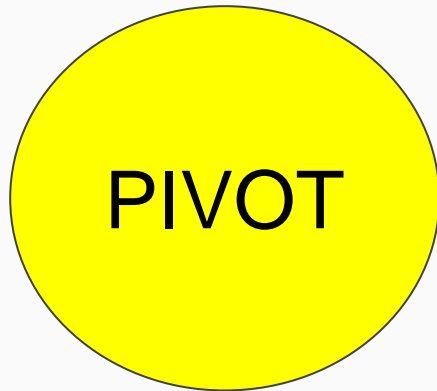


Volunteerism in the Pandemic and After

Monday, February 8, 2021
9:30-10:20 a.m.

Exploring the need for volunteerism and the management of volunteers during COVID-19. Pivoting from in person to virtual while maintaining engagement.

What does pivoting in the pandemic mean?



Prepare
Innovate
Value
Opportunities
Threat

Poll: What's your Pandemic readiness?

NOT READY at all

READY but not sure where to start

STARTED but would love more ideas

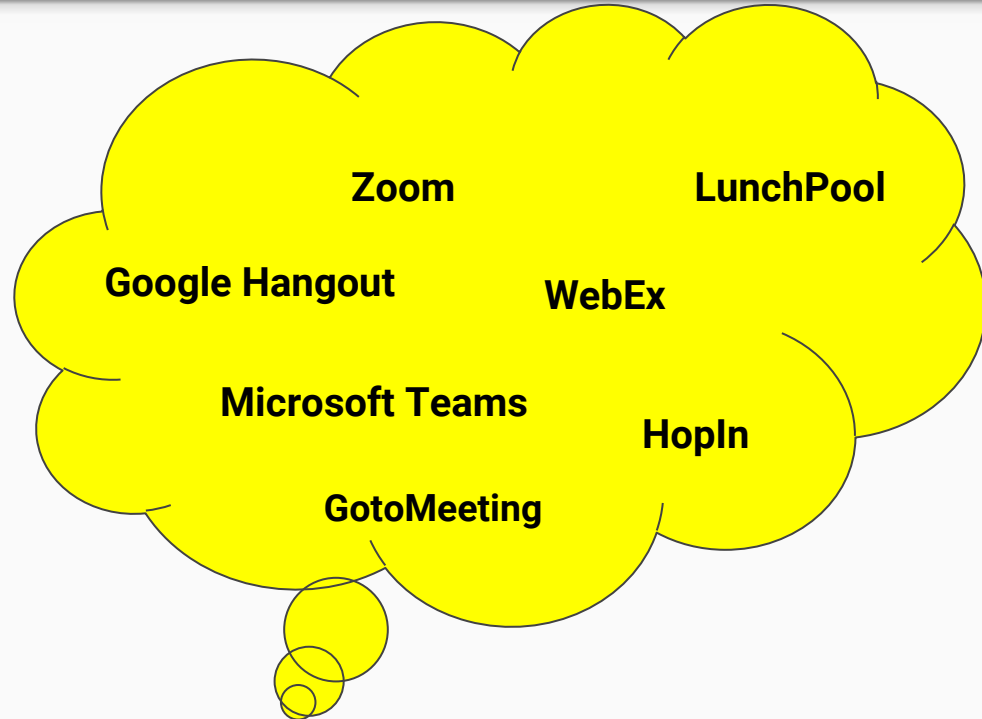
Recruitment, Retention, Recognition in the Pandemic

Recruitment	Retention	Recognition
Why do you need volunteers?	What has been the timeframe for volunteers?	Drive-by celebrations, online celebrations events
What is your volunteer capacity (virtually or in person)?	Which volunteers can you deputize as LEAD volunteers?	Newsletters, video on website, quotes on social media

Technology in the Pandemic

Things to consider:

1. Your Budget
2. Your Audience
3. Your Learning Curve
4. Your Capacity
5. Your opportunities ... which platform would be the best fits.



Communication in the Pandemic

What was your communication schedule with your volunteers and community prior to the Pandemic?

Successful communication should include:

- 1) Social Media Posts
- 2) Newsletter Updates
- 3) Website Updates
- 4) Calls and Texts

Marketing Plan should include:

- 1) Media: TV
- 2) Paper
- 3) Radio

What To Share: COVID-19 Status (Vaccine), COVID-19 Safety protocols, Events, Volunteer Highlights, Client Highlights, Partnership/Collaboration Highlights, Call to Actions...

Brainstorming: Developing Action Steps

Moving Forward...Virtual, In-Person, Hybrid

It's your chance to START and REVISE and SHARE your PLAN!

Take 10 minutes to think about your plan. Then as a large group we will share out and discuss. As you are taking time to develop an initial plan... think about the following:

1. Create your timeline of events for the year
2. Then think about the Virtual Platform that is the best fit
3. Identify your Lead Volunteers and assign them appropriately

Contact Information

Andrea Hill, Volunteer Tennessee Board Member

Director of Volunteer Memphis (Leadership Memphis)

Phone: 901-278-0016

Email: ahill@leadershipmemphis.org

LinkedIn: <https://www.linkedin.com/in/andrea-hill-mpa-cva-28285818>

