

Sell the Program Inside Your Organization

Tips from the field:

- create cross-organizational / cross-functional teams and advisory groups that involve staff in program planning, decision-making, policies and development
- get on the agenda of new staff orientations
- integrate volunteer management topics into the general staff training calendar
- empower other staff to recruit, train, evaluate and supervise volunteers
- initiate an employee volunteer program
- get a line item assigned to you in the agency's budget
- make sure that your program is included in the annual report
- know who staff listen to and involve that person (or a representative of that group) in promotion of the volunteer program
- be proactive in responding to perceived and 'real' barriers to volunteerism (such as lack of space and people's ideas of what volunteers can do)
- gather and disseminate success stories
- advertise the activities of volunteers in visible locations such as the bulletin board at the entrance to your building and your organization's newsletter
- drop-in on volunteers at remote locations, so that the programs they work with associate you with the volunteers
- recognize daily the staff who work with your volunteer program
- place volunteers in strategically "visible" or "high-status" positions with assignments that matter
- start small and play on your strengths - build your program slowly and begin by working with employees who are already supportive of volunteers and volunteerism

<http://www.txserve.org/mgmt/volrec/sell.html> - 02/11/2003