

Recruiting Professional Volunteers

Webinar Training with

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Social Enterprise Alliance

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Today's Presentation

About Social Enterprise Associates

Need for professional volunteers

Recruiting steps

Case study: Ian Fisk, William James Foundation

Tactics & Places

Q&A

Professional Volunteers

Professional volunteers CAN fill roles at little to no financial expense, there are always costs

Professional volunteers CAN bring in new expertise otherwise lacking or unavailable

Professional volunteers CAN help complete work your organization hasn't done yet

About Social Enterprise Associates

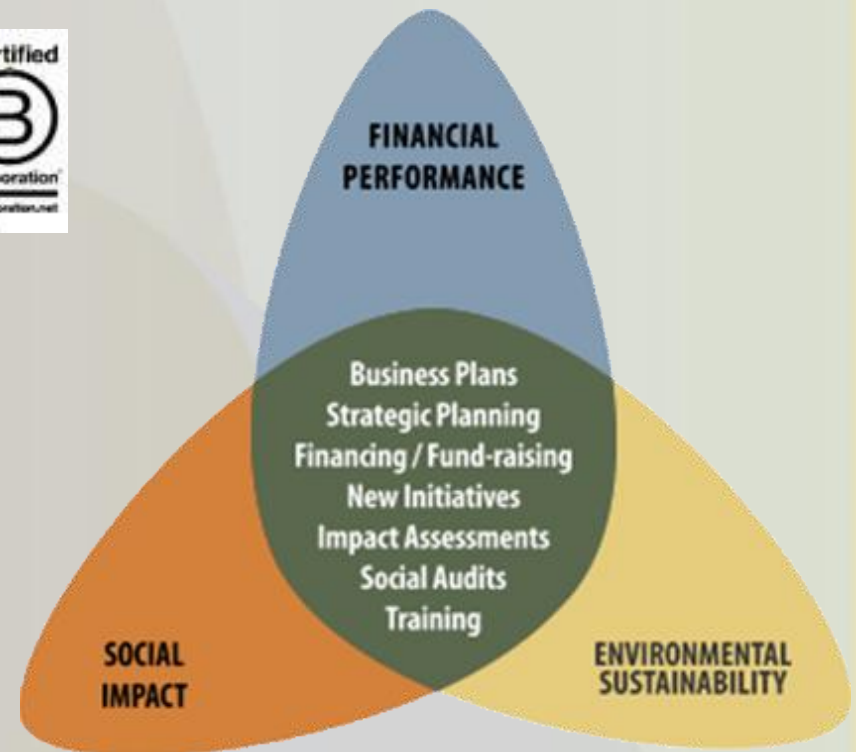
Registered 'B Corp' Consulting firm

2011 'One of the Best for the World' small businesses fostering 'triple bottom line' - profits, people, planet - solutions to support entrepreneurs and community organizations.



Drew Tulchin, Managing Partner, MBA

- 15 years; consulting 40+ countries
- Biz plan winner, Global Social Venture Comp; raised \$1.2 mil.
- Written >100 business/strategic plans
- Efforts raised >\$100 mil. impact capital
- Judge national social ent & biz plan competitions



Recruitment Steps

1. Assign Task

Whose job is this?

Do they have time?

2. Organizational Self Evaluation

Conduct self-evaluation; can be brief

Identify strengths & weaknesses (SWOT)

Inventory, database

What do you have, what do you need?

3. Gap Analysis

Identify gaps & who you want to recruit

What type or profile?

Recruitment Steps (cont'd)

4. Follow a Plan

Write a Recruitment Plan with timeline

Specify who does what, and how.

Stick to it. Review it at meetings (& hopefully more often)

Okay if short, but have it in writing, in one place

5. Prospect List

SPECIFIC names of organizations and/or people

TRACK them

The screenshot shows a web interface for managing a prospect list. At the top left, under 'My List', it displays statistics: 1 Person, 0 Phones, 0 Doors, and 0 Mailboxes. To the right are three main action buttons: '+ Add People', '- Remove People', and '<> Narrow People'. Below these are several icons for specific actions: Reports (document), Letters (envelope), Labels (grid), Export (laptop), Counts (pie chart), Sample (dice), Save (floppy disk), Split (lightning bolt), and More... (green arrows). A 'Description' section contains two input fields for 'Last Name' and 'First Name', and 'Remember Me' and 'Refresh' buttons. At the bottom is a table with columns: Name, Address, Age, Phone, Cell Phone, Municipality, and VAN ID. A red arrow points to the first row of the table, which contains the name 'Doe, John' and the VAN ID '101414478'.

Name	Address	Age	Phone	Cell Phone	Municipality	VAN ID
Doe, John						101414478

Recruitment Steps (cont'd)

6. Build Upon Existing Relationships

Chart who you know; relationships you already have

Build from initial start

Keep tabs on successful places

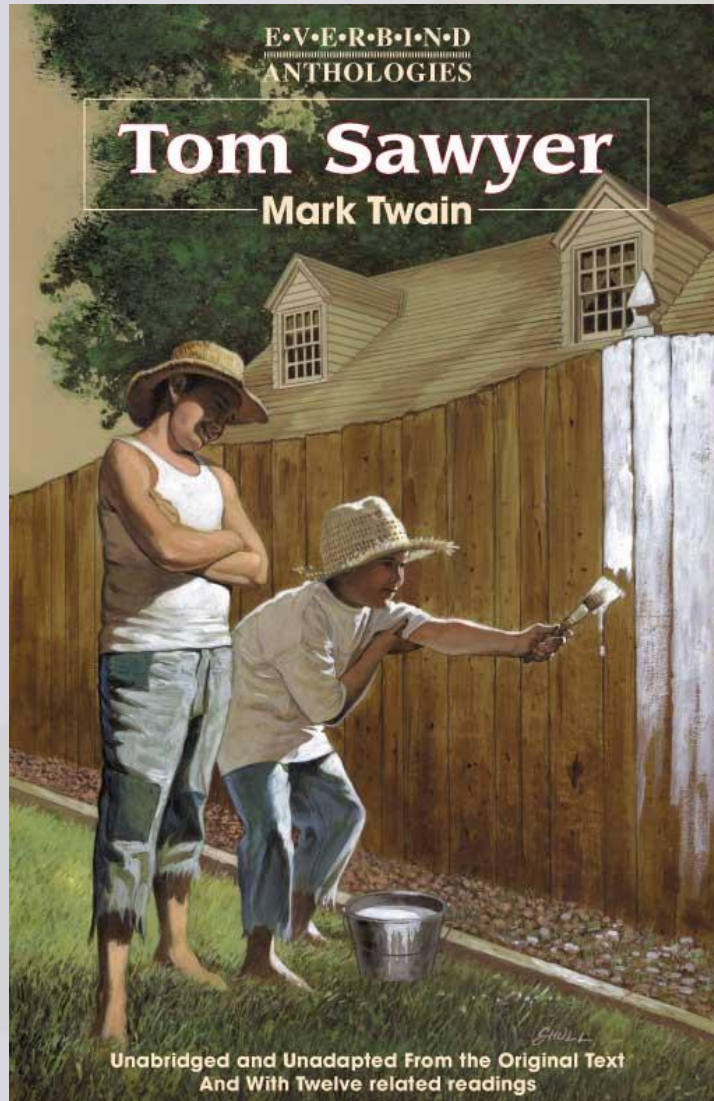
On-going

7. Establish Relationship Web

If existing relationship don't generate who you need, draw a web to connect to your Prospect List

How do I get to the people I want

Paint The Fence



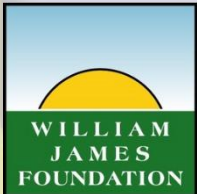
This is special
They are lucky to be
offered to do this

Sell it!

CASE STUDY

About Ian Fisk

- Founding Board Member of William James Foundation, current Executive Director
- MBA, Yale School of Management
- Helped launch AmeriCorps*VISTA Entrepreneur Corps
- Member: Social Enterprise Alliance, Business Alliance for Local Living Economies (BALLE), Green America, many others
- Board membership: Youth National Organization for Tomorrow, Community Action International Alliance, Gateway Community Development Corporation

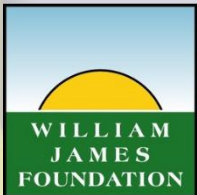


About William James Foundation

William James Foundation educates & supports entrepreneurs starting or expanding for-profit businesses with built social and/or environmental values into how they make money

10th Annual Sustainable Business Plan Competition is an excellent way to get professional & constructive comments on your business plan - as well as mentors, connections, cash and in-kind prizes.

Deadline Nov. 5, 2012

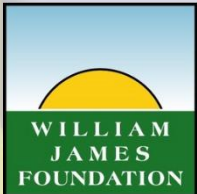


Volunteer Management Experiences

Charter Member, Hands On DC, largest in mid-90s all-volunteer serve-a-thon in nation

Director of Projects, Wall Street Without Walls, worked with senior and retired financial executives, matching with complex economic development projects

Executive Director, William James Foundation, engaging entrepreneurs, investors & senior managers of multiple-bottom-line firms to provide advice and guidance to new entrepreneurs

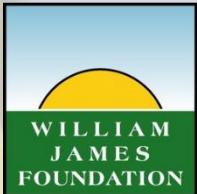


Lessons Learned

Time Fixed Volunteering: Volunteer understands project is discrete. These are busy people, happy to help, but can't be "sucked down the rabbit hole"

Detailed Matching: Detailed databases on volunteers, tracking standard skills and perspectives, connections with projects in mind, and long list of past projects involved in, etc.

Team Creation: Projects team based. Guards against underperformer. Awareness of creating diverse set of perspectives, and awareness how team members work with each other.



Why Judges Stick to WJF

1. They enjoy it!
2. We pay a lot of attention to what they want to learn
3. They want to interact with other judges

Where find Volunteers?

YOUR TURN

How Get Volunteers?

Actively (& Passively) Recruit

- Ask internal resources, recommendations current volunteers
- Post online ads & at local institutions
- Detailed, accurate descriptions what you are looking for
- Recruit all the time. People get to know you, see you. Good posting; refresh it at least quarterly

Recruitment Types

- Targeted: recruit for specific skills, characteristics. Seek out, like a job recruitment, same focus & process
- Concentric circles: use populations already in contact with

Volunteer-Seeking Sites



LinkedIn members can add volunteer positions, causes they care about, and organizations.



Idealist.org, project of Action Without Borders, locate opportunities and supporters – post jobs, too.



Points of Light promotes Hands On Network, search for volunteer opportunities, including location & keyword.



Fed gov't sponsors & operates **Serve.gov**, w/ a volunteer opportunity search engine using interests and location.



VolunteerMatch is a non-profit service that allows you to search for volunteer positions by location and keywords.

What Tasks Are Good Fits For Professional Volunteers?

TASK TYPE

- Promotion / Speaker
- Advising
- Editing / writing / web
- Fund raising
- Planning (biz & strategic)
- Prof services: CPA, legal
- Board member

CHARACTERISTICS

- Short-term, flexible
- Not deadline driven
- Fun for them
- Gives them something
- Not something u should pay for
- Convenient times

What to Ask Potential Volunteers

- How much time do you have to commit?
- What motivates you as a volunteer?
- What expectations do you have of the organizations you serve?
- What makes you passionate about our cause?

Adapted from “What to Ask Every Prospective Board Member”
Guidestar, 2007

Challenges

RISK	MITIGATION
Not dependable	Non-time sensitive tasks, Identify their interests & passions Do formal letter of engagement
Does a bad job	Train, keep it internal, match with staff
Doesn't present well	Set them up for success, pilot first, monitor
Does something illegal	Background checks, Due diligence, sign contracts
Uses for own gain	Always seek win/win
Lack of attention to detail	Match skills w/ interests If really important, pay someone



Financial Performance  Social Impact  Environmental Sustainability

2012 INTERNSHIPS IN SOCIAL ENTERPRISE, THE ENVIRONMENT & MICROFINANCE

SOCIAL ENTERPRISE ASSOCIATES is a consulting firm (registered B Corp) providing business oriented 'triple bottom line' results – generating financial, social, and environmental returns. We enable for- and non-profit entrepreneurs, both in the U.S. and around the world, to put ideas into action. Our core activities are in New Ventures, Environmental Sustainability, Microfinance, International Development & Non-Profit Earned Income Strategies.

We are seeking interns to help social enterprises (non-profit & for-profit) increase their sustainability, scale-up and advance towards success.

INTERN POSITIONS

Internships are available for 2012 on part time, full time or project basis. Example projects:

1. Co-author a monthly column for [Green Fire Times](#) on financing for sustainability
2. Develop marketing materials and business development relationship for a medical supplies start-up company, [EMvolution](#).
3. Analyze social businesses seeking to increase sustainable fish in the marketplace for [Future of Fish](#).

IDEAL CANDIDATES

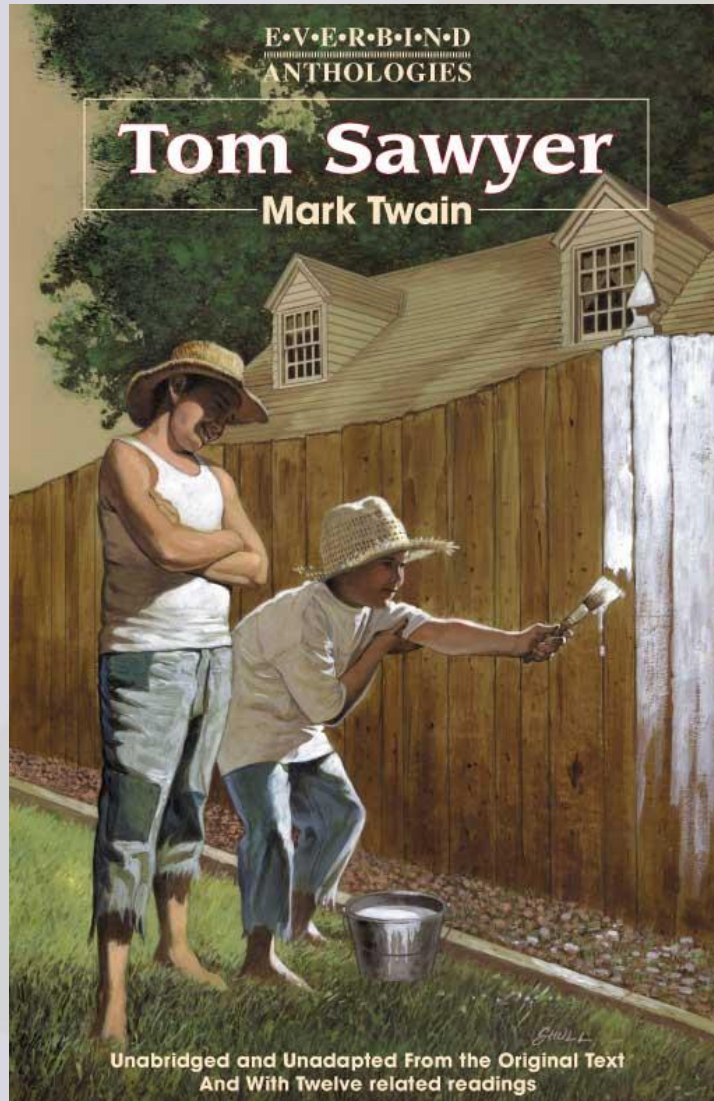
Successful interns are self-starters who fearlessly delve into new terrain. Candidates should be good thinkers and organized. Strong written and verbal skills required. Internships are de-centralized and virtual (i.e. outside an office), can be project based/part-time. These real world practical learning opportunities help organizations improve. Strong interns may be offered future paid consulting gigs.

HOW TO APPLY

Applications are accepted on a rolling basis. An internship is tailored to a specific project. Consideration is given to applicant's skills and desired professional goals. Applicants should be clear about their timeline and realistic about availability.

Sample Recruitment Description

Paint The Fence



This is special
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Sell it!

Q&A

Thank you!

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