

Virtual Training Series

# Volunteer Management in These Times

Center on Budget & Policy Priorities

October 4, 2017

Nicole Fiocco

*Volunteer Maryland*



# Virtual Training Series

- Features the expertise of campaign partners in the field
- Focuses on specific outreach strategies and skills that you can begin to apply to your work immediately





# Today's Presenter



Nicki Fiocco  
Director  
Volunteer Maryland

# Volunteer Maryland



An AmeriCorps Program

*A UNIT OF THE GOVERNOR'S OFFICE OF COMMUNITY  
INITIATIVES*





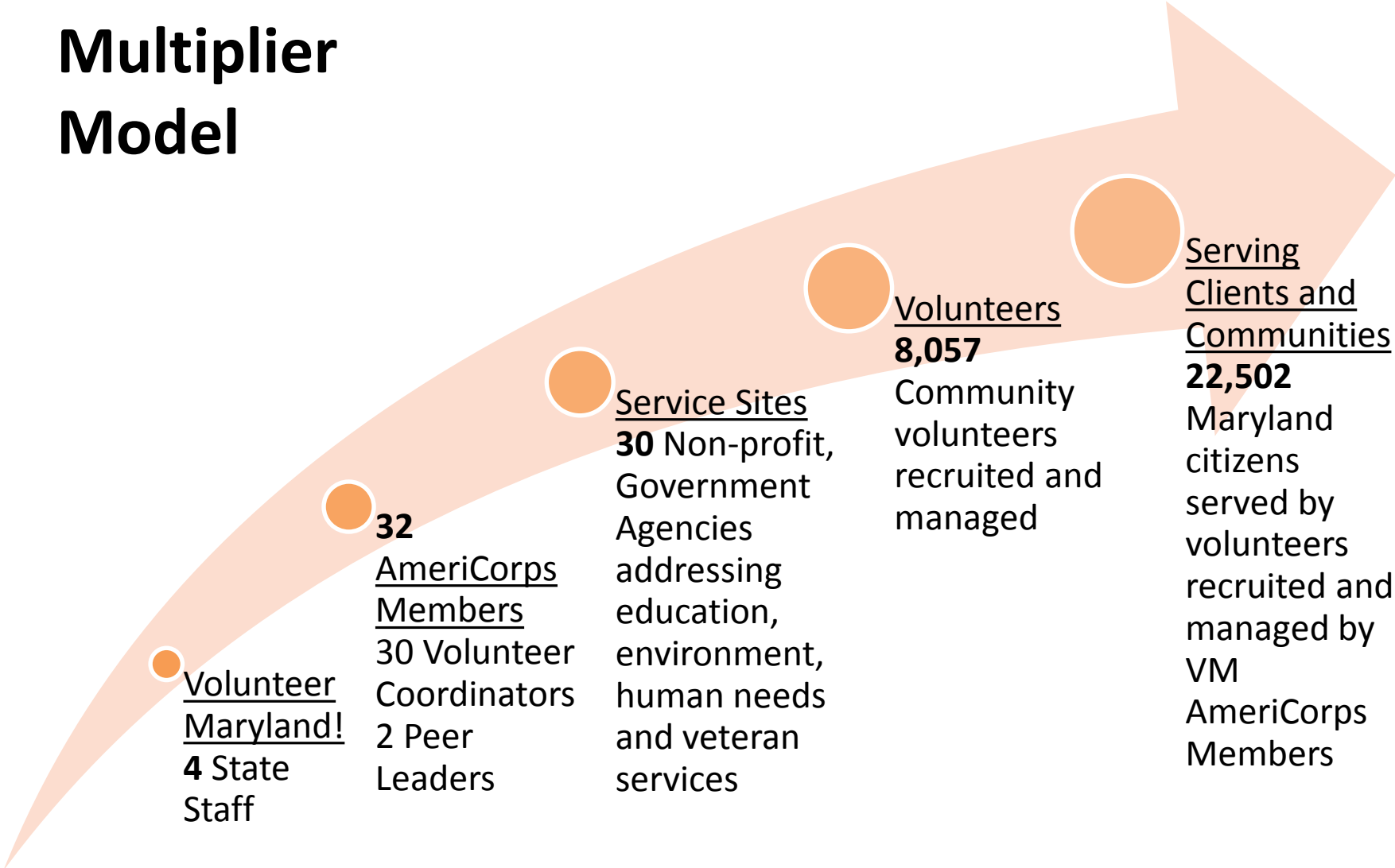
# Volunteer Maryland



Volunteer Maryland builds stronger, healthier communities by developing volunteer programs with nonprofit organizations, government agencies, and schools. The program's vision is that all Marylanders will participate in and value service as a way of life to enrich and empower community, society, and self.



# Multiplier Model



Volunteer Maryland!  
4 State Staff

**32**  
AmeriCorps Members  
30 Volunteer Coordinators  
2 Peer Leaders

Service Sites  
**30** Non-profit, Government Agencies addressing education, environment, human needs and veteran services

Volunteers  
**8,057**  
Community volunteers recruited and managed

Serving Clients and Communities  
**22,502**  
Maryland citizens served by volunteers recruited and managed by VM  
AmeriCorps Members



# JUST HARVEST FREE TAX PREP

= \$\$\$ IN YOUR POCKET

105  
volunteers



2,586  
households helped



\$5.19  
million in refunds



Figures derived from all four Just Harvest tax sites  
for tax season 2014 as of Apr. 15



*Today we are going to  
focus on volunteers*



2,586

households helped



\$5.19

million in refunds





- *Recruiting after a challenging year*
- *Dealing with Change*
- *Mindset*
- *Start with the Why*
- *Tax Preparation made SEXY!*



- ***TaxSlayer***
  - *New software*
  - *Redevelop materials*
  - *Calculation errors*
  - *Software not reliable*
  - *Change in format*

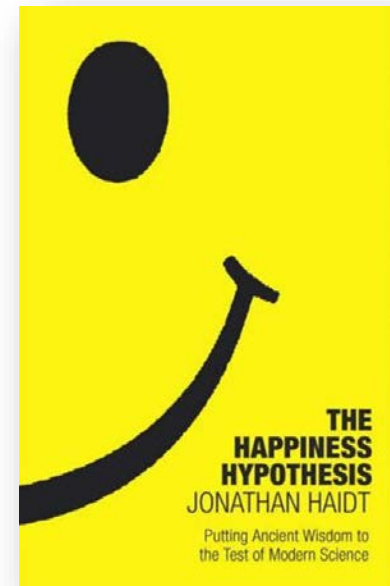
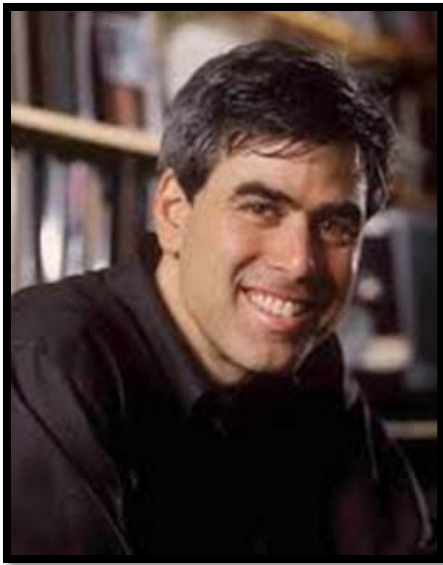


- ***Volunteers***
  - *Learn new software*
  - *Tax returns took longer due to new format*
  - *Increase in self employment income due to increase in Uber and LYFT drivers*
  - *Advanced training required*

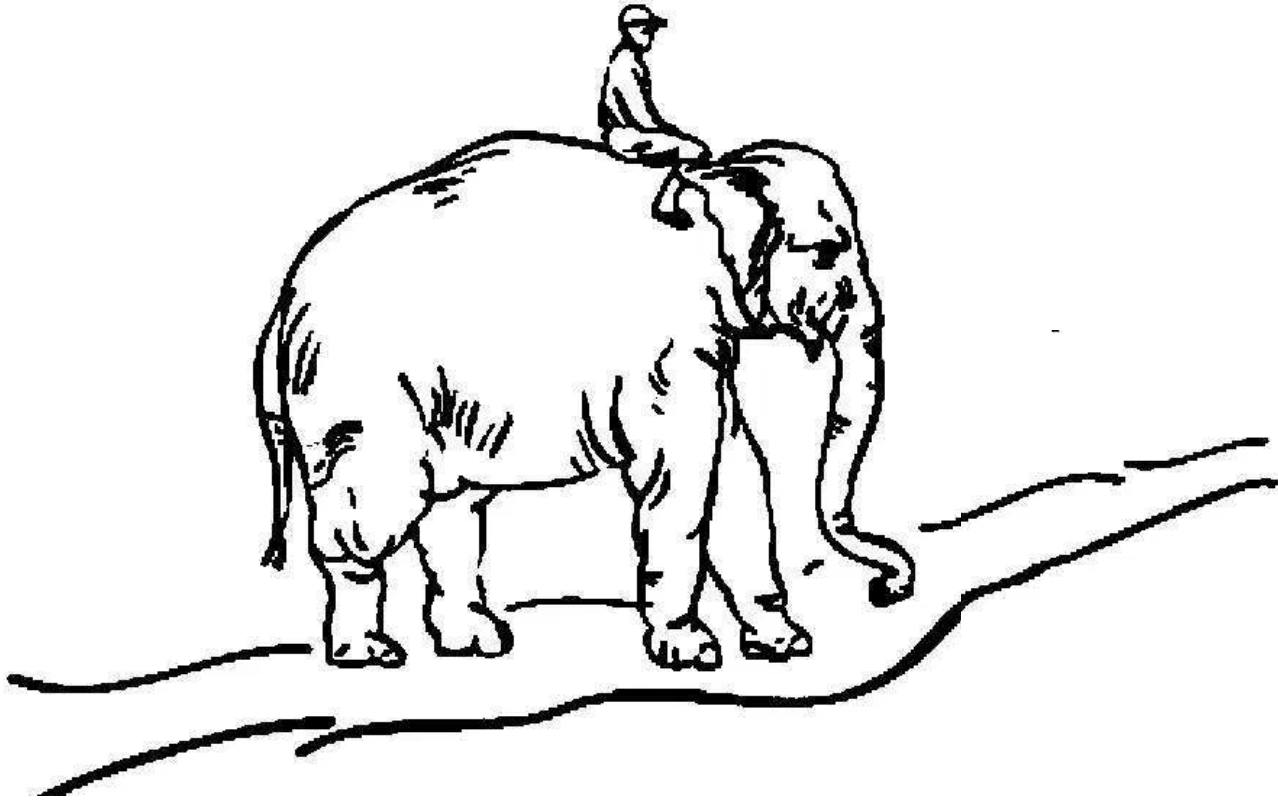


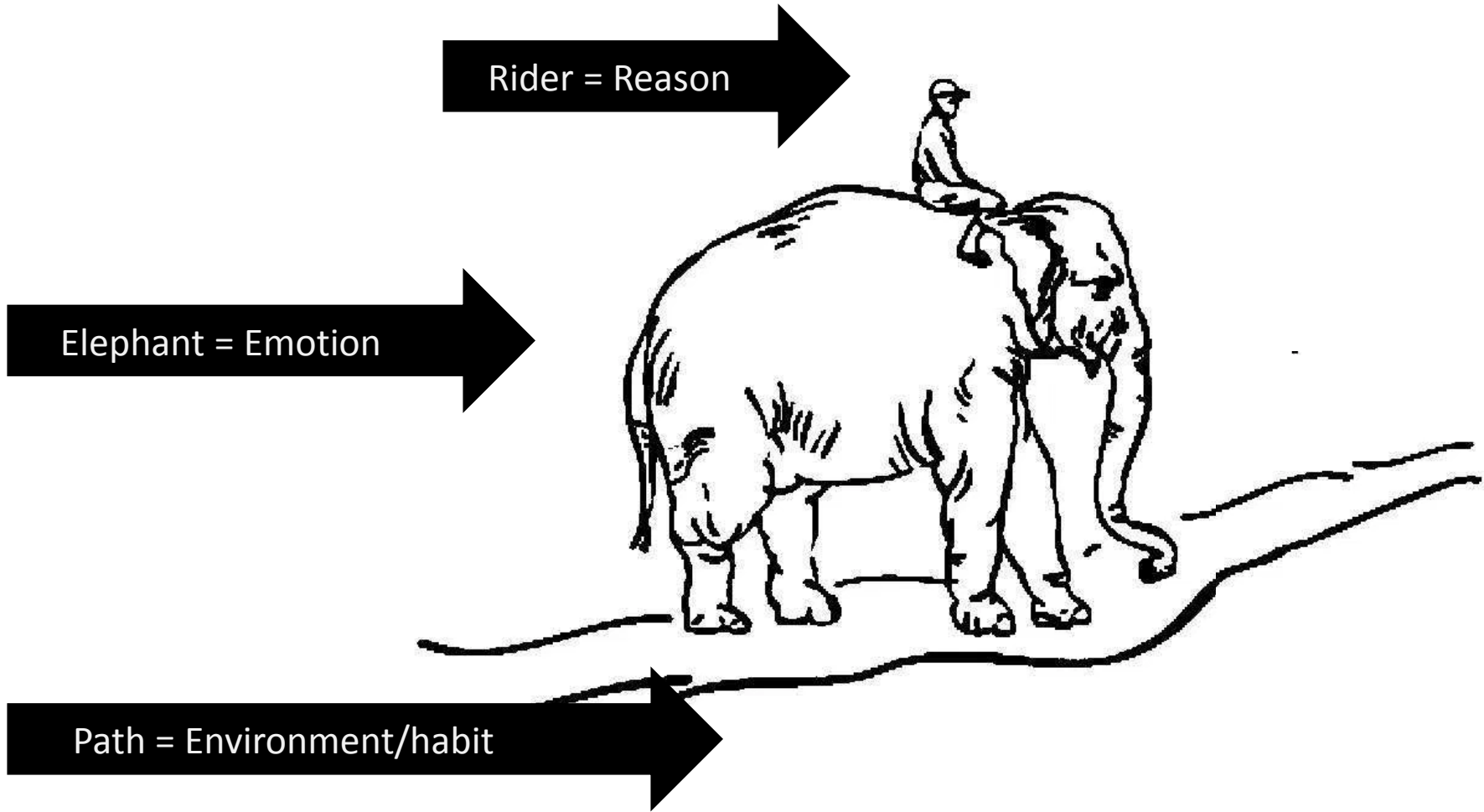
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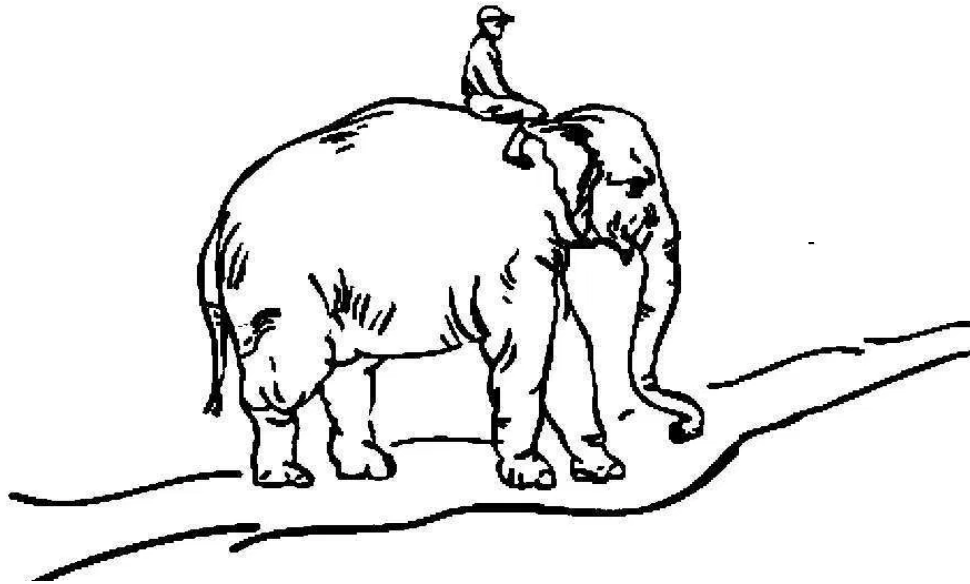




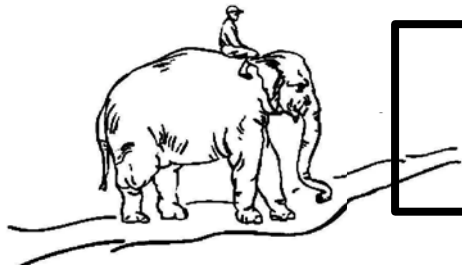
- ***Jonathan Haidt, The Happiness Hypothesis.***
  - *Rider*
  - *Elephant*
  - *Path*







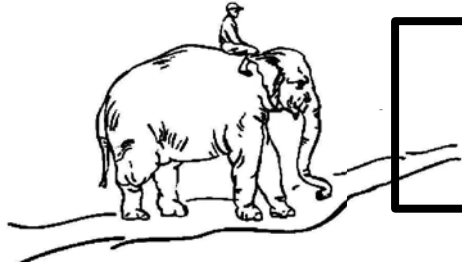
- *Direct the Rider*
- *Motivate the Elephant*
- *Shape the Path*



## *Direct the Rider*



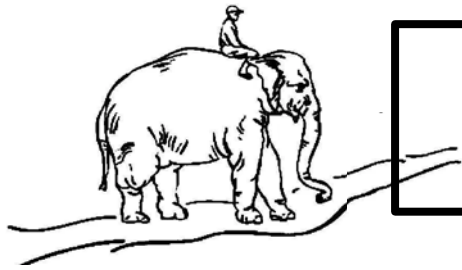
- *How can we deal with malnutrition in Vietnam?*
- *Jerry Sternin – Save the Children; 1990*



# *Direct the Rider*



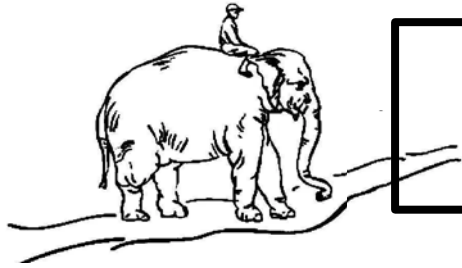
- ***Data:***
  - *Poor Sanitation*
  - *Poverty*
  - *Limited access to clean water*



# *Direct the Rider*



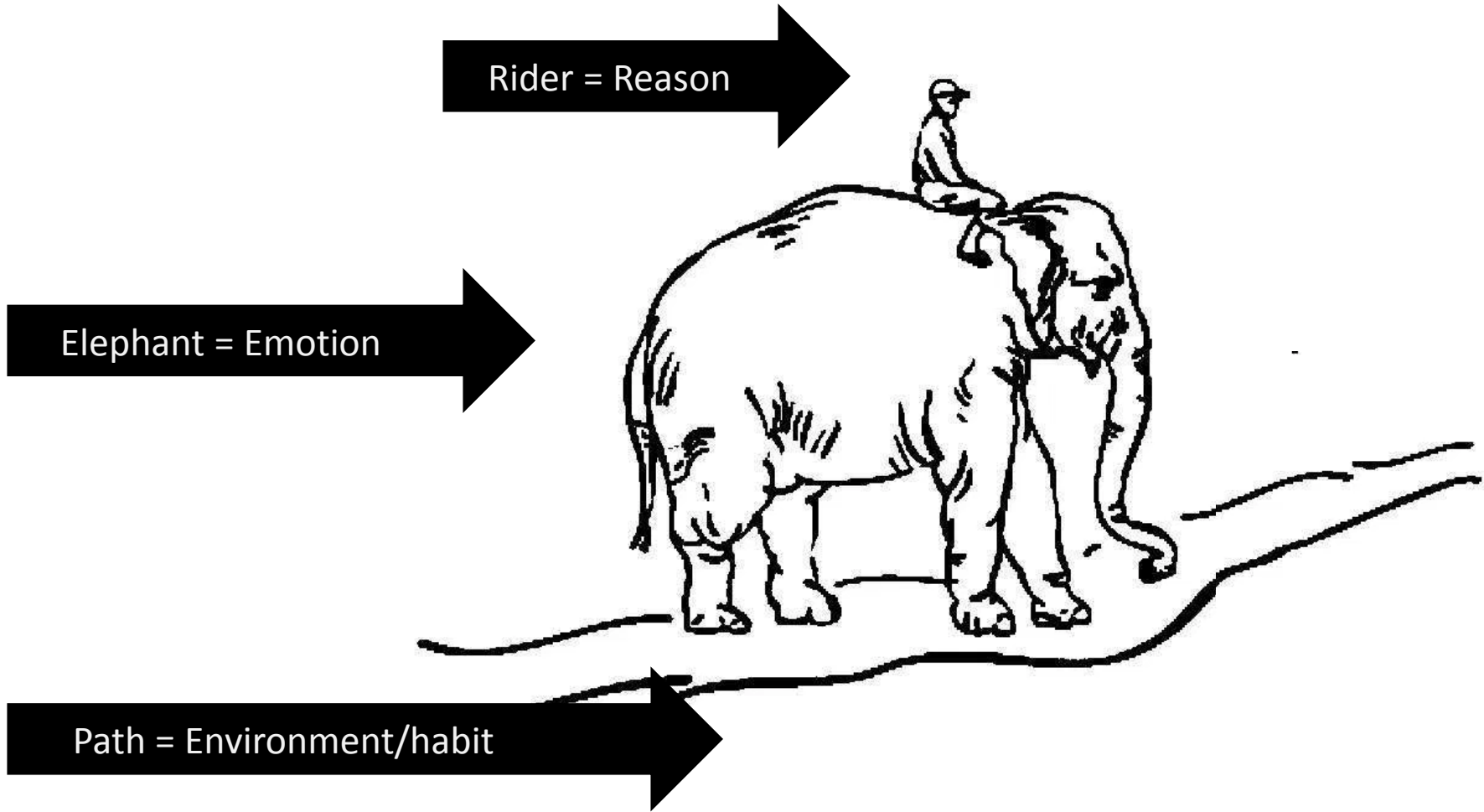
- ***Bright Spots:***
  - *Sweet potato leaves*
  - *Shrimp & crab*
  - *4 small meals a day*
  - *Hand fed*

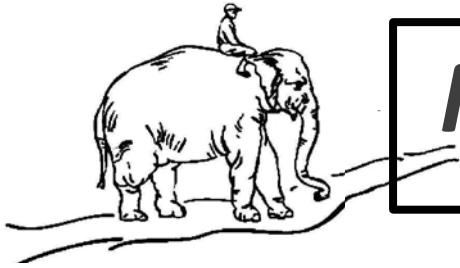


# *Direct the Rider*



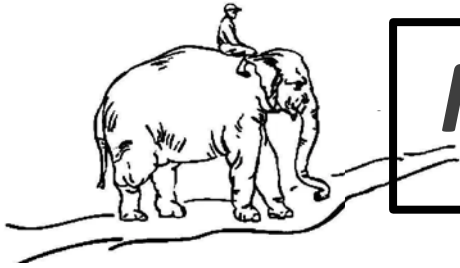
- ***Jerry Sternin*** –
  - *Motivated the elephant*
  - *Directed the rider*
  - *Shaped the path*





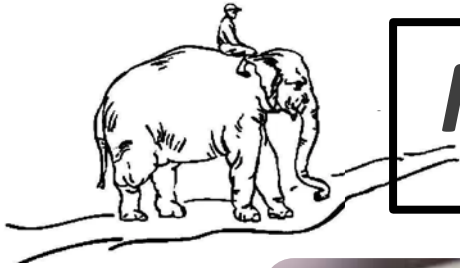
# *Motivate the Elephant*



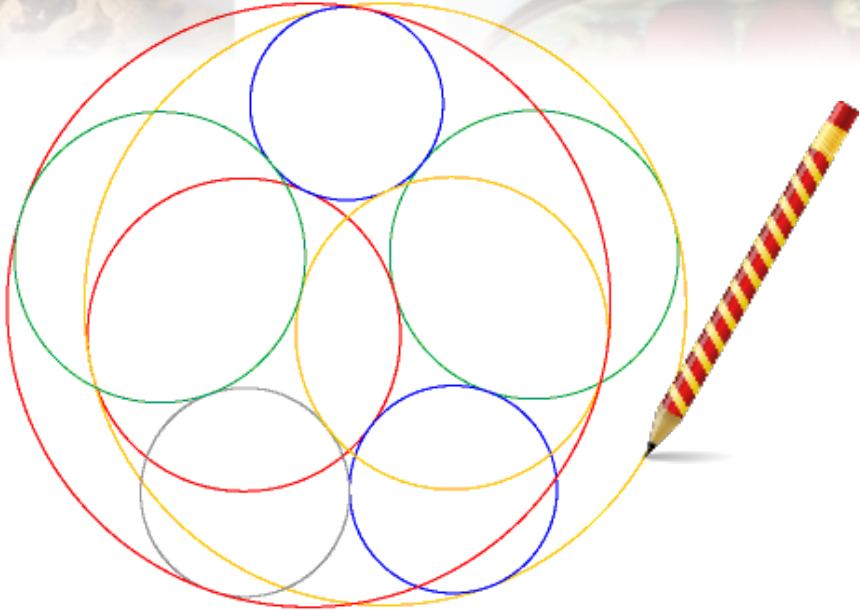


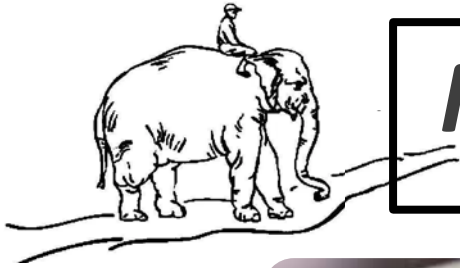
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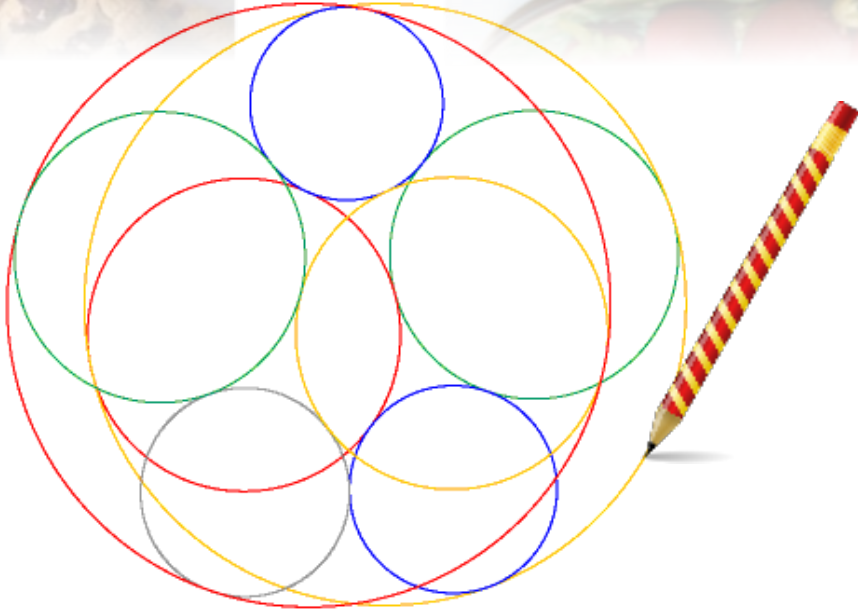


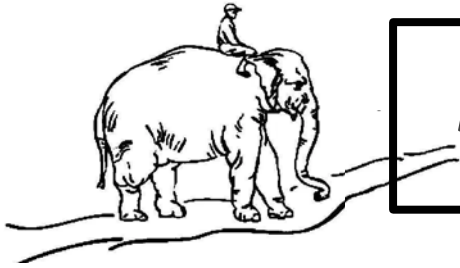
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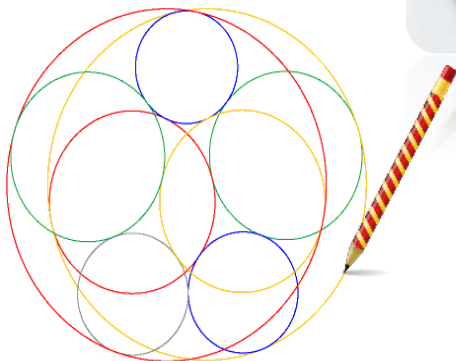


# Motivate the Elephant

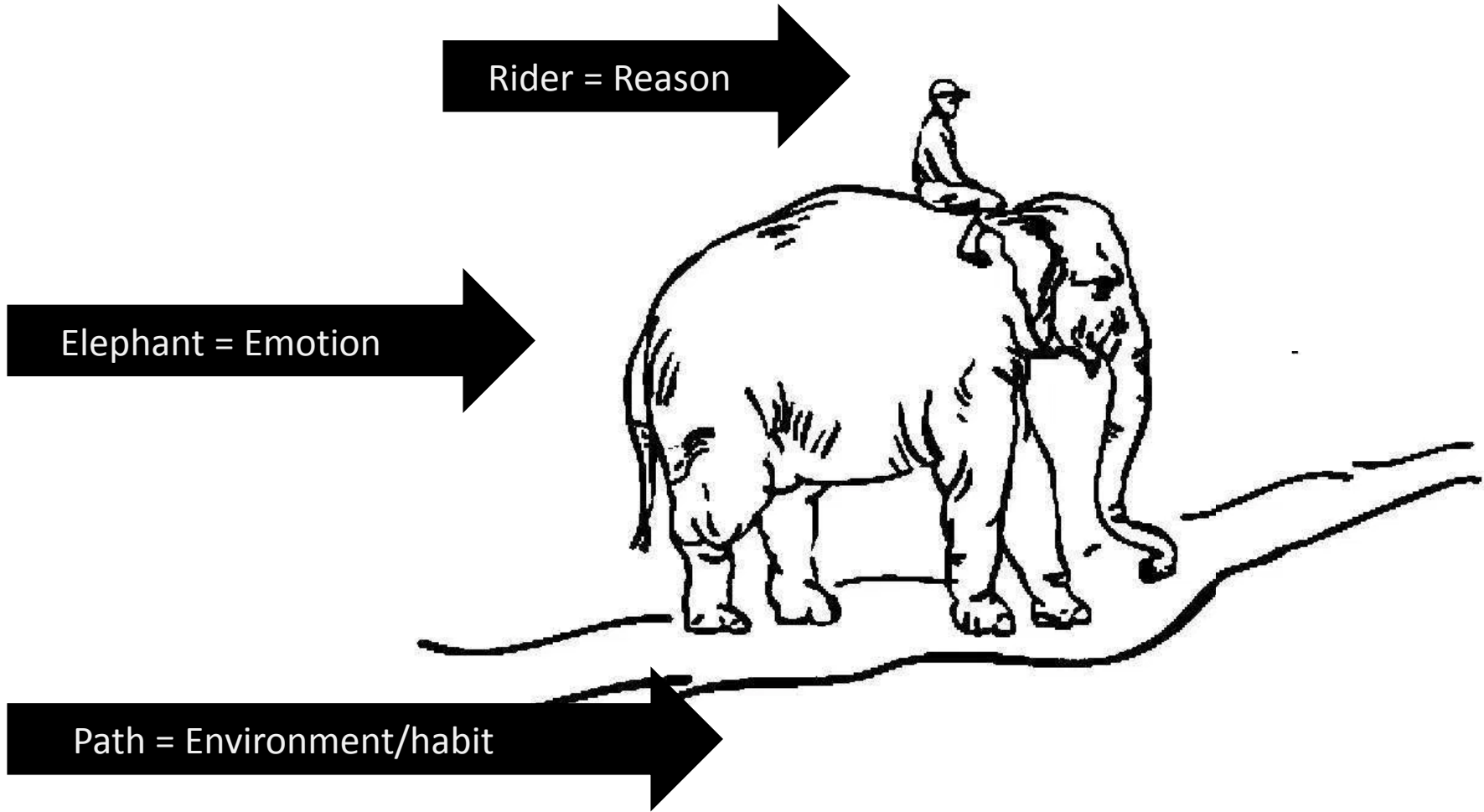




# *Motivate the Elephant*



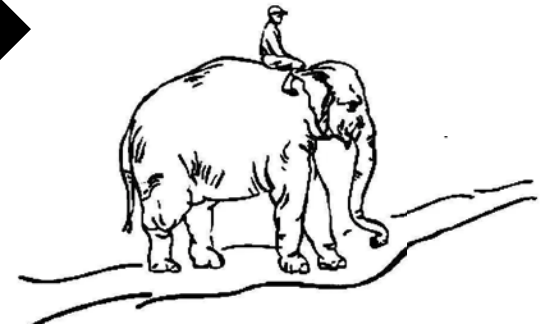
- *Lack of motivation*
- *Resistance Fatigue*
- *Impossible Outcome*



Rider = flee with ambiguity

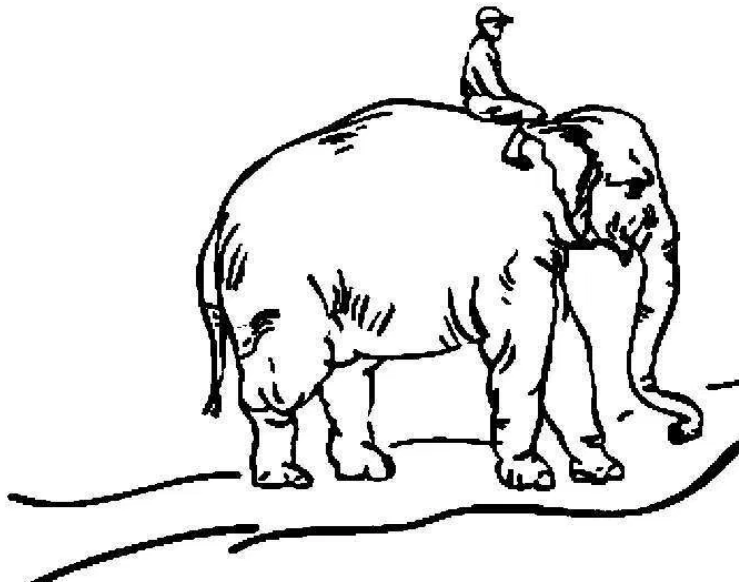
Elephant = wander if path/motivation is not clear

Path = Clear remove obstacles



- ***Obstacles -***

- *No need for change*
- *Never done it like this before*
- *It will never work*
- *It is just too much*





- *2<sup>nd</sup> model for addressing change*
- *Ascent, Juan Riboldi*
- *The Five Widening Gaps*
  - *Five barriers to implementing successful change*

# *The Five Widening Gaps*

Low Trust

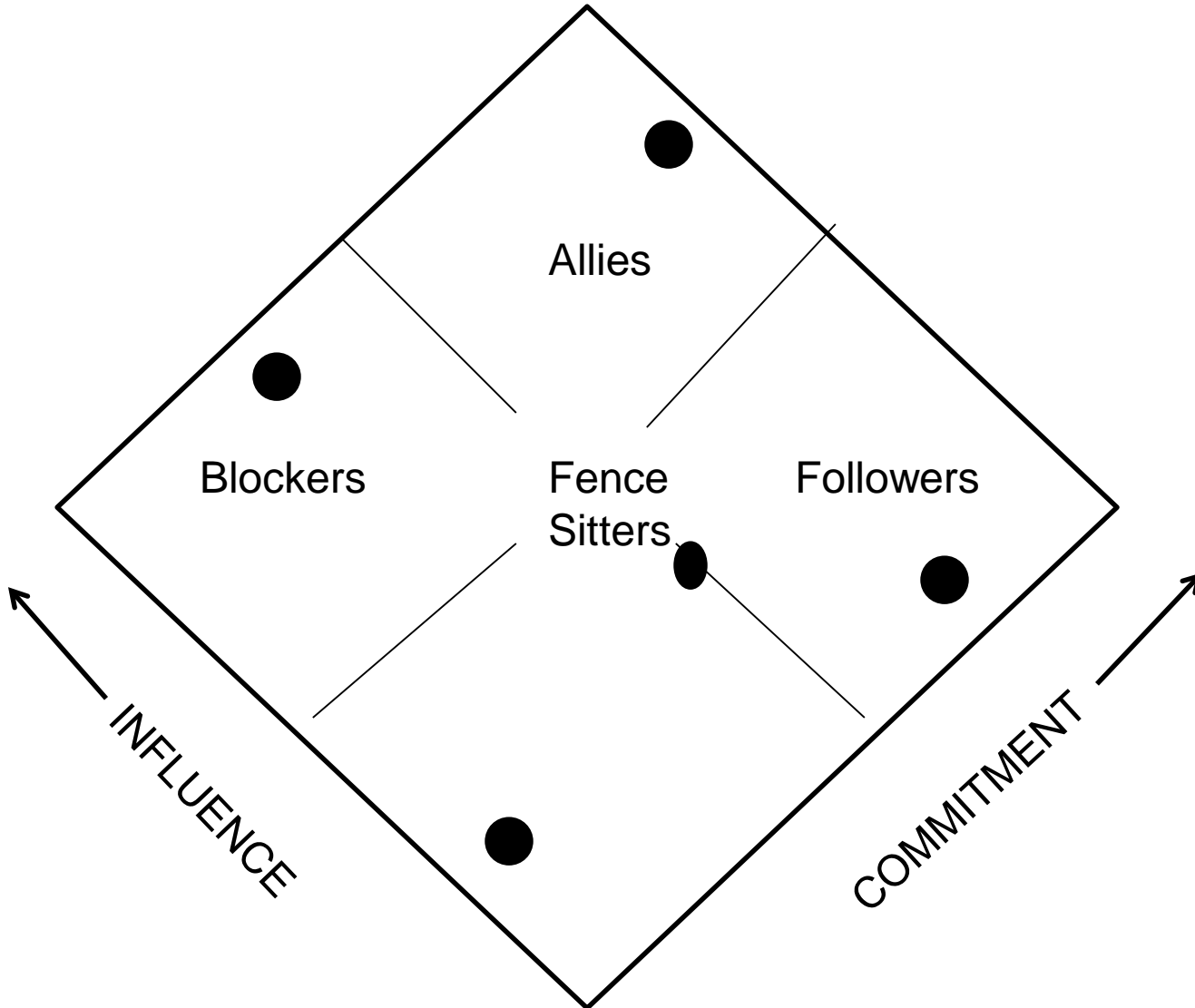
Lack of Focus

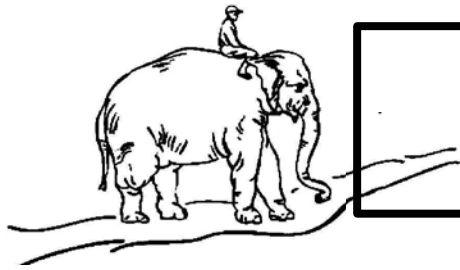
Poor  
Capability

Weak  
Commitment

Delayed  
Results

# *Sponsor Profile*





# *Take Away*

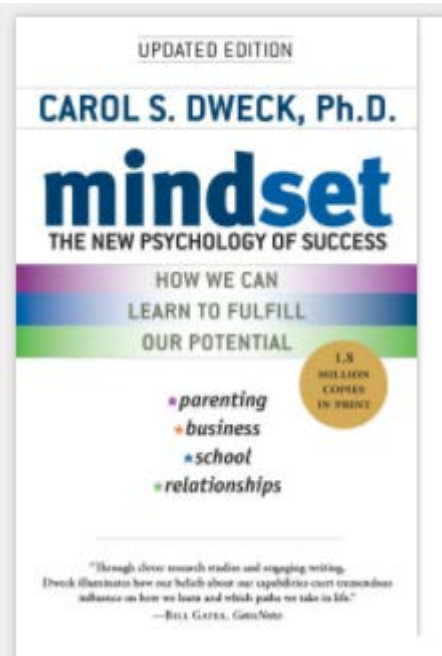


- *Identify the biggest challenge facing volunteer program?*
- *What “bright spots” can you highlight within this challenge?*
- *Who are your allies? How can you engage them?*
- *Can you identify small changes that will not overwhelm the rider? What are they?*



# Mindset

- *Carol Dweck -*





# *Mindset*

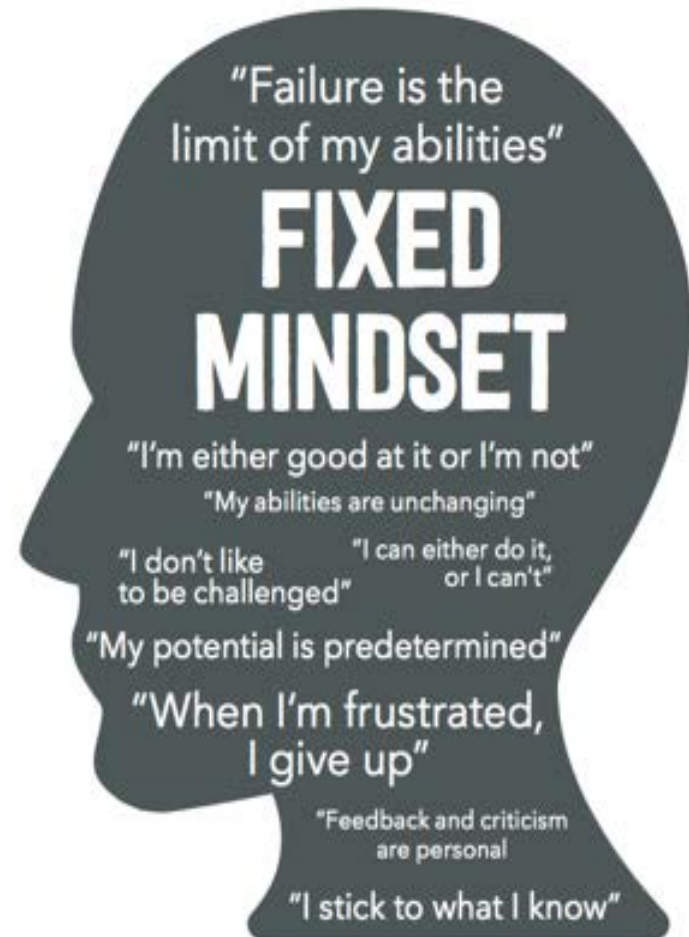
*Answer these questions about intelligence. Decide whether you mostly agree or disagree with it.*

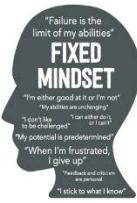


# *Mindset*

- *Questions 1 & 3 are the fixed-mindset questions.*
- *Questions 2 & 4 reflect the growth mindset.*

# Mindset

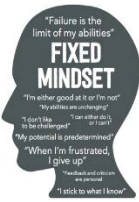




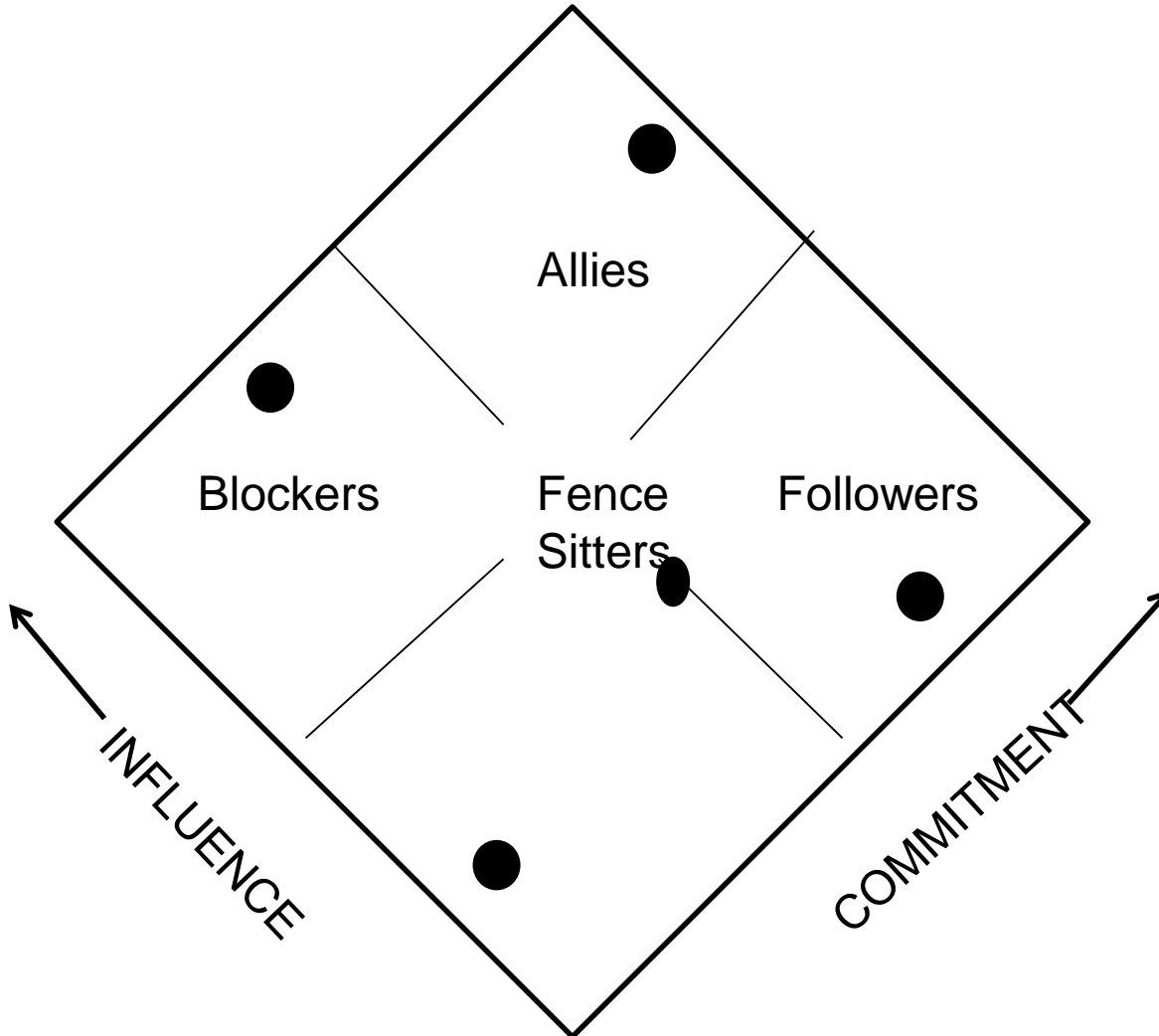
# Mindset

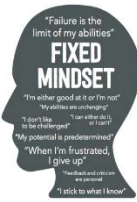
- ***TaxWise***
  - ***Familiar***
  - ***Replicated tax forms***
  - ***Auto fill***
  - ***Easy to flip back to review work***

- ***TaxSlayer***
  - ***New software***
  - ***Redevelop materials***
  - ***Calculation errors***
  - ***Software not reliable***
  - ***Change in format***

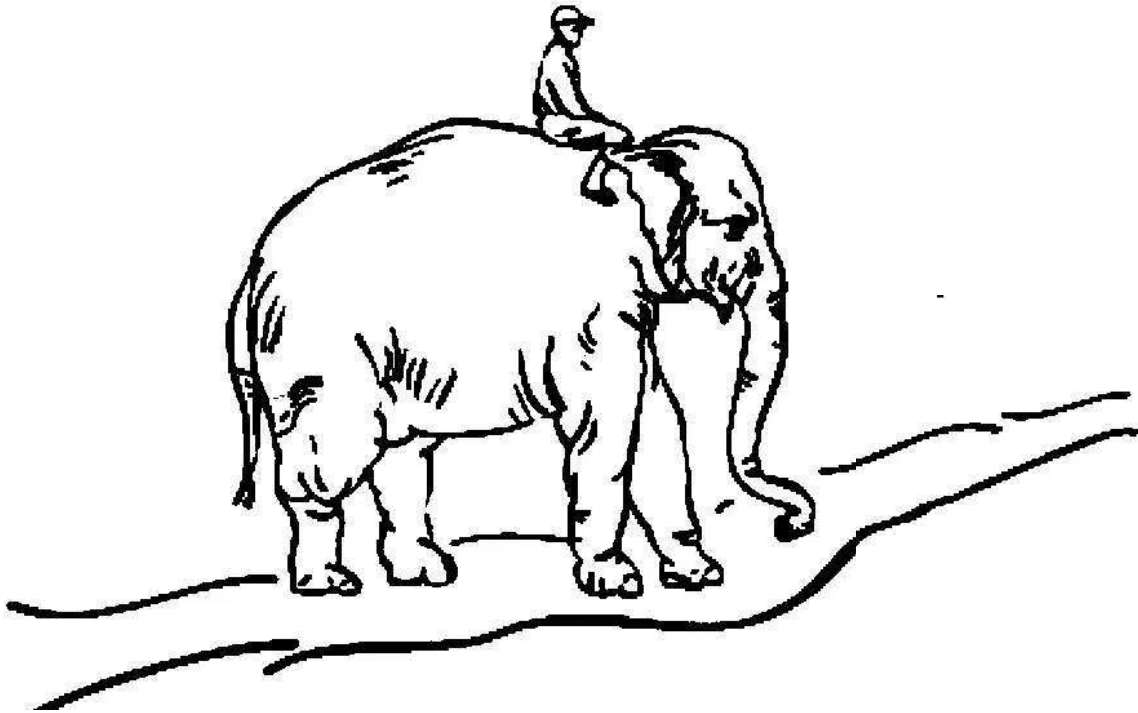


# Mindset

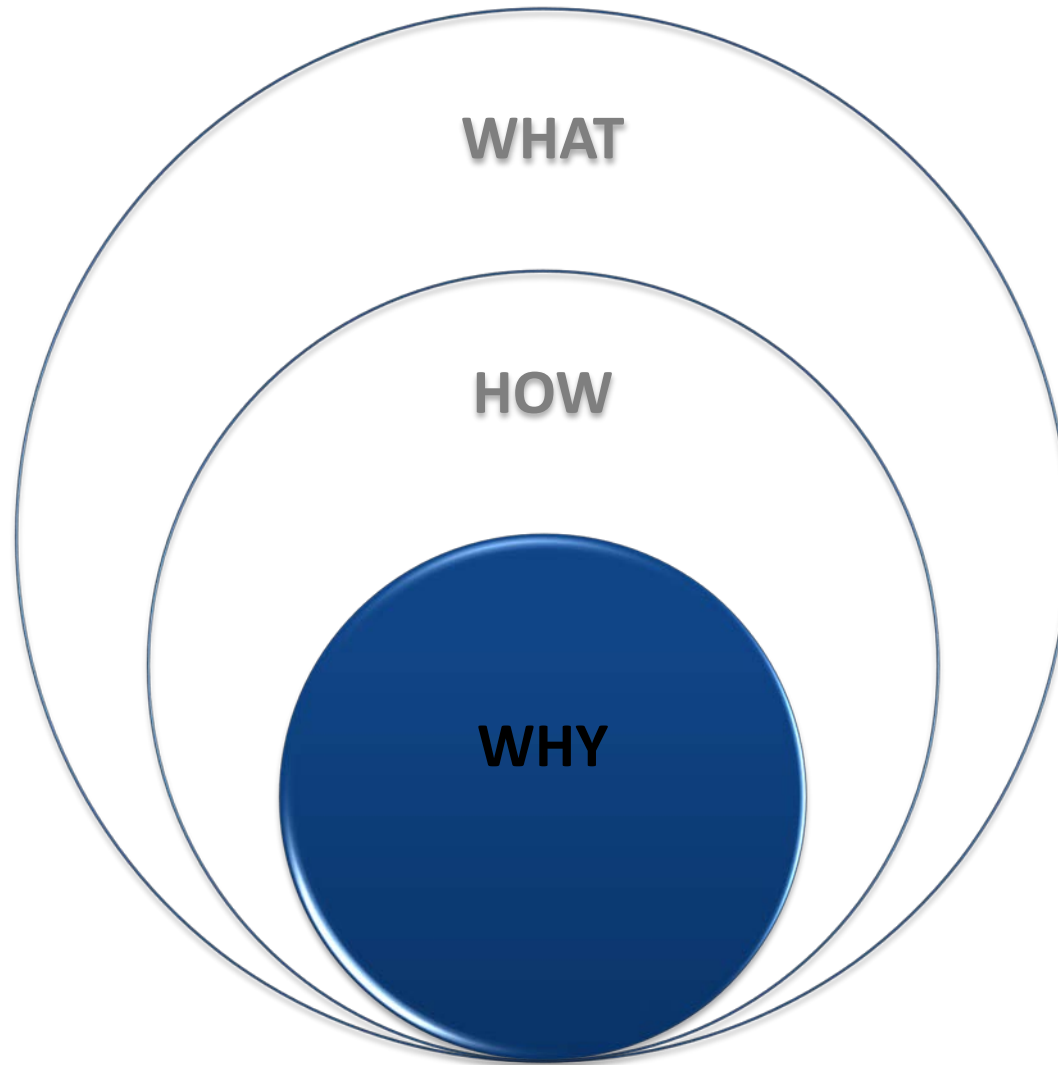




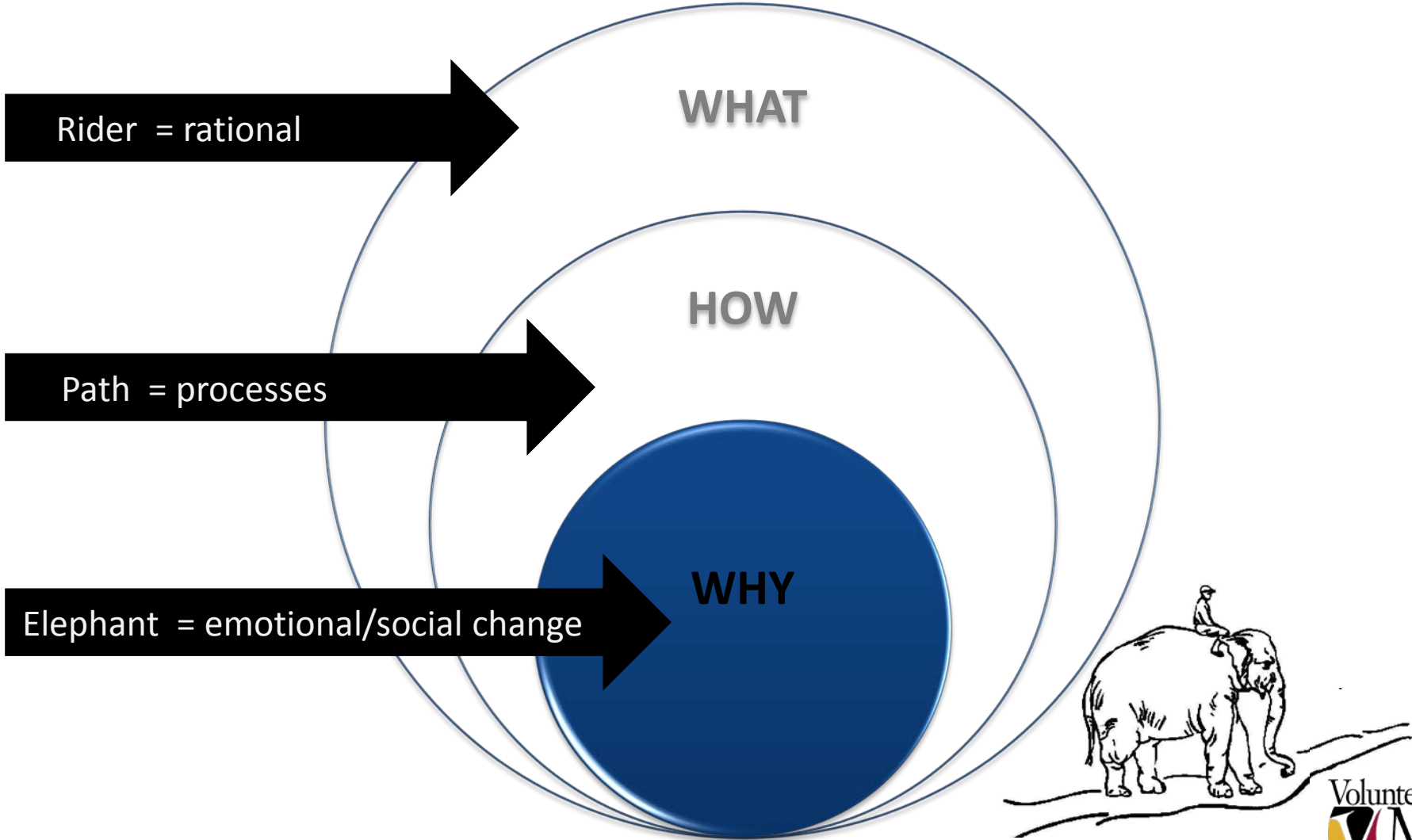
# Mindset



# *Start with your Organizational Why*



# *Start with your Organizational Why*



# *Start with your Organizational Why*

# WHY



# *Long Term Volunteers*



# CASA

Court Appointed Special Advocates  
**FOR CHILDREN**

- *Long term Volunteers*
- *Training*
- *Not Ideal -*
  - *Many volunteers never see their cases close.*

# *Long Term Volunteers Intensive Training*



- *Intensive Training*
- *Certification required*
- *Not Ideal -*
  - *Clients don't show up*
  - *Free space is limited*

# *Make tax preparation **SEXY!***



# ***Make tax preparation SEXY!***

- ***Play on TaxSlayer name...***
  - ***Ninja***
  - ***Wolverine***
- ***Lead Volunteers ...***
  - ***A numbers game***
  - ***Mentors***

**DO WHAT  
YOU CAN,  
WITH WHAT YOU  
HAVE,  
WHERE YOU ARE**

Theodore Roosevelt

***Nicki Fiocco –***  
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**410-697-9282**

# Thank You for Joining!

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