# Volunteers and Boards:

A Discussion About Building Your Community Coalition
Rhode Island Land and Water Conservation Summit, 2024

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# What you will learn today:

- Your role in community engagement, and
- How to model your supporters' engagement and roles.
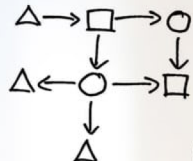- Three practices for engaging your community

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# Agenda:

- Presentation
- Discussion

# Donor Engagement Continuum

| Awareness | Interest | Experience | Participation | Ownership |
|---|---|---|---|---|

"I have a rough idea of what the organization does"

"I share the values of this organization."

"I believe the organization's cause is a good one."

"I may contribute occasional gifts"

"I have seen or felt the results of the of the organization's work."

"I attend the organization's activities."

"I believe in the organization's leadership."

"I am likely to contribute repeated gifts."

"I feel like part of the organization"
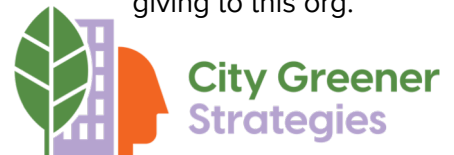
"I go beyond giving money to contribute time and energy."
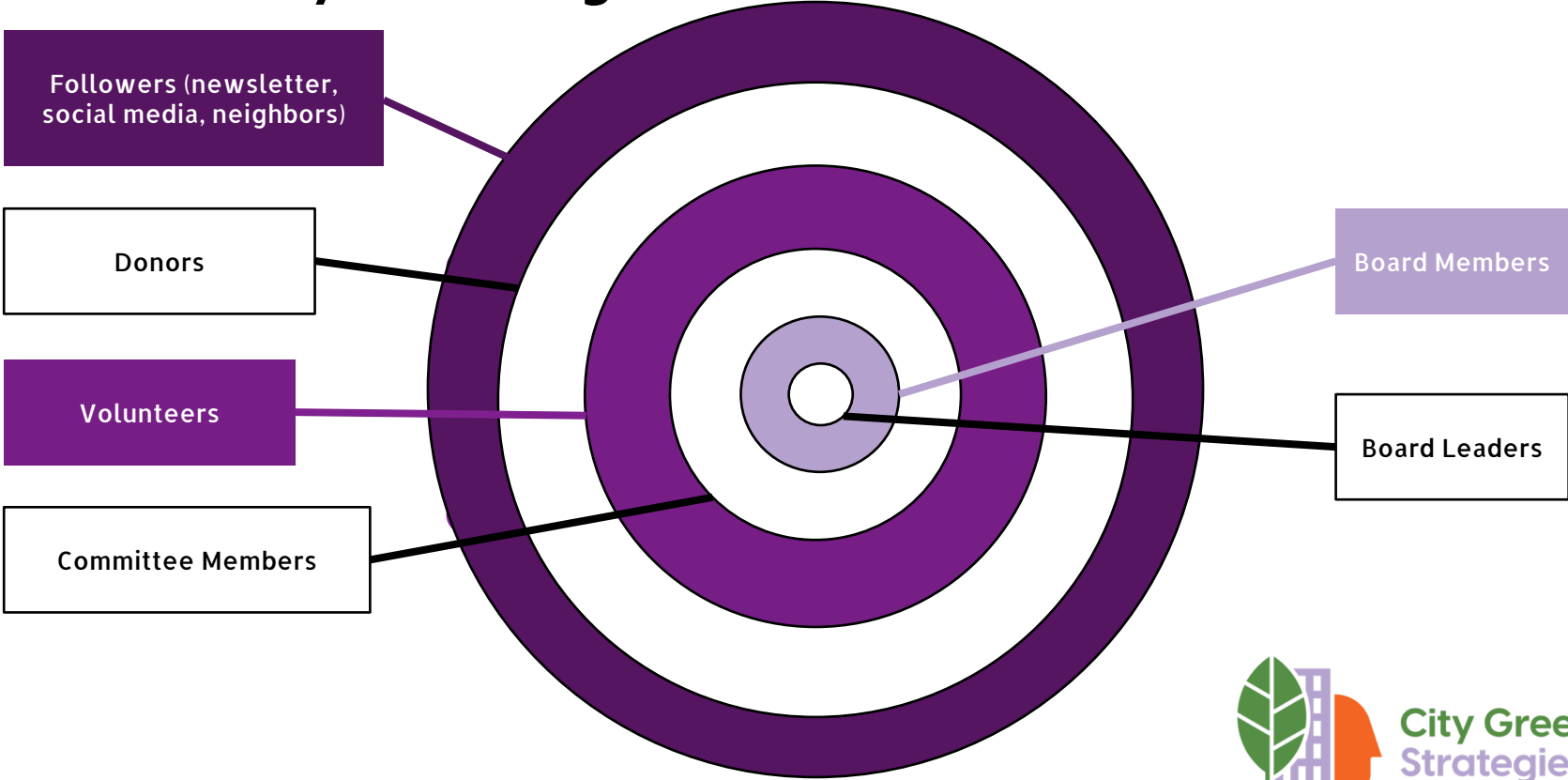
"I may contribute major gifts for special projects."

"My affiliation with the organization is an important part of who I am."

"I consider the organization's mission to be my own."

"I invest a large percentage of my giving to this org."

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# Community Role Rings



Followers (newsletter, social media, neighbors)

Donors

Volunteers

Committee Members

Board Members

Board Leaders

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# Three practices to test and increase engagement

Practice #1: Ask your community about your relationship.

Practice #2: Volunteer care and feeding is important.

Practice #3: Board recruitment requires discipline.


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# Practices to test and increase engagement

Practice #1: Ask your community about your relationship.

- Have an email list? Ask their opinion.
- Passion question: "What do you want to accomplish with your philanthropy [service] that is meaningful to you?"

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# Practices to test and increase engagement

Practice #2: Volunteer care and feeding is important.

- Be prepared to offer a regular series of volunteer opportunities.
- Make it easy for volunteers to "sign up."
- Tokens of appreciation go a long way. How is your t-shirt game?

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# Practices to test and increase engagement

Practice #3: Board recruitment is a discipline.

- Do you have a nominating committee?
- Use your committees as your testing and training ground.
- Use a board matrix to ensure you are recruiting the people you need.
- Maintain a "pipeline" doc of people you are recruiting, at what stages, who is responsible, etc.

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# Discussion

What is helpful?

What is missing?

# What you learned today:

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- How to model your supporters' engagement and roles.
- Three practices for engaging your community

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