



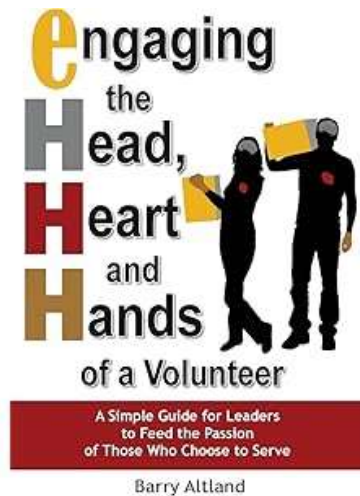
AAUW of Oregon

Leadership for Member Engagement

VOLUNTEERS FIRST



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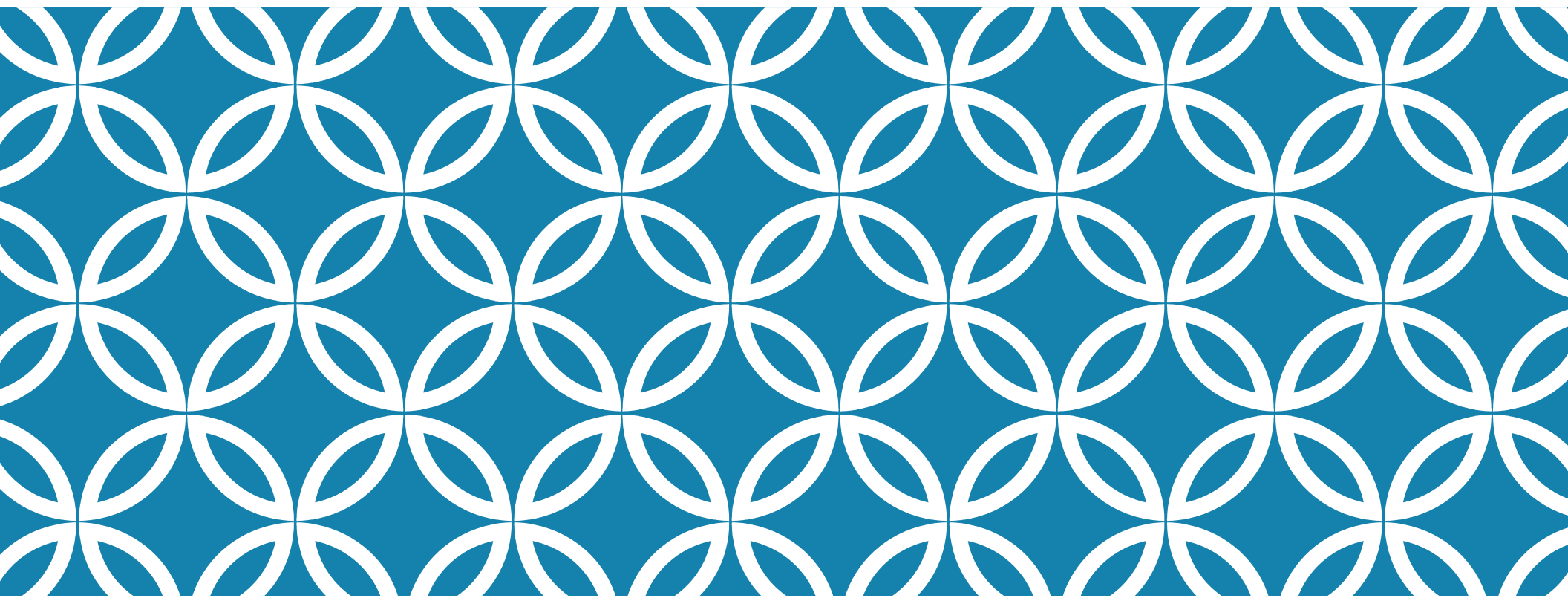
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Permission to also use images from Adobe Stock and MaGalin & Latvia (patchwork quilt).



VOLUNTEERS FIRST
A CUTTING-EDGE AWARENESS PROGRAM
FOR LEADERS OF VOLUNTEERS

AAUW: RESEARCH-BASED SINCE 1881



AAUW MEMBERSHIP DECLINE TO BE RESEARCHED

AAUW CA conducted state-wide research in 2022.

RESULTS: Former active AAUW members said they left because they felt:

- **Unwelcome.**
- **Disconnected.**
- **Disinterested in engaging even for the cause.**

BARRY ATLAND'S THEORY OF VOLUNTEER MOTIVATORS:

VOLUNTEERS' MOTIVATORS:

What a volunteer **HOPES TO GAIN**

- Personal satisfaction replaces money.
- Personal satisfaction is the volunteer's payoff for giving of their time and talent.



**Intrinsic Needs on Maslow's Hierarchy
of Needs**

RECENT CREDIBLE RESEARCH SHOWS:
AROUND THE WORLD, KEY REASONS PEOPLE VOLUNTEER

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**

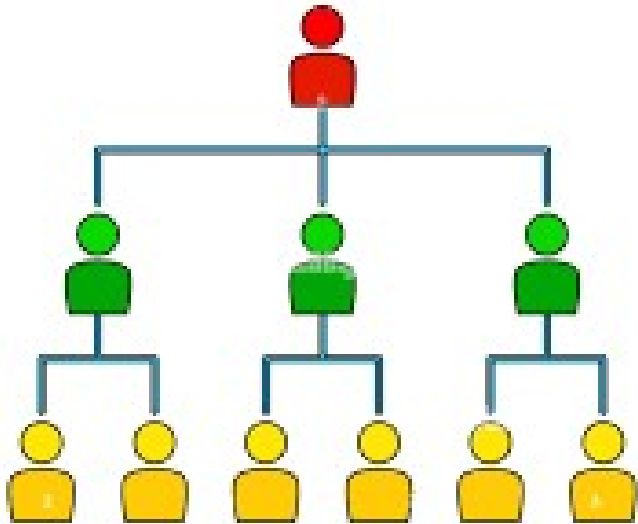


VOLUNTEER ENGAGEMENT IS AN AFFAIR OF THE HEART!

**Fulfilling the member's
volunteer motivators
touches their heart,
drives their choices for
volunteering, and
sustains their passion for
serving.**



HOW BEST TO ENGAGE THE HEAD, HEART AND HAND OF OUR AAUW MEMBER-VOLUNTEERS?



v.



AN AAUW LEADER'S PRIORITY:

BUILD AND FACILITATE RELATIONSHIPS





CARE

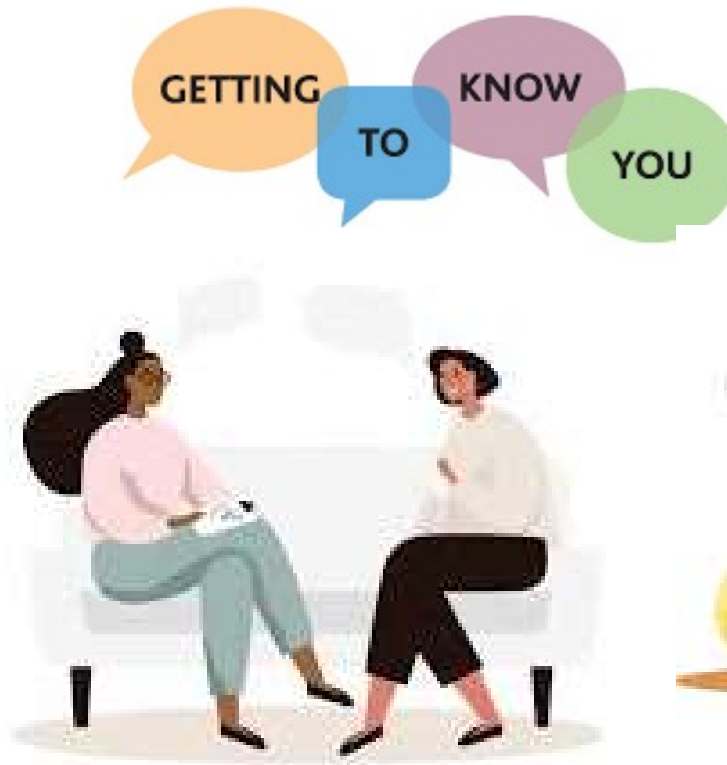
CONNECT

SUPPORT

RECOGNIZE



TAKE TIME TO TALK IN PERSON WITH EVERY MEMBER **CARE...**



RECENT CREDIBLE RESEARCH SHOWS:
AROUND THE WORLD, KEY REASONS PEOPLE VOLUNTEER

- **Altruize**
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LEADERS PERSONALLY CONNECT WITH MEMBER-VOLUNTEERS



DISCOVERING WHAT IS IN THE MEMBER'S HEART IS KEY TO MEMBER ENGAGEMENT



❖ **CARE** for and about each member:

- **Engage in meaningful, purposeful conversation** with a member – **IN PERSON.**
- **Ask** and accept "**what moves**" each member
- **Listen and act to meet the needs** of your members.
- **Offer** YOUR head, heart and hand to ensure **their** joy in participating.

CREATE A JOYFUL SATISFYING BRANCH EXPERIENCE FOR ALL **CONNECT...**



**LEADERS PERSONALLY
WELCOME AND CONNECT
EACH MEMBER**



CREATE A CARING BRANCH CULTURE

Share the Volunteers First philosophy with ALL members.

Encourage ALL members to:

- **Help facilitate** and build positive relationships.
- **Help ensure** new and unengaged members have an enjoyable volunteer experience.
- **Help support and recognize CARING.**



CIRCULAR LEADERSHIP MODEL: LEADER-MEMBER-MEMBER CONNECTING & ENGAGING

VOLUNTEERS FIRST LEADERSHIP MODEL



Create a Welcoming Team.

Getting to know, connecting members

Create a Communication Network.

Keeping everyone “in the know”
with event reminders.

Create Circles of Engagement.

Opportunities for members to connect.

CIRCLES OF ENGAGEMENT: SATISFYING FOR MEMBERS; VALUABLE FOR CONNECTING



One-on-One
Care
Connect



Small Group Discussions
Connecting
Learning
Including



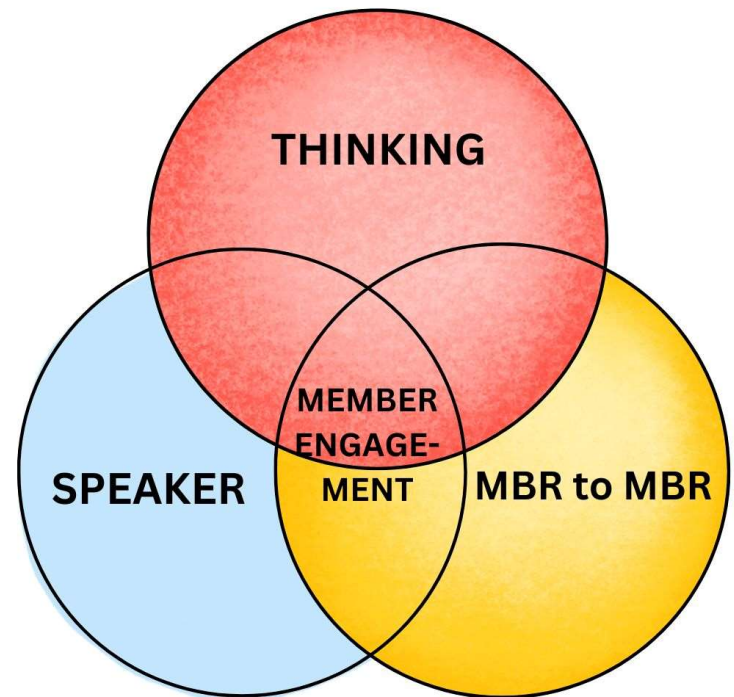
Zoom Group Discussion
Learning
Connecting
Substitutes for in-person

LEADERS CAN MAKE TIME FOR CIRCLES OF ENGAGEMENT: LESS “AIR TIME” FOR LEADERS & SPEAKERS

AAUW LEADER/SPEAKER = 50%

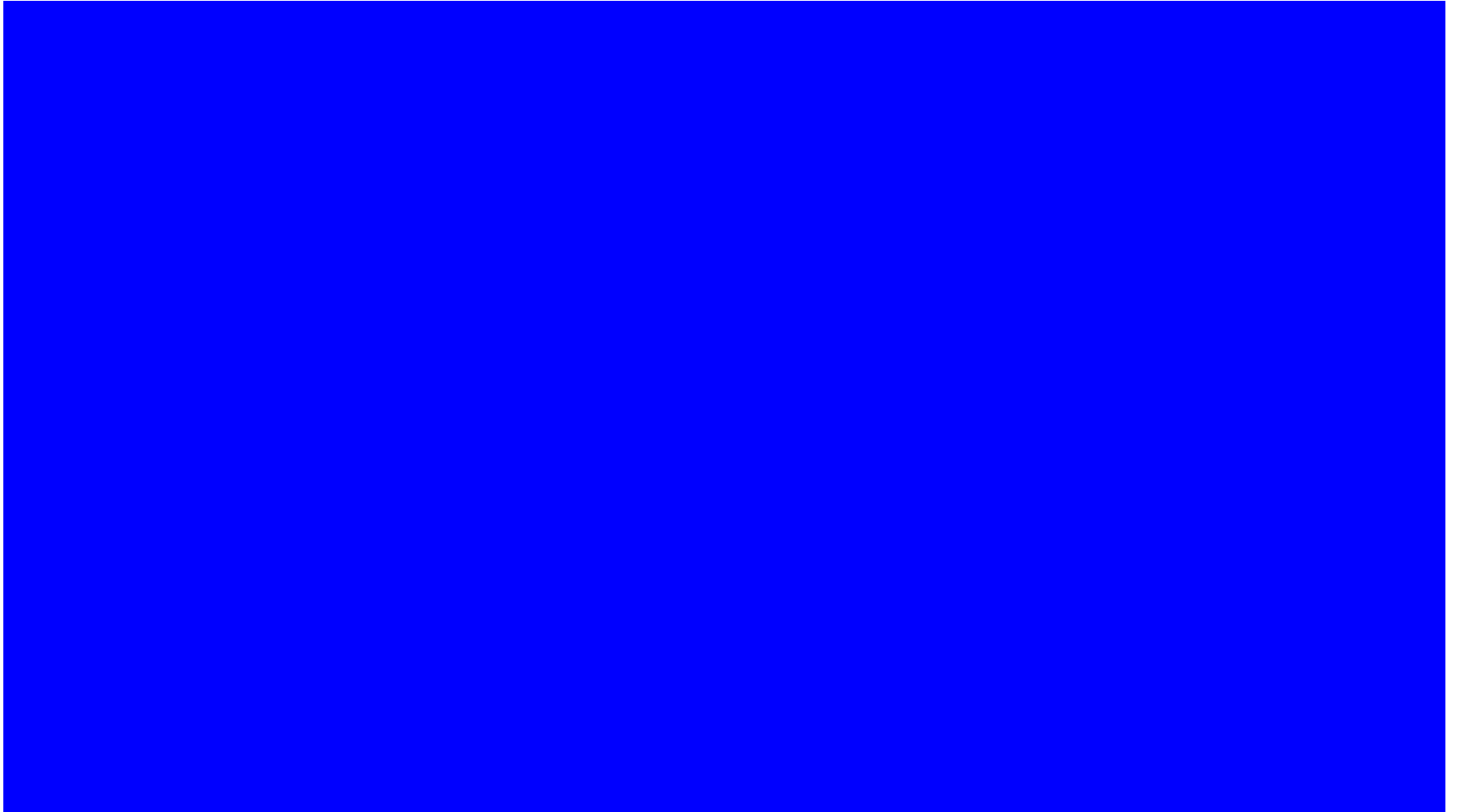
MEMBER ENGAGEMENT = 50%

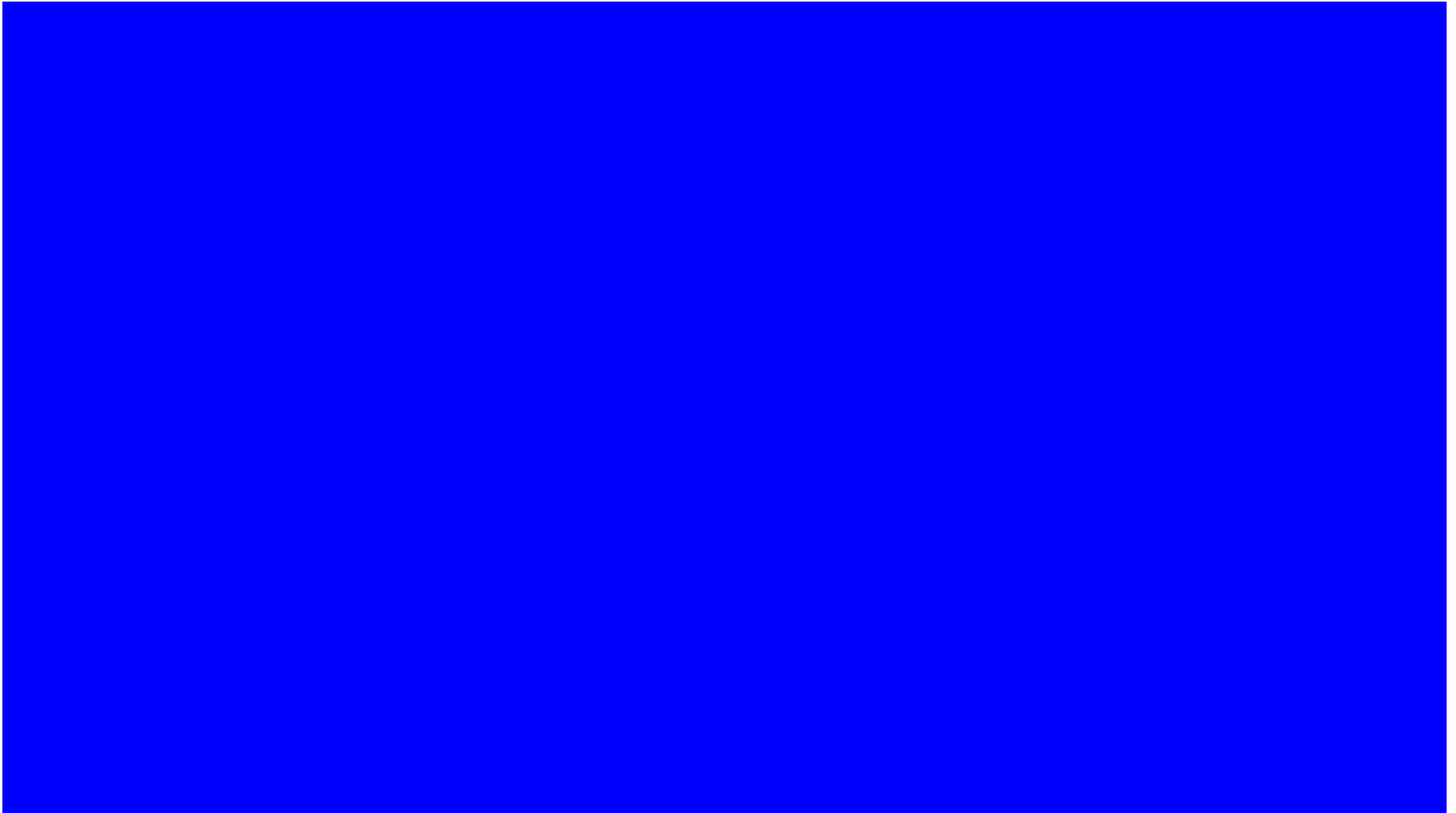
- Time to think or read and discuss
- Time to interact with the speaker
- Time to ask questions
- Time to give input and feedback
- Time for Circles of Engagement



USE MEETING “AIR TIME” TO **CONNECT** MEMBERS AT MEETINGS:
WELCOME, INCLUDE, SHARE, ENGAGE

- ❖ **INTRODUCE MEMBERS - ALL THE TIME, EVERY TIME!**
- ❖ **COMMUNICATE WHAT’S HAPPENING:
KEEP EVERYONE “IN THE KNOW”!**
- ❖ **SHARE RECENT SUCCESSES – FREQUENTLY.**
- ❖ **CONNECT EVENTS WITH THE MISSION, VISION & VALUES.**
- ❖ **SHARE DECISION-MAKING.**





PIVOT
TRANSACTIONAL TO TRANSFORMATIVE
TASK MASTERS TO RELATIONSHIPS & JOY



TO



VOLUNTEERS FIRST LEADERS
BUILD AND FACILITATE RELATIONSHIPS
LEADERS CARE AND CONNECT MEMBERS

