

VOLUNTEERS FIRST

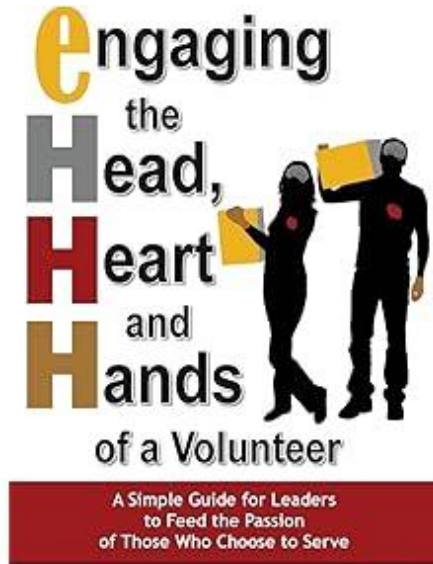


TAU KAPPA EPSILON
Better Men for a Better World



Barry Altland

MS- Organizational Leadership,
Crown College -2020
Volunteer Consultant for AAUW CA



Barry Altland



Sharrell Blakeley, MSW
Former AAUW Palm
Springs Branch President



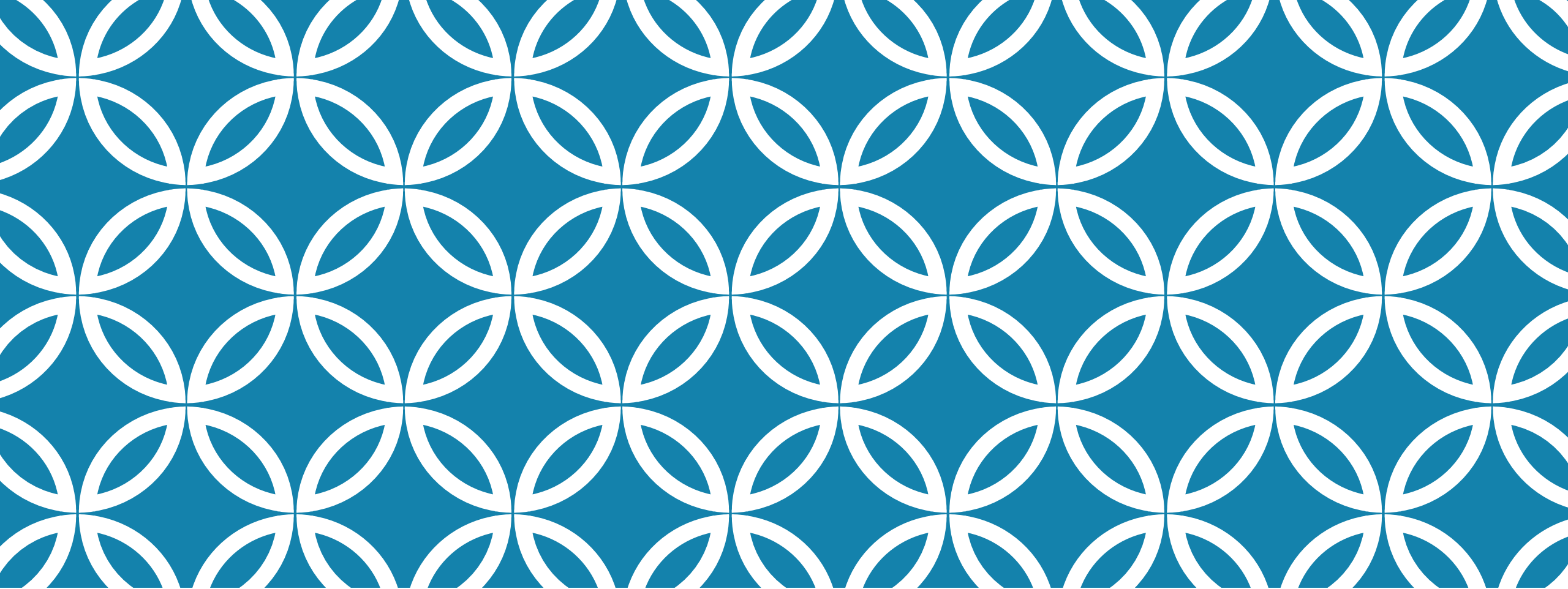
Peggy Shippen
AAUW Salem OR Mbr
AAUW CA Leader Dev
Committee



Gloria Holland
Retired English Teacher, AAUW
Salem OR Branch Playwright &

Contributors

Permission to also use images from Adobe Stock and MaGalin & Latvia (patchwork quilt).



VOLUNTEERS FIRST
A CUTTING-EDGE AWARENESS PROGRAM
FOR LEADERS OF VOLUNTEERS

HISTORICALLY

AAUW & NON-PROFITS FACING A SERIOUS DECLINE IN MEMBERSHIP

- ❖ Volunteerism **worldwide** has been in decline for over 20 years.
- ❖ Research for professional help was unavailable.
- ❖ AAUW/non-profits adopted a business leadership model.

BUSINESS LEADERSHIP MODEL RESULTS FOR NON-PROFITS

Positive results:

- Accountability to donors and members.
- Programs for women and girls show measurable benefits.

Unsuccessful results

- Consistent decline in membership.

AAUW has been struggling for years to find its way out of this puzzling pickle.



AAUW MEMBERSHIP DECLINE TO BE RESEARCHED

AAUW CA conducted state-wide research in 2022.

RESULTS: Former active AAUW members said they left because they felt:

- **Unwelcome.**
- **Disconnected.**
- **Disinterested in engaging even for the cause.**

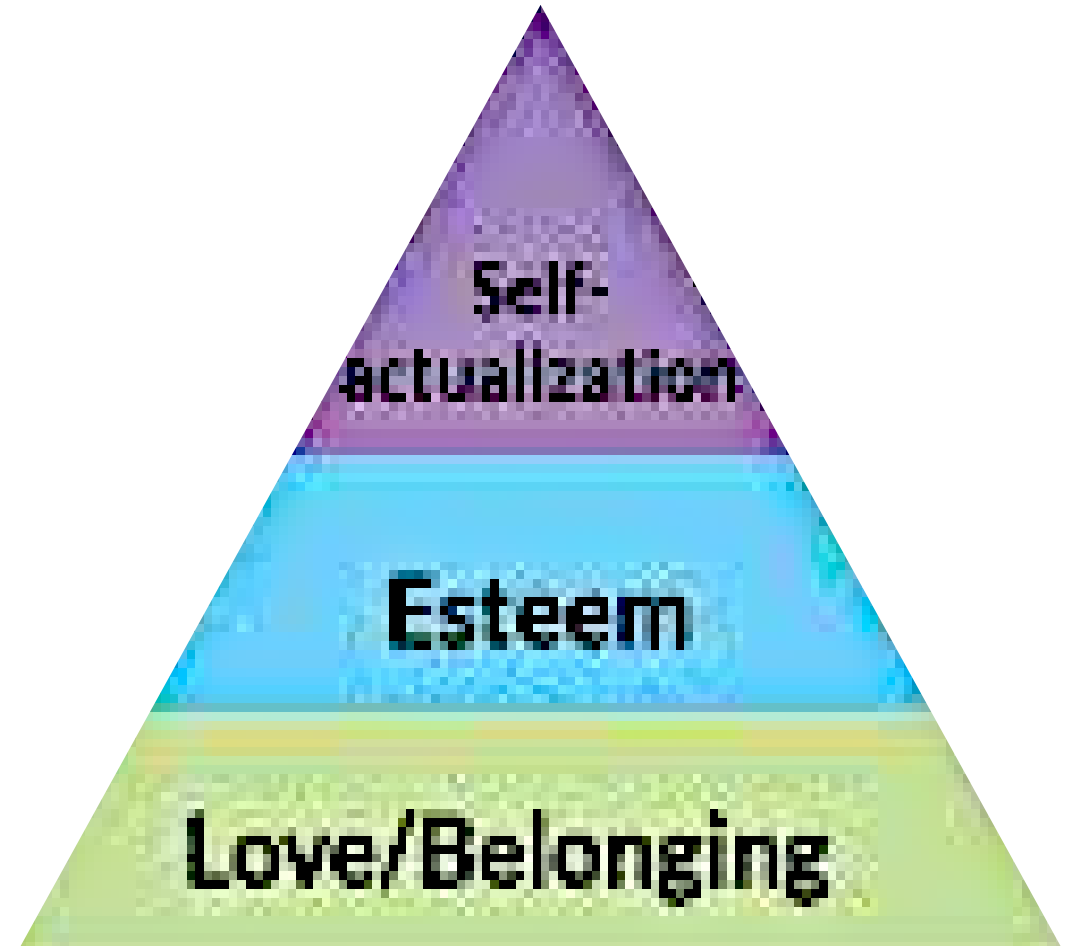
BARRY ATLAND'S THEORY OF VOLUNTEER MOTIVATORS:

VOLUNTEERS' MOTIVATOR:

What a volunteer **HOPES TO GAIN**

- Personal satisfaction replaces money
- Payoff for giving of their time and talent.

Intrinsic Needs on
Maslow's Hierarchy of Needs



RECENT CREDIBLE RESEARCH SHOWS: AROUND THE WORLD, KEY REASONS PEOPLE VOLUNTEER

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**



VOLUNTEER ENGAGEMENT IS AN AFFAIR OF THE HEART!

**Fulfilling the member's
volunteer motivators
touches their heart,
drives their choices for
volunteering, and
sustains their passion for
serving.**



OUR AAUW MOTHER TREE NURTURES A DIVERSE FAMILY



AN AAUW LEADER'S PRIORITY:

BUILD AND FACILITATE RELATIONSHIPS





CARE

CONNECT

SUPPORT

RECOGNIZE



TAKE TIME TO TALK IN PERSON WITH EVERY MEMBER **CARE...**



CREATE A JOYFUL SATISFYING BRANCH EXPERIENCE FOR ALL **CONNECT...**



SUPPORT...



DISCOVER OR RE-DISCOVER VOLUNTEER MOTIVATORS...

SUPPORT THEIR SUCCESS IN PASSIONATE ACTIVITIES

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**



RESPONSIVE LEADERSHIP: CULTURAL AND ETHNIC AWARENESS



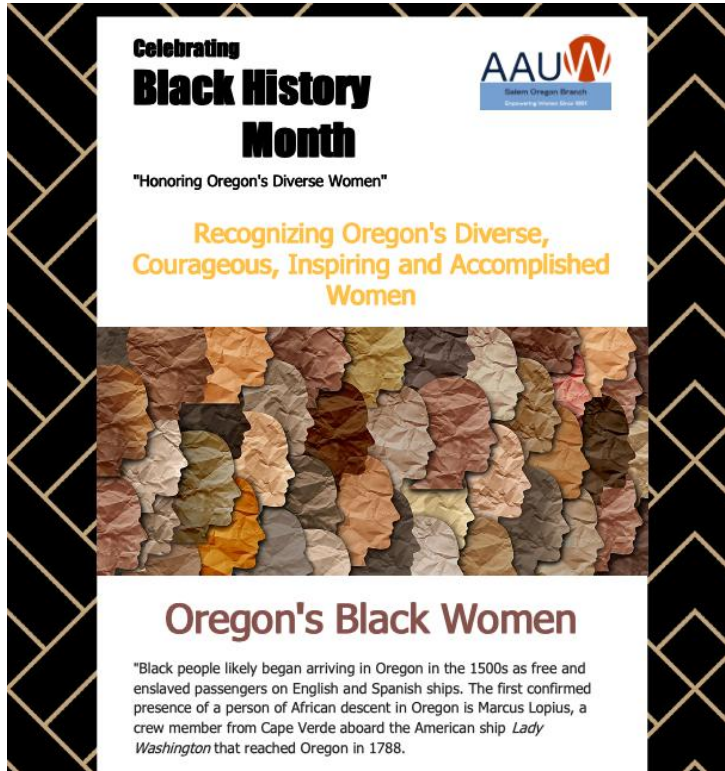
What makes your culture unique in history?

What stereotypes or erroneous assumptions have been made **about you**?

How has your cultural background impact **your life**?

How have cultural differences impacted **your life**?

CELEBRATE CULTURAL HISTORY MONTHS FOR AWARENESS AND EMPATHY



**Celebrating
Black History
Month**

"Honoring Oregon's Diverse Women"

Recognizing Oregon's Diverse,
Courageous, Inspiring and Accomplished
Women

Oregon's Black Women

"Black people likely began arriving in Oregon in the 1500s as free and enslaved passengers on English and Spanish ships. The first confirmed presence of a person of African descent in Oregon is Marcus Lopus, a crew member from Cape Verde aboard the American ship *Lady Washington* that reached Oregon in 1788.

AAUW
Salem Oregon Branch
Advocate, Support, Empower



**Asian
Women's
History Month**

Recognizing Oregon's Diverse,
Courageous, Inspiring and
Accomplished Women

Join us at the Library Saturday
May 31 @ 1:30
Japanese Monmouth Tiako
Drummers
Japanese Internment Research
by Inez Nieves, Student WSU



Women's History Month

Recognizing Oregon's Diverse, Courageous,
Inspiring and Accomplished Women

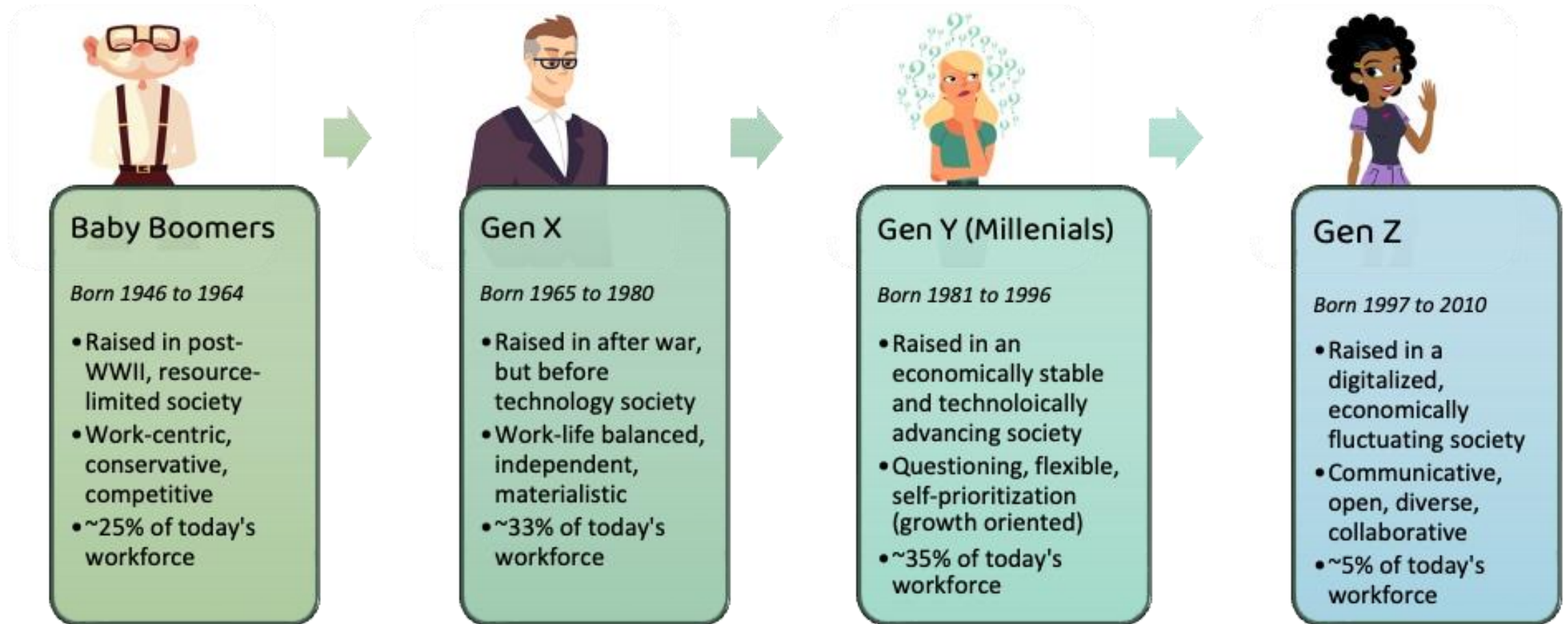
Oregon's Native American Women

Native Americans were the first inhabitants of America and Oregon. *The Oregon Book* estimates humans have been in our area for at least 10,000 years. White settlers infringed on land, destroyed lives, homes and livelihoods of Native Americans who had lived on Oregon Territory land for generations. Oregon Territory was home to over 80

REACH OUT TO DIVERSE, LIKE-MINDED ORGANIZATIONS HELP WITH THEM WITH THEIR ACTIVITIES



RESPONSIBLE LEADERSHIP: TRULY UNDERSTANDING YOUNGER GENERATIONS



JOIN YOUR COMMUNITY TO ADOVcate AND SUPPORT AAUW PUBLIC POLICY ISSUES



Advocate Against Book Banning
Review New Civics Books



Planting Trees in the School Park
with 7th Grade Students
Collaboration with the City of
Salem's Climate Action Plan



Demonstrate & Lobby
for Equity

REACH OUT TO THE C/U COMMUNITY
HELP WITH THEM WITH PROJECTS,
CREATE VOLUNTEER LEADERSHIP INTERNSHIPS

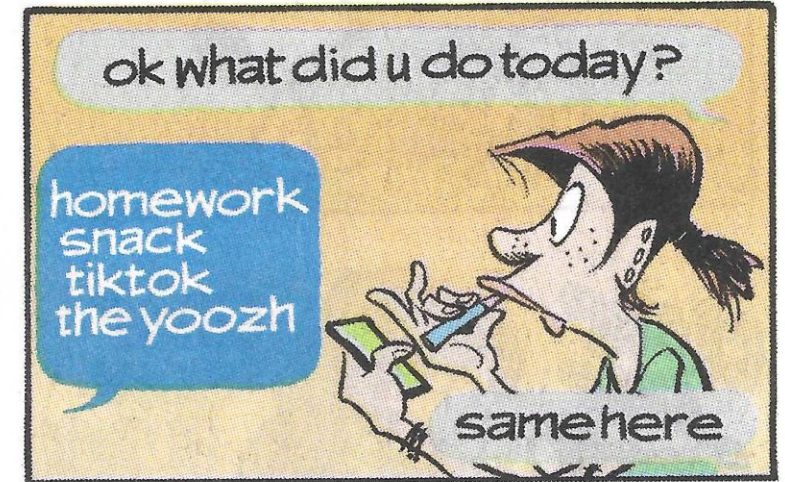
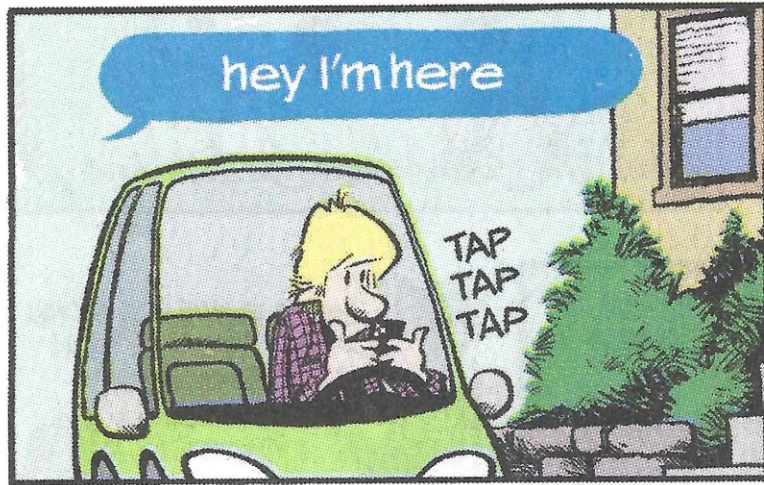




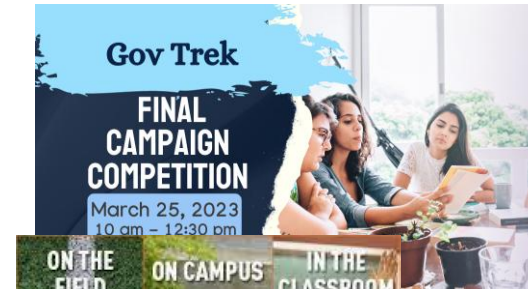
TOBI JOHNSON, MA, CVA
DEBUNKING MYTHS ABOUT VOLUNTEERS

- ❖ Volunteers ARE motivated by challenges no matter their age.
- ❖ What matters to volunteers **no matter their cultural experiences:**
 - A well-run organization
 - Mutual respect
 - Meaningful challenging work that makes a difference
 - Short term micro-volunteering opportunities
 - Choices and autonomy
 - Support and training
 - Knowing where they stand: doing well, how to do better

ZITS JERRY SCOTT & JIM BORGMAN



TOUCH BASE: CONFIRM ENGAGED VOLUNTEERS ARE MATCHED WITH ACTIVITIES THAT ALIGN WITH THEIR INTERESTS



PERSONALIZED SUPPORT IS CRITICAL “TOUCHING BASE”

“TOUCHING BASE” is the single most critical, proactive, effective and caring way a leader can take to sustain a member’s passion for volunteering.



Volunteers First leaders care:

- Ask
- Listen
- Encourage



GROWING AAUW LEADERS FOR LONG-TERM INVESTMENT & GROWTH



Prioritize leadership development energy.

Create many small do-able roles with small teams

Empower newly engaged members to be AAUW sustainers

RECOGNIZE...



#1 PRIORITY BUILD AND FACILITATE RELATIONSHIPS





CARE

CONNECT

SUPPORT

RECOGNIZE



RECOGNITION & VOLUNTEER ENGAGEMENT IS AN AFFAIR OF THE HEART!

**Fulfilling the member's
volunteer motivators
touches their heart, drives
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“VOLUNTEERS FIRST” LEADERS PUT VOLUNTEERS FIRST



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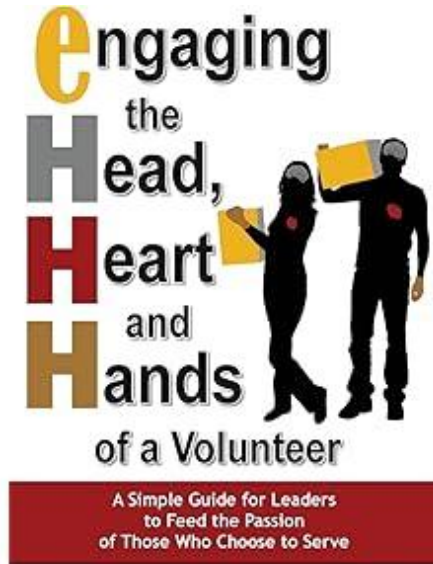


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