Building the Team

Succession Planning and Volunteer Recruitment

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Succession Planning in Chapters and Interest Groups

• Process for identifying and developing alumni with the time and talent to fill key leadership positions within the chapter or interest group
  • Recruit interested volunteers
  • Develop their knowledge, skills, and abilities
  • Prepare them for promotion into greater leadership roles
Why is Succession Planning Important?

- Allows for recruitment of interested volunteers
- Provides an immediate “go-to” group of potential leaders
- Creates opportunity for early training for advancement into more challenging roles
- Guarantees that volunteers are constantly developed to fill each needed position
- Ensures smooth transition with limited interruption in group dynamics
Tips for Succession Planning

- Search for your successor right away
- Collaborate with association liaison and seek guidance from past volunteers
- Attend as many alumni events as possible
- Identify those with the potential to assume greater responsibility within your group
- Consider a structured "order of succession"
- Consider co-leader roles
Tips for Succession Planning

- Create clear and finite roles
- Add – don't merely "replace"- never turn away a volunteer
- Don’t try to do every job yourself
- Document your plans and achievements
- Thank and recognize volunteers
- Use the Golden Rule
- Don’t overstay your own welcome
- Have a back up candidate when possible
- Be willing to stay during a transition
Volunteer-Led, Volunteer-Driven

- Why are volunteers so important?
  - Firsthand knowledge of local community
    - Culture, opportunities, conflicts
  - Consistent presence at events
  - Valuable insight into event outcomes
  - Effectiveness of peer-to-peer outreach
  - Natural fellowship among alumni
Volunteer recruitment is vital to developing a strong leadership pipeline.
Volunteer Recruitment Process

1. Identify Volunteer Prospect
2. Qualify Volunteer Prospect
3. Recruit Volunteer
4. Involve Volunteer
5. Steward Volunteer
Volunteer Identification

• Where do you find volunteer prospects?
  • Friends
    • Familiar strengths and weaknesses
  • Referrals
    • Established interest
  • Social media
    • Demonstrated awareness
  • Regular event attendees
    • History of involvement
  • Interest meetings
    • Self-identified prospects
Volunteer Identification

• What do you look for?
  • Team players
    • Comfortable working in a committee framework
  • Diverse backgrounds
    • Providing culturally rich programs and insight
  • Age range
    • Young alumni, baby boomers, everyone
  • Professional mix
    • Varied career stages, diverse industries
  • Passion for Emory
    • Former student leaders, scholarship and award winners, donors
Volunteer Qualification

• How do you approach volunteers?
  • Be responsive, warm, and inviting
  • Meet volunteer prospects for coffee or a drink
  • Connect them with other alumni with similar interests
  • Describe volunteer opportunities accurately in terms of responsibilities and time commitment
  • Express the importance and positive impact of their involvement
  • Share your own rewarding volunteer experiences
  • Find something they can do now to get immediately involved
Volunteer Qualification

- How do you gauge volunteer interest and potential level of involvement?
  - Example qualification questions:
    - Why did you choose Emory and how were you involved on campus?
    - How was your experience as a student?
    - How has it been as an alumnus?
    - Are you involved in local organizations?
    - What have you liked about the local chapter/interest group?
    - What type of alumni opportunities interest you the most?
    - How would you like to get involved with the chapter?
Volunteer Recruitment

- What information should you provide?
  - Background about yourself
  - Length of chapter/interest group involvement
  - Reasons you got involved and what you enjoy about volunteering
  - Volunteer opportunities available
  - Volunteer expectations
  - Benefits of volunteering
Volunteer Involvement

- Seal the deal
  - Ask for commitment
  - Say thank you
  - Follow up promptly
  - Reiterate volunteer role and expectation of service
Stewarding Alumni Volunteers

• What is stewardship in the world of volunteer management?
  • Maintaining and strengthening existing relationships by acknowledging volunteer contributions
• Thank all volunteers, no matter how small their roles
• When debriefing on events, always express appreciation
• Say thank you – publicly!
  • Write on the chapter Facebook wall and tag the lead volunteers
  • At formal events, acknowledge volunteers during welcome remarks
• Keep the pipeline in mind: recommend volunteers for leadership positions and awards
Questions
Group Discussion

How do you get people to the table?