

“HOW TO INVOLVE MORE PEOPLE”

I very often hear leaders ask, “Mark, how can we recruit and involve more volunteers?” Of course, this is a common question.

It is worth noting that one study says that whether a non-profit has 500 members, 2,500 members, or 10,000 members, a community only needs, at most, 200 to 250 core members to operate. That means that after these 200 to 250 people have been involved in service, most organizations have a difficult time moving beyond these core volunteers. It’s just too easy to keep going back to those already involved. Since so many of us take the path of least resistance, what can be done?

After working with many non-profits over the years, here are some ideas:

1. Consider Strategic Planning – Successful organizations should be involved in some form of planning. Strategic planning or master planning charts the future, adding worthwhile and important services. The people in your community know the needs of the neighborhood, the city, and the region. A good planning process will surface services or ministries that answer these needs. It is very exciting to form new programs, but it’s no easy task. Organizations should want to see a flourishing of all kinds of outreach programs. And people will support them!

2. Service Fairs and Sign-up - Of course, Service Fairs should be conducted each year. The important thing to remember is that when an organization conducts its yearly Service Faith, it must take the names of these new volunteers and contact them for involvement. Many organizations Service Fairs, take the names of new volunteers, and then fail to follow up. It is crucial that those who show interest in service are contacted and invited to service.

3) Two Position Rule - I’ve seen some organizations implement a Two Position Rule. The Two Position Rule states that a member can only be involved in two areas of service at a time, and no more! This rule pushes the community to involve new people. Boards and directors should consider implementing a Two Position Rule.

4) Break Organizations Down Into Small Groups - Larger organizations must be broken into small groups. Some large organizations break their communities down into units of 10 to 20 people. These people are trained, supported, and work together. By breaking larger organizations into smaller communities, the larger organizations become more personal while at the same time getting more and more people invested.

VisionWorks partners with non-profits in Strategic Planning, Foundation Building, and Capital Campaigns. Contact Mark Filips and VisionWorks today at 402.999.2970 or markf@VisionWorksCo.com!