

TOUCHING BASE

OBSERVE FIRST

- Take time, while engaging as a speaker or with a group, to OBSERVE each engaged member:
- How much are they engaging?
- Are others encouraging her?
- Are they smiling or frowning?
- Do they stay until the end or leave early?

“TOUCHING BASE” is the single most critical, proactive and effective **support measure** a leader can take to sustain a member’s passion for volunteering.

Touching base with each member works best when done in person, in person in a café, on the phone or if on a short Zoom:

- Schedule one-on-one chats when there is plenty of time to talk.
1. **Express your sincere positive** appreciation for the member’s participation, time, energy and passion and, **recognize** recent contributions.
 - Emphasize how the volunteer’s participation is making a difference or “matters” to sustaining the cause and branch
 - Let the member know it’s the **serving** is what matters **NOT** how much **time** she serves.
 2. **Follow The Platinum Rule: Treat others the way they want to be treated.** (Popularized by Dr. Dr. Tony Alessandra in his book *The Platinum Rule*.)
 - Ask about satisfaction and fulfillment.
 - Discuss dissatisfaction and any fulfillment barriers
 - Ask for feedback and suggestions
 - Offer alternative ways to serve
 - Better yet, encourage creative thinking for new ideas for programs, planning and implementation.
 3. **ASK “How’s it going” to begin, a good back-and-forth discussion**
 - Tell me how participating in ____ went for you?
 - What made you feel your passion the most? The least?
 - What progress did you feel you made?
 - What challenges or roadblocks did you encounter
 - How do you suggest we address these obstacles?
 - How can I help you?
 - As a leader, what more can I do to support your continued success here?
 - What projects or initiatives are you interested in learning about and becoming more involved with branch activities?

- What programs, activities, ideas or improvements can you suggest?
4. **ASK AND LISTEN:** Ascertain if the member's intrinsic needs for altruizing, socializing, and connecting and being recognized are being met during activities. Are the activities:
 - Well-run?
 - Welcoming? Given respect?
 - Challenging, meaningful and aimed at making a difference?
 - Do member-volunteers have choices, control, autonomy?
 - Are they offered support and training?
 - Do member-volunteers know where they stand? Can they tell when they're doing well and how to do better?
 - **Is each member being treated the way they want to be treated?**
 5. **ACT: QUICKLY** Make changes to member-specific need-satisfaction changes.
 6. **FOLLOW-UP** within a reasonable short period