

# CONNECTICUT Land Conservation Council

## Annual Summer Focus Group Series

### 2014 Focus Group: *Volunteer Recruitment*

August 1, 2014, 9:30am – 2:30pm

Connecticut Forest & Park Association Meeting Room

16 Meriden Rd., Rockfall, CT 06481

Facilitated by: *Connie Manes* [connie@manes-consulting.com](mailto:connie@manes-consulting.com)

## Discussion Agenda

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|-------------|---|------------------------|
| <b>I.</b>   | <b>Welcome and Introductions (individual and brief description of land trust)</b>   | <b>9:30 – 9:45am</b>   |
|             | <ul style="list-style-type: none"><li>• Do you have a volunteer program?</li><li>• How many volunteers and what do they do?</li></ul>   |                        |
| <b>II.</b>  | <b>Topic I: Volunteers – How Do I Find Them?</b>  | <b>9:45 – 10:15am</b>  |
|             | <ul style="list-style-type: none"><li>• Recruitment, Reality, Tools</li></ul>   |                        |
| <b>III.</b> | <b>Topic II: OK, Got One! Now What?</b>   | <b>10:15 – 10:45am</b> |
|             | <ul style="list-style-type: none"><li>• Responding, Connecting, Engaging</li><li>• Do you know your Volunteer? ... And does your Volunteer know you?</li><li>• Tools</li><li>• The Volunteer Coordinator</li></ul>  |                        |
|             | <b>BREAK</b>  | <b>10:45 – 11:00am</b> |
| <b>IV.</b>  | <b>Topic III: Investing in Volunteer Outreach</b>   | <b>11:00 – 12:00pm</b> |
|             | <ul style="list-style-type: none"><li>• How does this fit within your Mission/Strategic Plan?</li><li>• How is this different from regular outreach? The exchange...</li><li>• Balancing the needs of volunteers with the needs of the organization (work vs. outreach)</li><li>• Adjusting your Expectations</li><li>• Capacity issues – starting small if necessary</li></ul> |                        |
|             | <b>LUNCH</b>  | <b>12:00-12:30pm</b>   |
| <b>V.</b>   | <b>Topic IV: New Models, Trends, Directions</b>   | <b>12:30-1:30pm</b>    |
|             | <ul style="list-style-type: none"><li>• Micro-volunteering</li><li>• Episodic Volunteering</li><li>• Social Networking</li><li>• Incentivizing Users to Volunteer</li></ul>   |                        |
| <b>VI.</b>  | <b>Topic V: Recognition</b>   | <b>1:30-2:00pm</b>     |
|             | <ul style="list-style-type: none"><li>• Formal, Informal</li></ul>  |                        |
| <b>VII.</b> | <b>Wrap-Up and Next Steps</b>   | <b>2:00-2:30pm</b>     |

