2017 Volunteer Leaders’ Summit

VOLUNTEER VALUE PROPOSITION

Dan Mori
The volunteer value proposition workshop helps leaders of volunteer organizations that struggle with recruiting volunteers; to improve the quality and quantity of their volunteers, with the limited resources they have.
Organizations that have a clear understanding of their value proposition, do a far superior job of recruiting and retaining volunteers, because they clearly understand why people come and stay; and they continually work to deliver on that.

- Dan Mori
because non-profits do not sell a product or service, most overlook the value proposition all together.
Volunteer Value Proposition

What is it??

GAINERS

PAIN RELIEVERS

GAINS

PAINS
Volunteer Value Proposition

01 Identify the volunteer
02 Define the value
03 Write the value proposition
04 Use it to recruit
Volunteer Value Proposition
Volunteer Value Proposition

Why do people volunteer?
RECOGNITION
GROUP THERAPY
Volunteer Value Proposition

Ask your people why they volunteer.

Why do you volunteer?

Why Sheet...
Volunteer Value Proposition

Defining the Value

What does your organization do?
Start with the tasks or functions.
Then define the result of those functions.
Then connect those results to the reasons people volunteer.
Habitat for Humanity builds houses, yes, however they actually provide homes for good parents and children who deserve a better life.
Volunteer Value Proposition

Create success stories that align with their volunteer profile.

Value Sheet...
Volunteer Value Proposition

How to write a VVP

• Clear; NO JARGON
• Concrete and clearly describes benefits of taking action
• It helps to calm the fears and minimize the risks
• It demonstrates why taking action with your organization is better than another organization
• Keep it short

Volunteer Value Proposition Sheet....
### Recruiting

<table>
<thead>
<tr>
<th>Allow people to sign up for opportunity notifications (twilio)</th>
<th>Highlight success that aligns with the value proposition</th>
<th>Testimonials of other volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging directed towards your volunteer specifically (avatar)</td>
<td>Recognition ceremonies where you invite friends, family, public.</td>
<td>Complete the Recruit Sheet</td>
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</tbody>
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QUESTIONS?
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