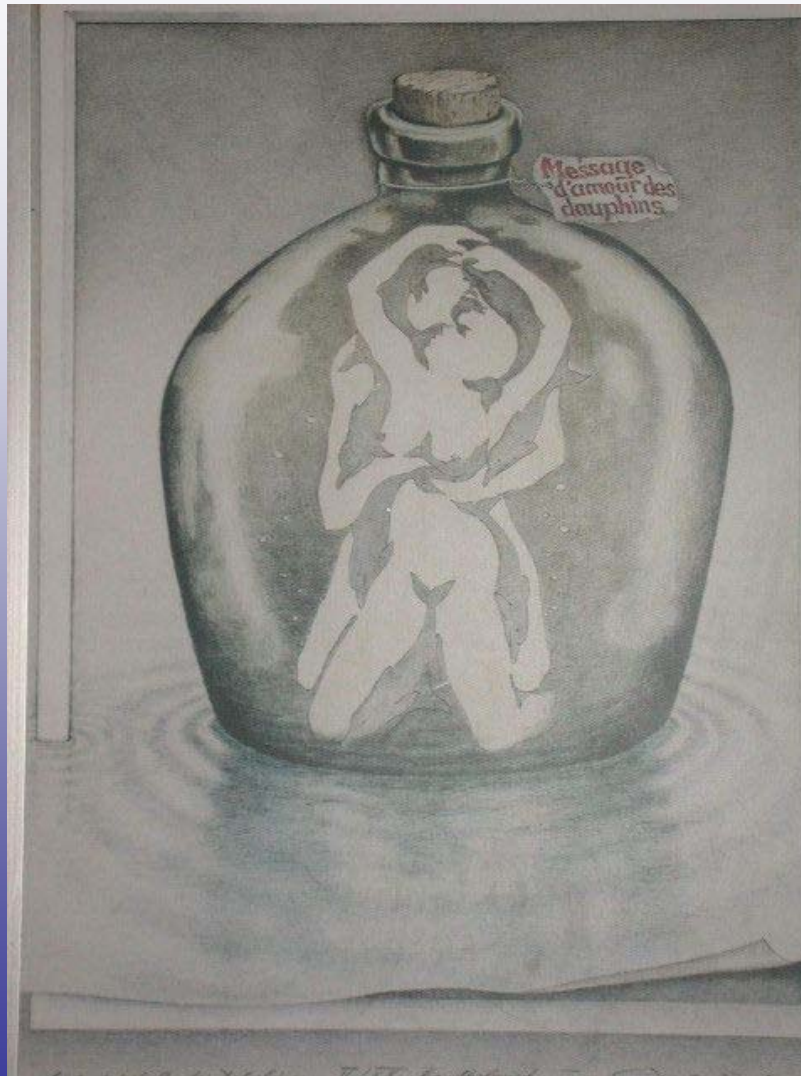
**and**

**THE INFORMATION AVAILABLE TO US AT  
THE TIME**



# OUR PREVIOUS EXPERIENCES

*(This includes our belief system)*



SOURCE UNKNOWN (VIA INTERNET)



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Swiss Psychologist Carl Jung believed that the way we interpret is 90% based on our belief system and only 10% based on what we see before us

Source: <http://www.ship.edu/~cgboeree/jung.html>



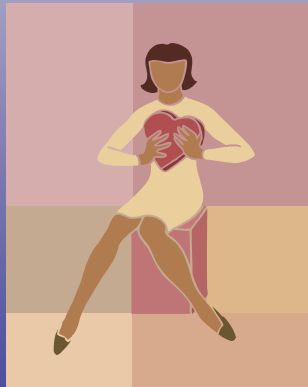
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# THIS IS THE CRITICAL POINT

## Focus on strengthening

- pre-existing beliefs in the work of your agency
- the mission of your agency into the personal belief system of your volunteers



# Changing the perceptions of others:



Will probably not be immediate

Will certainly not be easy

Will require effort

Will require perseverance

Will require you to think & act strategically



# Let's Recap!



Explored some myths

Clarified the full nature and potential of our  
roles as VPMs

Recruitment as a bi-product

Perception

Changing perception



# MORNING TEA

