



**USMS Volunteers  
Attract + Develop**

**Nadine Day, Chris McGiffin, Clare Rudd**

**LMSC Leadership Summit  
March 10 – 12, 2017  
Houston, TX**

The  
*heart of a volunteer*  
is not measured in size, but  
by the depth  
of the commitment to  
*make a difference*  
in the lives of others.

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We are here to work with each other to find ways to develop strategies that improve volunteer engagement

# Most Valuable Asset

We have an amazing team of passionate volunteer leaders, and we need to maintain the strength of that asset for USMS

- Member Engagement
- Club, Program, Event development
- Local experts and USMS champions



Our LMSC leader volunteers play an invaluable role when it comes to Member Engagement, Club/Program/Event development. They are our local experts and USMS champions.

Purpose: To use the LMSC Leadership Summit as a vehicle to strengthen our volunteer leadership capabilities

Outcome: Generate ideas that lead to improving the value of our LMSC volunteer leader experiences

What's In It for Me?: Provides me with the ability to provide perspective and input into the dialogue and direction of USMS leadership development

Engage: The LMSC Leadership Summit offers an environment where collective participation serves as the catalyst for solutions and possibilities

Roles/Responsibilities: As LMSC leaders, you are empowered to take back practical ideas and solutions that you can apply to your local circumstances

Connected to Strategic Plan – Internal Partnerships

“ ... it is time to optimize volunteer involvement so that their contributions can be directed to that which is best done by them because of their unique relationship with our members and potential members”

# Mandatory Leadership Standards

Each LMSC shall elect the following officers at a minimum:

- A. Chair
- B. Treasurer
- C. Secretary

Each LMSC shall appoint or elect:

- A. Registrar (cannot be the same person as the Treasurer)
- B. Vice chair (cannot be the same person as the Chair)
- C. Top 10 recorder
- D. Sanctions chair

Note: One person may cover more than one position, unless otherwise indicated



We know what roles are required: Chair, Treasurer, Secretary, Registrar, Vice Chair, Top 10 Recorder, Sanctions ... And, we know that "attract" may include other roles and positions



Who is ready to find some volunteers?!

# “Get Them”

Could be someone new ....

Or, it could be related to succession

Could be for a formal role ...

Or, it could be for a small task

Could be for a variety of engagement durations ... BUT let it be welcoming and meaningful to them!



What do we mean by attracting volunteers?

Think about yourself ... and the circumstances that led to your choice to get involved ...

Was it a choice that came naturally or reluctantly?

Who were the people that encouraged you?

What were the experiences that influenced the choice?

If you to rewind the clock to the moment, is it a story that you can use ... or if not, how would you change it?

## Group Breakout: Attract

Looking at today and two years from today, what challenges do you see in your LMSC?

If you have none, what would you suggest to other LMSCs with challenges?

**What strategies or ideas would you suggest to LMSC Board volunteers to attract leaders to fulfill your LMSC needs?**



Breakout Goal: To generate some actionable strategies or ideas that will help you attract leaders to fulfill your LMSC needs.

It may be an idea that stems from anywhere ... what you feel, what you see, what you hear ... what is rewarding, what is memorable, what is fun

## What strategies or ideas would you suggest to LMSC Board volunteers to attract leaders to fulfill your LMSC needs?

1. On your own, write up to 3 sticky note ideas and place them on the group's flip chart
2. As a group, review to understand each other's ideas and decide which 2 ideas have the greatest promise
3. Help the scribe briefly summarize the top 2 ideas using both sides of the sheet provided

**What is the idea? ... Who is involved? ...  
How will it work? ...Why will it work?**



We will organize into 6 groups of 7-8 by LMSC Size - 2 x Small/2 x Medium/2 x Large

Person with closest birthday is designated to scribe and present (or delegate the role)

Greatest promise (ROI)

- highest probability of success
- factoring in resources, time and schedule costs



**"Volunteering is the ultimate exercise in democracy.  
You vote in elections once a year, but when you volunteer,  
you vote every day about the kind of community you want to live in."**



# “Got Them”



BREAK



At the end of the break ... move to the Develop group assignments

# “Grow Them”

- Keep it FUN!
- Introduce them to USMS
- Discover skills (or later get them trained)
- Assess level of interest, engagement
- Steer/guide ... mentor!



What do we mean by developing volunteers?

# Group Breakout: Develop

Looking at today and two years from today, what volunteer development challenges do you see in your LMSC?

**What strategies or ideas would you suggest to LMSCs that are looking to develop their volunteer talent?**

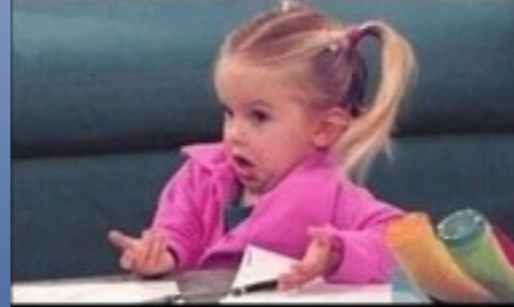


Breakout Exercise Goal: To generate some actionable strategies or ideas that will help you develop the volunteer leadership that your LMSC needs.

Where are the knowledge gaps ... skills gaps ... succession concerns

Who is ready for more ... or something new ... How will you know?

**MY FACE AFTER  
I GIVE  
INSTRUCTIONS**



**AND SOMEONE  
ASKS WHAT  
TO DO...**



## What strategies or ideas would you suggest to LMSCs that are looking to develop their volunteer talent?

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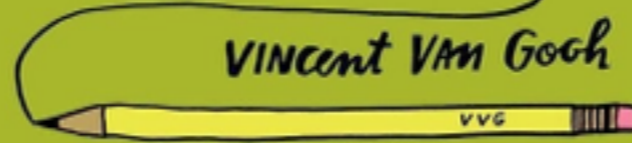
We will organize into 6 groups of 7-8 people, by mixed years of LMSC volunteer service

Greatest promise (ROI)

- highest probability of success
- factoring in resources, time and schedule costs

I Am ALWAYS  
DOING WHAT I  
CANNOT DO YET,  
IN ORDER TO LEARN  
HOW TO DO IT

VINCENT VAN GOGH





# “Grow Them”

VOLUNTEERS  
don't necessarily  
have the time;  
they just have  
the heart!



# Thank YOU!!

**ATTRACT**  
WHAT YOU  
EXPECT.

**REFLECT**  
WHAT YOU  
DESIRE.

**BECOME**  
WHAT YOU  
RESPECT.

AND  
**MIRROR**  
WHAT YOU  
ADMIRE.





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Inspire**

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# “Keep Them”



Video set-up ... Inspire

As volunteer LMSC leaders whether we know it or not, we are in the business of selling ... selling in nearly all areas of LMSC volunteering – selling to attract the right volunteers for us, selling volunteers on the value of developing, and selling them by helping them find the inspiration they seek from their volunteer journey.

Published to YouTube on Mar 13, 2013 – <https://youtu.be/LhfzpfYH1U?t=404> [6:44 – 14:17]:

Bestselling author of Drive, Dan Pink visits the RSA to explore the ways in which we can all improve our everyday sales skills, and identifies the personal qualities and essential skills necessary to move people.

RSA is the Royal Society for the Encouragement of Arts, Manufactures and Commerce. It is a London-based, British organization committed to finding practical solutions to social challenges.

## Group Breakout: Inspire

What inspires you as a volunteer leader?

How do you find out what inspires others (current or potential volunteers)?

**What strategies or ideas would you recommend to LMSCs looking to inspire their volunteers?**



Each person fills out the handout – Front page individually, Back page following their conversations with their partner

## What strategies or ideas would you recommend to LMSCs looking to inspire their volunteers?

1. On your own, write down your thoughts in response to the 3 questions
2. Pair up with someone “new” and review each other’s answers
3. Discuss what your experiences say about what works or does not work



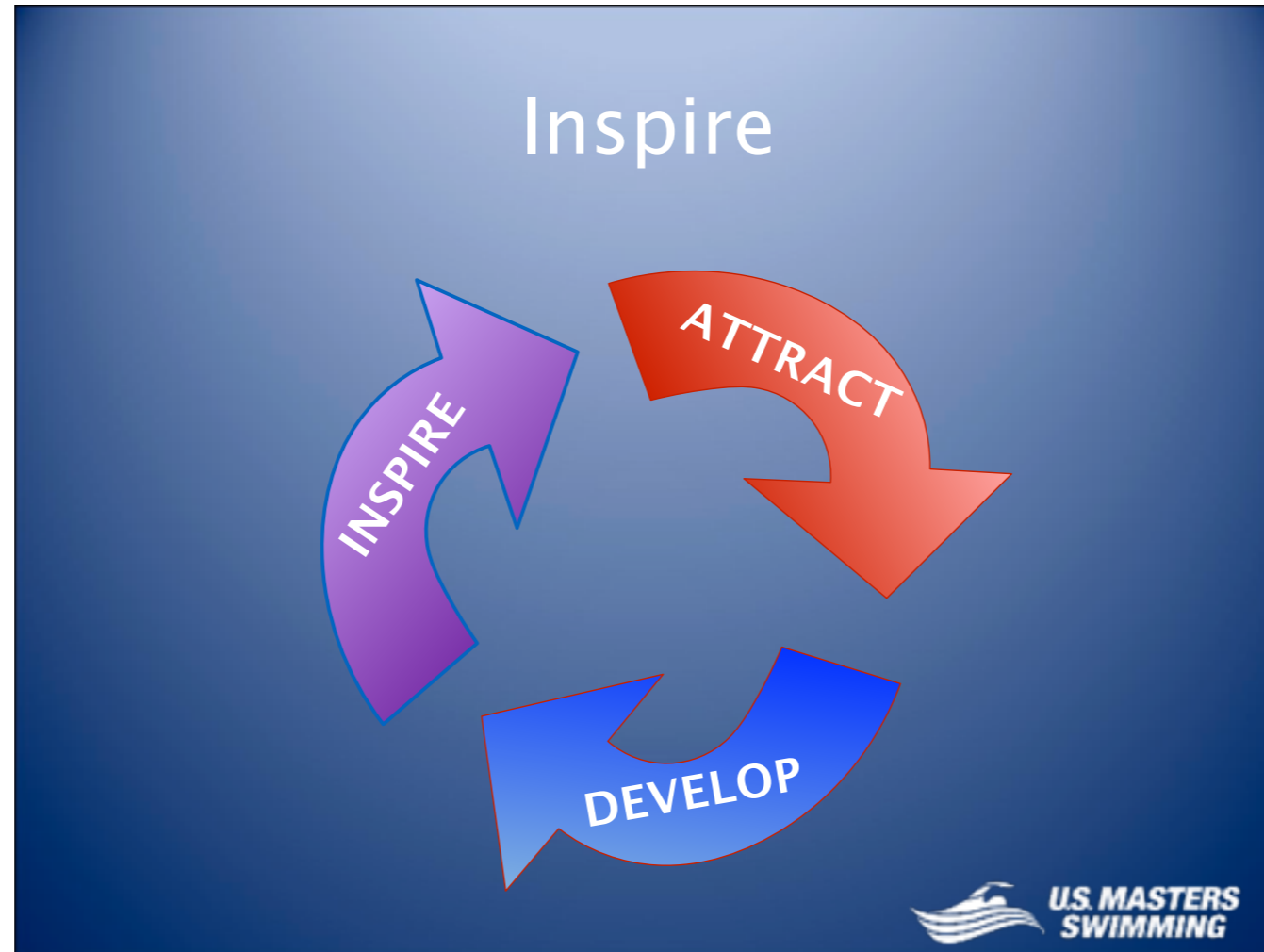
- 1) Take 5 mins to record your thoughts to the 3 questions
- 2) Pair up with someone to review

Try to pair yourself with someone you have not talked with yet this weekend

If your  
actions  
inspire  
others to  
dream more,  
learn more,  
do more &  
become more,  
**YOU ARE A  
LEADER.**

- John Quincy Adams





Before we end our segment ...

Over the last day and a half ... we have tried to give each of you time to think about some key components of the volunteer leader journey ... we hope that the time was well spent and that collaboration that occurred this weekend continues and leads us to best LMSC volunteer experiences possible.

Get them – Attract people to what they want to do for the LMSC

Grow them – Develop people to fulfill themselves and the LMSC

Keep them – Inspire people to feel connected and appreciated by the LMSC

Finally, it is important to recognize that a byproduct of generating inspirational energy among your LMSC colleagues, is that others take notice ... leading to the ability to create a virtuous cycle ...



# Thank YOU!!



We have one final video to share as we close ...

It comes from Scott Dinsmore and his message about finding and doing work that you love ... this video comes from a TEDx event held in 2012 at Golden Gate Park and has over 6.5 million views

Less than 3 years after this event, Scott died tragically at age 33 while climbing Mt. Kilimanjaro 8 months into a year-long trip around the world with his wife, Chelsea.

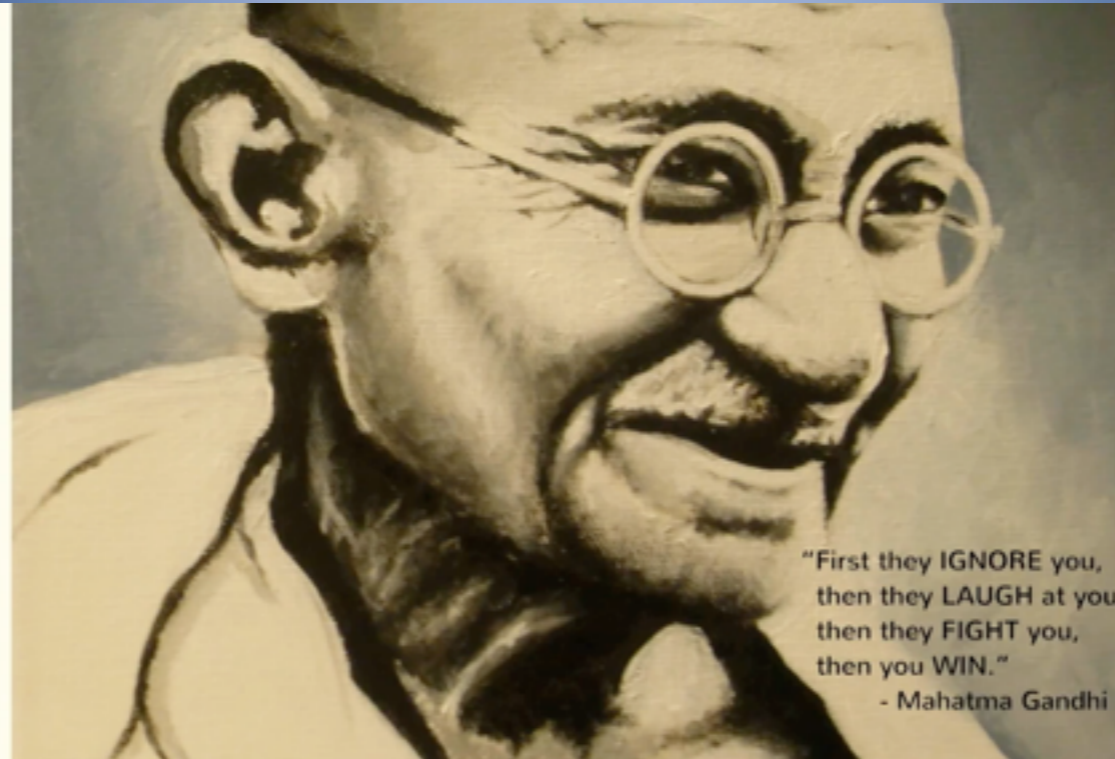
We picked a snippet to help us reflect on today's Inspire session and on the weekend as a whole.

<https://youtu.be/jpe-LKn-4gM?t=470>

7:50 - 10:43 (3:53)

What will be your next itty bitty steps?

# Thank YOU!!



What is the work you can't not do?

(If time permits - 16:20 - 17:44) (1:24)

<https://youtu.be/jpe-LKn-4gM?t=980>