

# **MANAGE VOLUNTEERS DIFFERENTLY**

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# PRESENTER



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# WHAT IS INITLIVE?

An internationally acclaimed  
**staff & volunteer management software**  
that allows event planners to efficiently manage  
teams of any size.



# VOLUNTEERING IN CANADA

## According to Statistics Canada

- More than 6.5 million (27%) Canadians volunteered in 2000, contributing approx. 1.05 billion hours
- Equivalent of 549,000 full-time jobs & more than \$17 billion CAD in payroll costs

# VOLUNTEER WORK: OFTEN MISTAKEN AS 'FREE'

But, there's the cost of...



MANAGEMENT



SUPPLIES



TOOLS



RETENTION

**HOWEVER...**

**Volunteers are still the most cost-effective solution for running an event**



# THE 3 KEYS TO MANAGING VOLUNTEERS DIFFERENTLY



ACCOUNTABILITY



AUTONOMY



APPRECIATION

A large crowd of people is shown from a low angle, with many hands raised in the air. The scene is bathed in a warm, golden light, creating a sense of unity and celebration. A large white circle is superimposed over the center of the image, framing the text.

**ACCOUNTABILITY**



# ACCOUNTABILITY

- Common weak point
- Why it's important
- What we can do differently

# ACCOUNTABILITY AT A TYPICAL EVENT

- Volunteers don't receive enough training
- Unfamiliar with their supervisor
- Not equipped with enough info to share with participants & spectators
- Little to no communication between organizers & volunteers on event day

# ACCOUNTABILITY AT A BETTER EVENT

- Clearly define your Roles, shifts and overall expectations
- Provide training and make it mandatory
- Track check-in, check-outs and total hours
- Make sure your supervisors are informed about who they should expect and the schedule
- Apply consequences for individuals who do not follow through



**AUTONOMY**

# AUTONOMY

- Your volunteers are a representation of your brand
- They must be empowered to do their best
- Empowered volunteers will be loyal and effective

# AUTONOMY AT A TYPICAL EVENT

- Volunteers get assigned job/shifts regardless of their preference
- They get sent to do their jobs with almost no information to help
- They rely on a supervisor or manager to answer questions for participants & spectators

# AUTONOMY AT A BETTER EVENT

- Allow your volunteers to select positions and their own schedules from a pre-defined set of parameters
- Provide them with easy-to-access information, a volunteer manual for example
- Empower them to take on more involved jobs based on their skills

# APPRECIATION

Thanks for existing  
in my little  
galaxy! ↓



# APPRECIATION

- The most important part of volunteer management
- Often overlooked or underperformed
- What allows us to demand accountability from our volunteers

# APPRECIATION AT A TYPICAL EVENT

- Food and beverage limited to donated sandwiches and 2 litre pop bottles
- Only one thank you email after the event
- Poor communication, limited to a few very long emails and nothing during the event
- Reliable volunteers treated the same way as slackers

# APPRECIATION AT A BETTER EVENT

- Good communication before, during and after the event (fun-loving, appreciative, positive communication)
- Tickets to the event, access, other perks
- Post event celebration (or better yet, pre-event celebrations, Or both!)
- Recognize more reliable and better volunteers

# HOW TECHNOLOGY CAN HELP



## ACCOUNTABILITY

- Tracking check-ins, hours worked, private internal notes
- Clear descriptions and instructions mean volunteers can be held responsible

# HOW TECHNOLOGY CAN HELP



## AUTONOMY

- Systems like InitLive can give your volunteers the ability to self-schedule themselves or find answers to common questions easily
- Allow volunteers to access supervisors easily

# HOW TECHNOLOGY CAN HELP



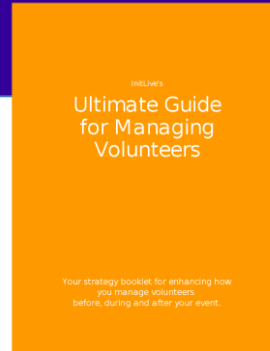
## APPRECIATION

- Use tracking of hours or events to recognize repeat or reliable volunteers
- Communicate often through push or text about volunteer successes on event day

# INITLIVE RESOURCES



Enhance Event  
Communication  
Checklist [infographic]



The Ultimate Guide  
for Managing  
Volunteers [ebook]



The Volunteer Guide for  
Hospitality at Events  
[infographic]

[www.initlive.com/resources](http://www.initlive.com/resources)

# GET IN TOUCH!



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