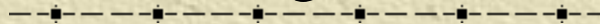




Customer Focused Strategy to Volunteer Management

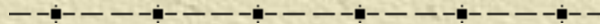
Lorie Liptak
NYSDOH Health Emergency Preparedness
Program





*Prepare for the worst
while providing the best....*

With no time, money, or resources



Agenda

- ✦ What motivates volunteers?
- ✦ How to use this to your advantage for Recruitment & Retention
- ✦ Apply this to a successful deployment

Understanding Your Guests

(Disney Institute)



Need



Wants



Stereotypes



Emotions



Need

✦ **To help**

✦ To satisfy important personal goal

✦ There may be more than one need or goal

Understanding Your Guests

(Disney Institute)



Need



Wants



Stereotypes



Emotions



Wants/Motivation

Why do you want to volunteer?

What does the volunteer want to get out of their experience?

✦ **Voluntary Functions Inventory (VFI)**

- Clary et al. (1992)

✦ **Volunteer Motivation Inventory**

- McEwin and Jacobsen-D'Arcy (2002)

10 Motivational Categories

✦ Values

✦ Reactivity

✦ Reciprocity

✦ Social

✦ Recognition

✦ Protective

✦ Understanding

✦ Social Interaction

✦ Self-esteem

✦ Career Development

Dominant Motivational Forces (McClelland)

- ✦ **Achievement:** goal oriented, pride and excellence, effective at tackling problems
- ✦ **Affiliation:** most concerned about relationships with others, people's feelings, how they can be of help
- ✦ **Authority/Power:** need prestige and status and positions of influence

Align volunteer motivations with recruitment messages and approaches

Motivation	How can we take advantage of this motivation?	Slogans, Messages, Images, Approaches

“Register. Prepare. Care.”

VFI

How can we take advantage of this motivation?

Slogans, Messages, Images, Approaches

Social

- ✦ Be a member of the team
- ✦ Target retirees

- ✦ “Register.”
- ✦ Pictures showing camaraderie
- ✦ Membership items

Understanding

- ✦ Select for advanced training
- ✦ Target young careers

- ✦ “Prepare.”
- ✦ Advertise variety of optional classes

Value

Always be ready to help

- ✦ “Care.”
- ✦ Pictures of patient care

Understanding Your Guests

(Disney Institute)



Need



Wants



Stereotypes



Emotions



Stereotype

- ✦ The emergency/disaster will be tragic and horrific!
- ✦ Every emergency/disaster will need volunteers to respond
- ✦ I will personally make a noticeable difference in someone's life.





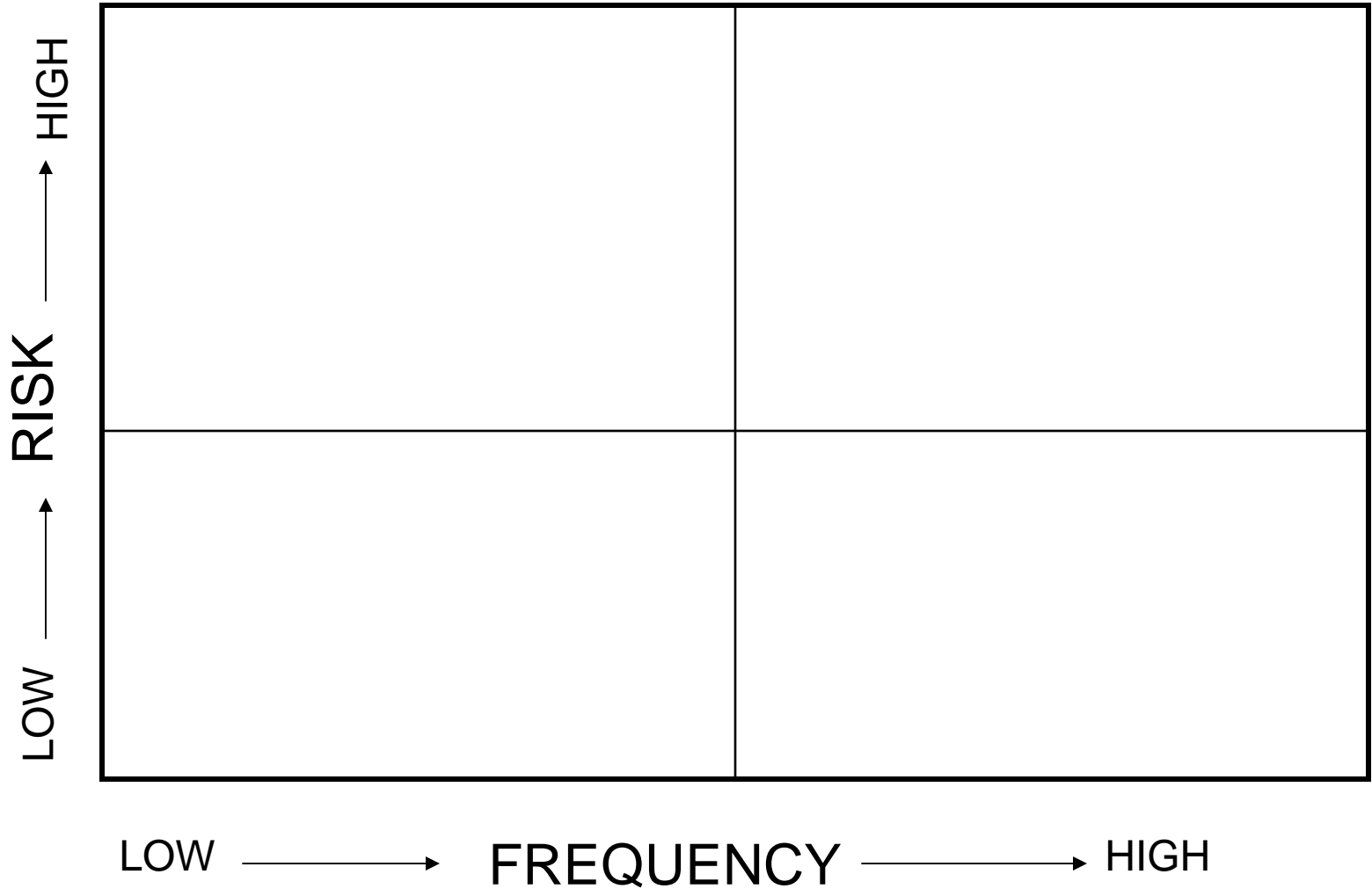








What are your potential disasters?



How are you planning to use your volunteers?

- ✦ Augment healthcare facilities
- ✦ Point of Distribution (POD)
- ✦ Medical/Special Needs Shelters
- ✦ Alternate Care Sites
- ✦ Triage Sites

Volunteer Coordinators Must Manage Expectations

- ✦ Provide examples of what your communities is preparing for
- ✦ Provide history of emergencies
- ✦ Share stories from other communities about volunteers deployed to their disaster
- ✦ Share stories about when volunteers were not needed in a disaster
- ✦ Consider hosting community health events

Understanding Your Guests

(Disney Institute)



Need



Wants



Stereotypes



Emotions



Emotions

✦ Excitement

- Yes! This is what I have been waiting for!

✦ Fear & Uncertainty

- What will it be like?
- Will I be safe?
- Am I ready?
- Will I have food, bathroom, place to sleep?
- Can I call my family?

✦ Trust

- I have been well prepared and I trust my VC to keep me safe!

Whose Pizza is that?



✦ Where did you buy the pizza?


✦ Can I clear the table?

Can I have some?

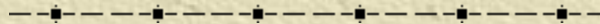
Is my name still on your list?

- ✦ I have not heard anything from you, have I been removed from the list?
- ✦ Have I missed a class or meeting?
- ✦ **Am I ready if you need me?**

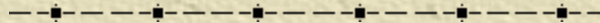





*Understanding volunteers
will result in recruitment and
retention strategies that
demonstrate the
meaningfulness of
volunteering.*



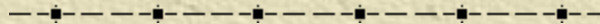
Deployment





**There will always be
spontaneous
volunteers.**

Plan for them now so they do not
interfere with the response.



Anticipate

- ✦ Anticipate volunteer needs before they know they need them
- ✦ Anticipate concerns about their jobs and family
- ✦ Anticipate when the volunteer will be ready to help
- ✦ Understand barriers to involvement

Match Volunteer Skills With Work Assignments

- ✦ Match potential volunteers to response needs of specific emergency
- ✦ Don't ask a brain surgeon to operate a chainsaw!

Recommendation: Emphasize why certain tasks are being performed

Phased Deployment

“Over mobilization of volunteers at the beginning of a disaster is not uncommon”




Mobilizing Too Early

- ✦ Give appearance of chaos, lack of leadership, and poor communication
- ✦ Contributes to feelings that skills abilities and time are not being fully used
- ✦ May not be enough work for all volunteers

Recommendation: Assess the need and develop a plan before deploying volunteers

Plan For Psychological Impact Of The Volunteer's Experience

- ✦ There may be no one to rescue
- ✦ Exposure to human remains
- ✦ Victims less than grateful
- ✦ Feeling of helplessness
- ✦ Lack of “important” work



The safety and satisfaction of deployed volunteers as well as effective completion of their mission are dependent upon the provision of appropriate training and information



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