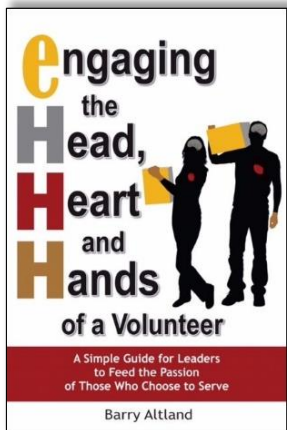


# Touching the Heart of Our Volunteers, Session II

AAUW California

Thursday, April 4, 2024



Barry Altland, Facilitator  
Head, Heart and Hands Engagement Collective  
Winter Garden, FL

<http://HHHEngagement.com>



# Small Group Break-Out Sessions

## Conversation Starter #1, **ATTRACTION:**

From where specifically have you “attracted” prospective new members and future branch Leaders?

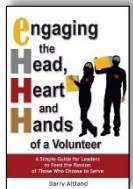
## Conversation Starter #2, **DISCOVERY:**

What specific steps do you take to “close the deal” to engage potential new members and future branch Leaders?

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## Conversation Starter #3, **ENGAGEMENT:**

What specifically do you do to engage your newest members and future members in the work of your branch?

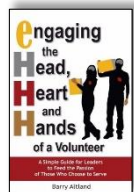
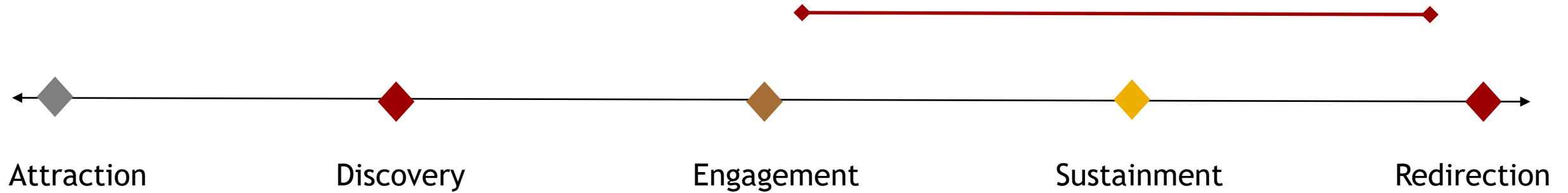


# The WHAT: Motivation - Only Two Types

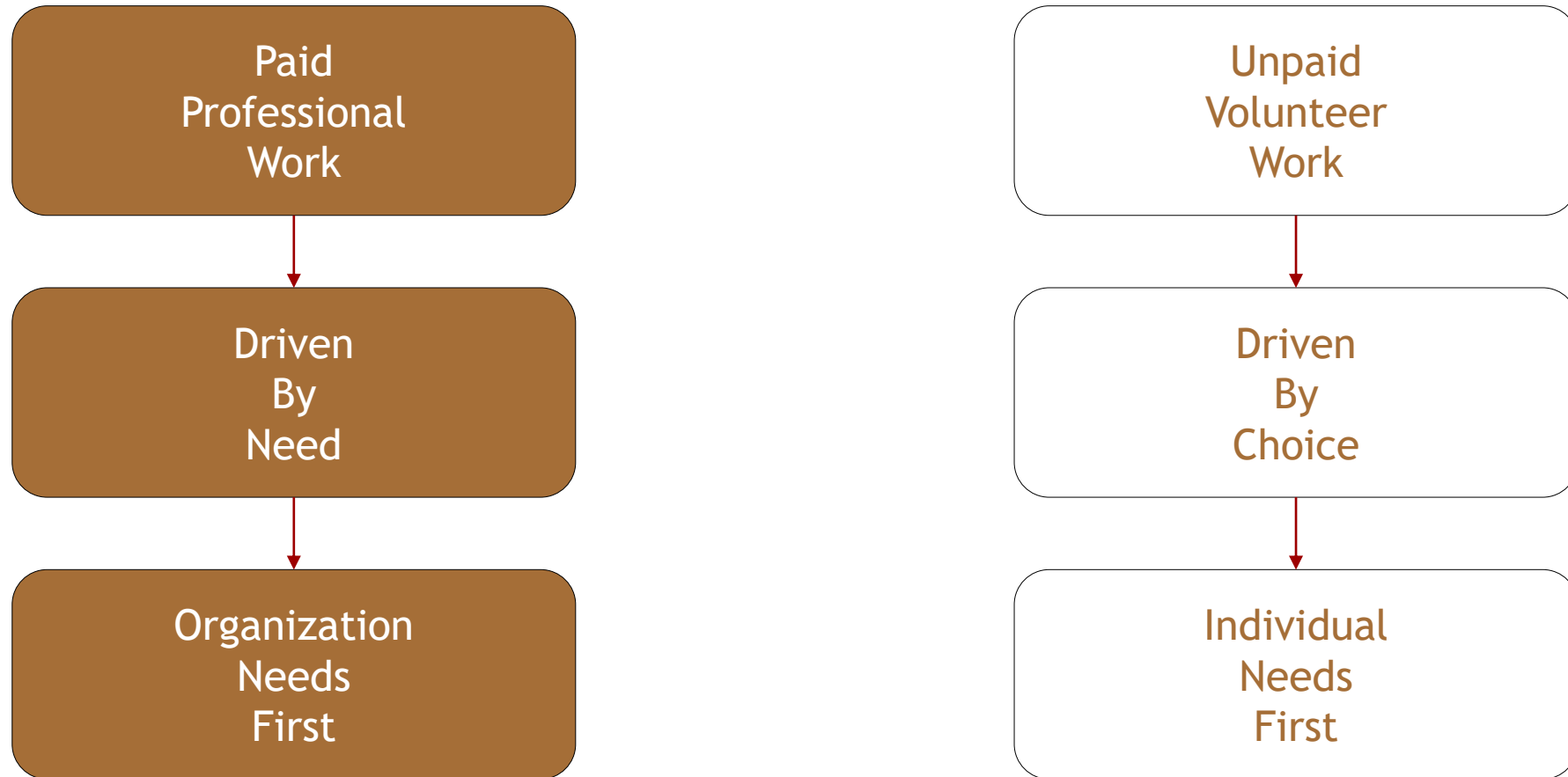


pp. 11-13, "Engaging the Head, Heart and Hands of a Volunteer," The Peppertree Press, 2015.

# The WHEN: The Volunteer Engagement Life Cycle

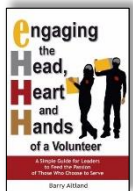
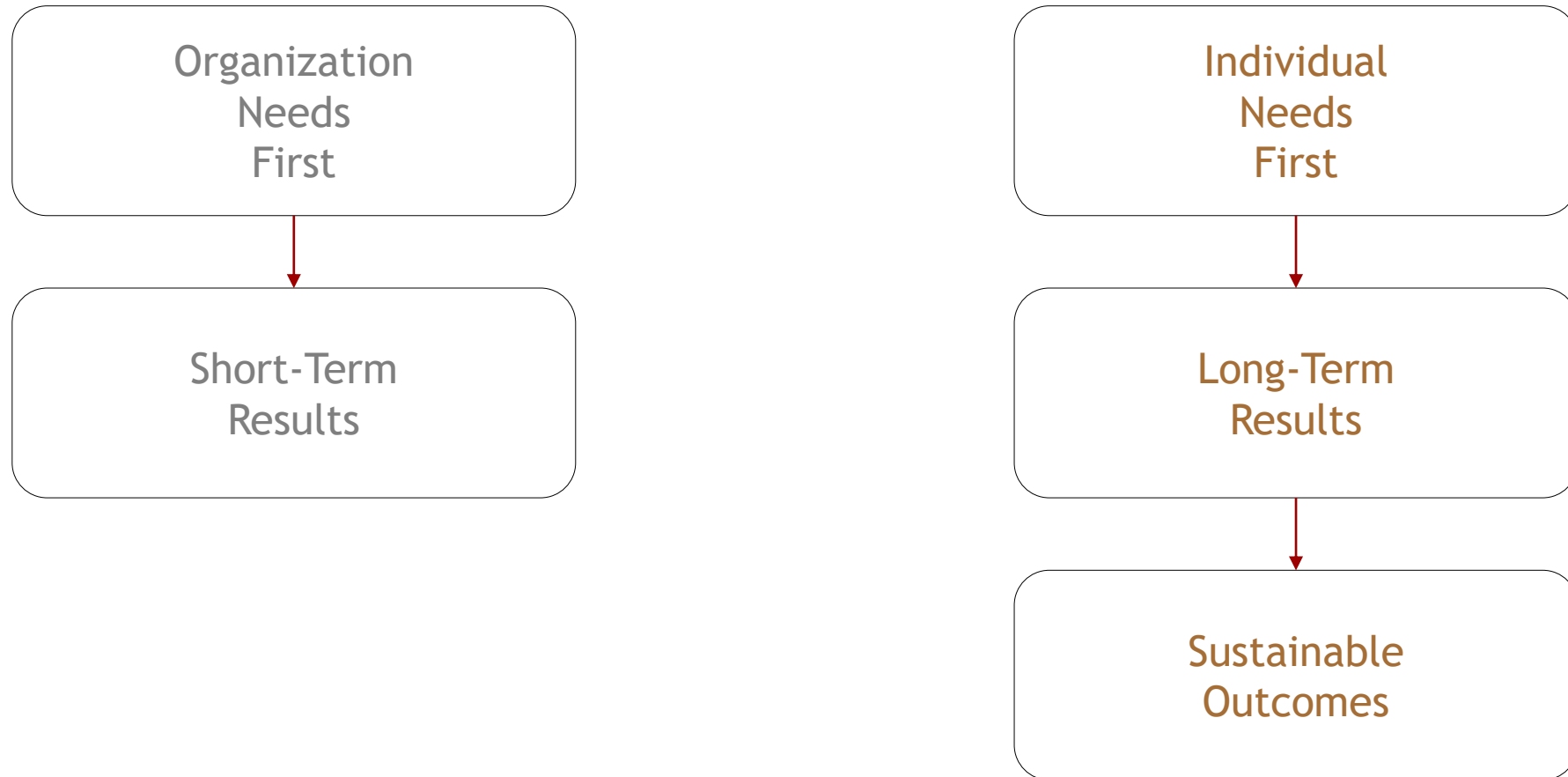


# The WHY: The Difference In Volunteer Engagement



pp. 29-32, "Engaging the Head, Heart and Hands of a Volunteer," The Peppertree Press, 2015.

# The WHY: 21<sup>st</sup> Century Sustainable Outcomes



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# Small Group Break-Out Conversation #1

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# The HOW: The Guide for Engaging Volunteers

Seek

*Demonstrate Leadership Presence*

Touch

*Interact with Others*

Tune In

*Determine Potential Interest in Involvement*

Flip

*Ask Questions to Discover Intrinsic Motivators*

Listen/Learn

*Explore Possibilities with Volunteer*

Next Steps

*Invite, Introduce, Connect and Follow Up*

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# Small Group Break-Out Conversation #2

## Conversation Starter #1, ATTRACTION:

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## Conversation Starter #3, ENGAGEMENT:

What specifically do you do to engage your newest members and future members in the work of your branch?



# Discovery: “The Flip”

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# How? The Power of Open-Ended Questions



# The HOW: The Guide for Engaging Volunteers

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# Small Group Break-Out Conversation #3

## Conversation Starter #1, **ATTRACTION:**

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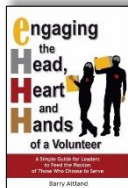
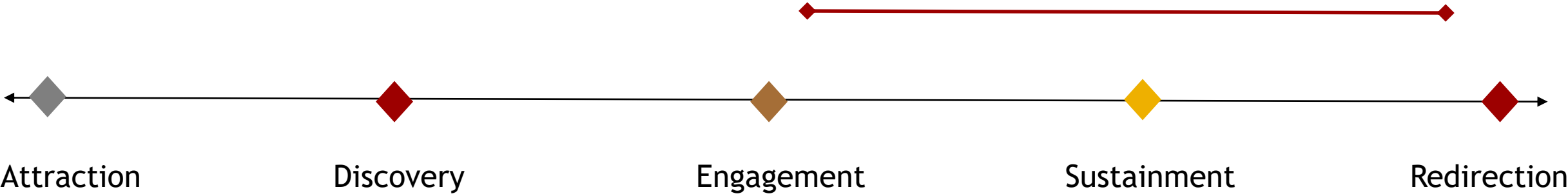
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## Conversation Starter #3, **ENGAGEMENT:**

What specifically do you do to engage your newest members and future members in the work of your branch?



# The Volunteer Engagement Life Cycle

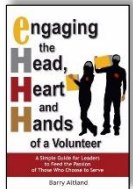




# What Does an Enlightened Leader Do?

*Command  
and  
Control*

*Equip,  
Guide,  
Support  
and  
Inspire*





- ✓ Process
- ✓ Guidance and Learning
- ✓ Role Definition and Requirements
- ✓ Aligned with Intrinsic Motivators?
- ✓ Immersive, Interactive, Facilitated?

- ✓ Event
- ✓ Formal Introduction
- ✓ Administrative Requirements
- ✓ Mission, Structure, Rules/Expectations, Culture
- ✓ Immersive, Interactive, Facilitated?



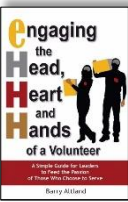
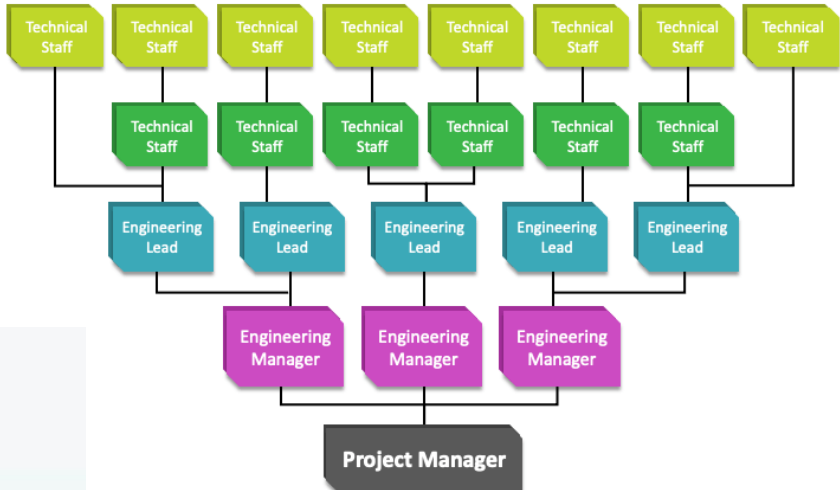
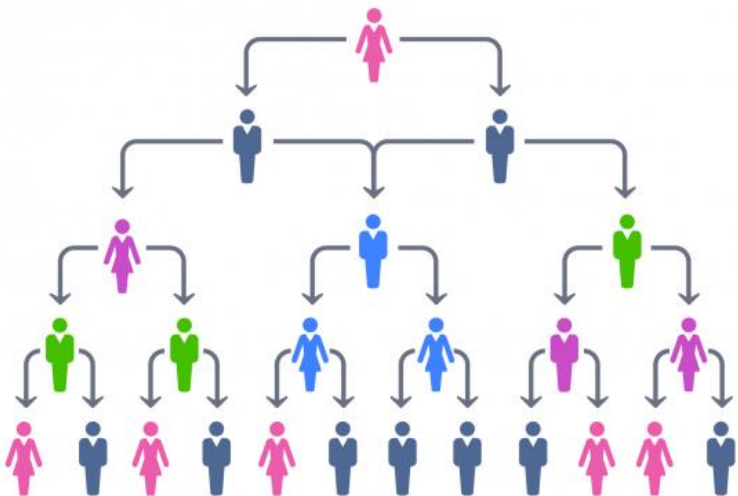
✓ How

✓ Who

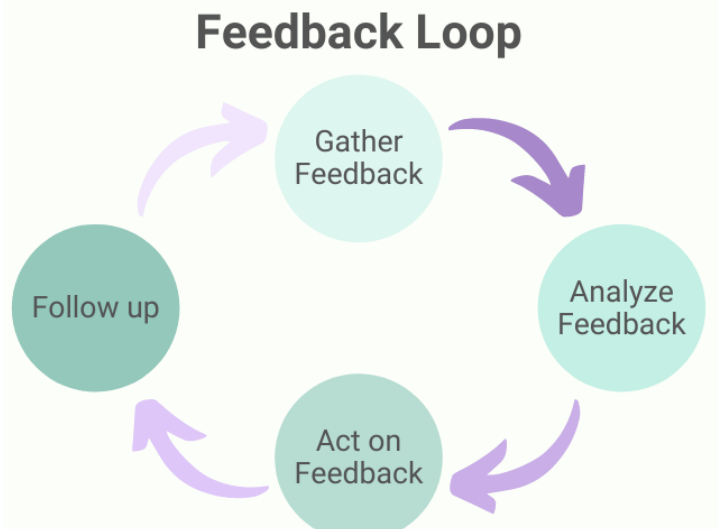
✓ What

✓ Why

# Mapping Your Organizational/Committee Structure



# Including Every Voice In Your Organization



## WHAT IS AFTER ACTION REVIEW



*People Tend to Support  
That Which  
They have Helped Create.*

# Who are the Culture Creators in Your Organization?

**CULTURE  
CREATORS**

# Who are the Culture Shifters in Your Organization?

## Culture Shifters



# Kirkpatrick's Four Levels of Learning Evaluation

Results

Behavior

Learning

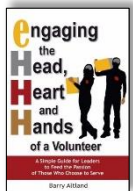
Reaction



# Head, Heart and Hands . . .



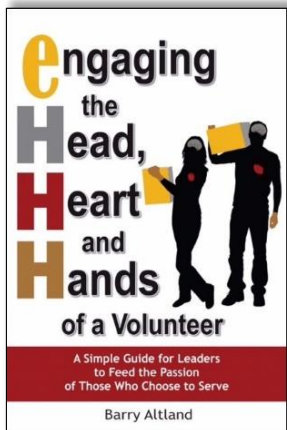
*Engagement  
happens  
one person at a time.*



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