



Skills-Based Volunteering

Harnessing the power of professional expertise in the nonprofit sector

Good morning!

Serve Wyoming

Improving lives and strengthening Wyoming Communities through volunteerism

- AmeriCorps Programs
- Disability Inclusion and Awareness
- Emergency Preparedness
- **Volunteer Wyoming**
 - www.volunteerwyoming.org
 - Call center
 - Volunteer Guides
 - PVN



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Game Plan:

- Background
- Nonprofit Need
- Skills-Based vs. Traditional Volunteering
- Benefits
 - Volunteers
 - Nonprofits
 - Businesses
- Challenges
- Tools
- SBV in Action!



Background

- **A Billion + Change/The Corporation for National and Community Service, Points of Light Institute** and the **Taproot Foundation** were are the forefront of the Skills-Based Volunteering movement
- Three-year campaign designed to put the expertise of the corporate sector to work on solving our most critical social problems

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

Nonprofit Health in WY

- Depleted energy sector =
 - Charitable giving down!
 - Unemployment up!

- Nonprofits challenged to do MORE with LESS
 - Greater need for services
 - Less funding
 - Less staff



The NEED is there!

■ Top challenges in the Nonprofit Sector?

- Achieving long-term sustainability
- Fundraising
- Communications/marketing
- Technology
- HR management
- Stronger boards
- Legal and accounting support
- Collaboration/partnership building



"Communities thrive when nonprofit organizations are strong!"

Enter: Skills-Based Volunteering!

- Leverages the **specialized skills** and **talents** of individuals to strengthen the infrastructure of nonprofits, helping them **build and sustain** their **capacity** to successfully achieve their missions
- Where are these skilled-volunteers?
 - "77% of millennial employees said they are more likely to volunteer if they can use their specific skills and expertise."
-2015 Millennial Impact Report
 - Boomers!
 - Unemployed

*Nonprofit challenges to be met
+ expert human resources available
= **Skills-Based Volunteering (SBV)!***



QUALITY vs. Quantity



Traditional Volunteering

- *Task* focused
- More general skills
- Typically less supervised

Skills-Based Volunteering

- **Person** focused
- Uses **specific** expertise
- Structured



SBV is about matching the right PERSON with the right SKILLS and KNOWLEDGE at the right TIME to the right PROJECT in order to achieve greater IMPACT

The PERKS of SBV

How nonprofits, professionals, & businesses benefit



As a Nonprofit, SBV...

- Allows you reach farther and do more!
- Offers the opportunity to receive valuable training and new insights
- Helps build personal and professional relationships within your local economy
- Fosters corporate partnerships/support
- Builds your CAPACITY to serve your community! 😊



As a Professional, SBV...

- Allows you to use your skills and expertise in a meaningful and often life-changing way
- Provides a refreshing, creative change from daily work
- Resume builder and/or could lead to a promotion
- Avenue to network, explore your community, and get to know the local nonprofits



As a Business, SBV...

- Provides employees a rewarding and meaningful experience
- Can yield more creative, innovative work
- Builds a socially responsible, community-minded reputation
- Better attracts and retains strong employees
- Provides a more visible return on investment

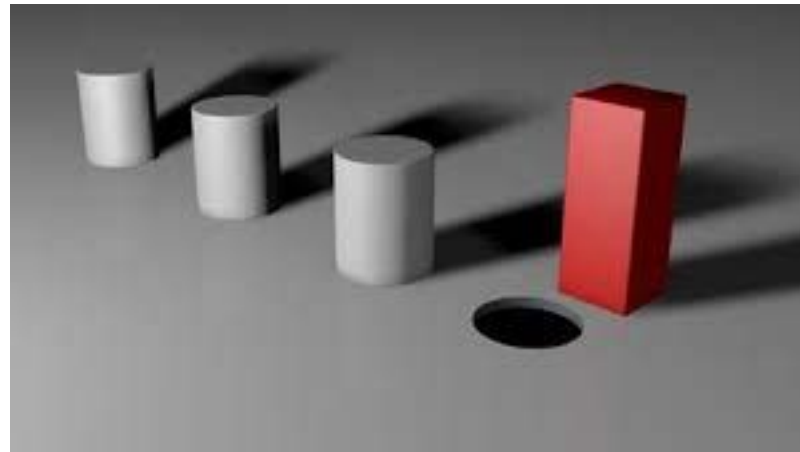


Win, Win, Win?



What are the challenges?

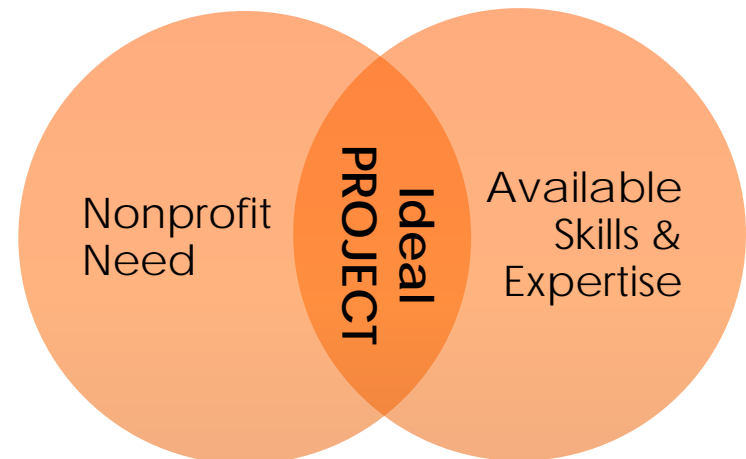
- Time and supervision!
- Perception of volunteers vs. employees
- Balancing support with **readiness**
- Others?





To ensure SUCCESS:

- Professional volunteers, businesses, and nonprofits **MUST** determine the most effective way **of transferring business skills via volunteer service**
 - Nonprofits must determine if they're **READY** for SBV and prioritize the management of the professional volunteers.
 - Business/volunteer needs to be clear what services/expertise they are willing/able to provide.
- **Be sure it's a good match!**
- **Get it in WRITING!**



Now that you're
convinced...

What's the next step?



Are YOU ready?!

- **VERY IMPORTANT** to determine if SBV is **RIGHT** for your organization.
 - ACTIVITY 😊

- **Planning is critical!**
 - Policies in place
 - Accountability system ready
 - Supervision trained
 - Welcoming atmosphere 😊



Two ways to think about SBV:

- **Individual Professional Volunteer**
 - Independent of employer
 - Example: PVN

- **Corporate Skills-Based Volunteer Program (SBVP)**
 - Structured Program developed and managed by employer
 - Paid time off to volunteer/employee service days
 - Example: "Day of Caring," "Impact Day"





How do you get started?

- Internal search
- ServeWyoming 😊
- Outreach!
- **Tools:**
 - ✓ Volunteer Assessment
 - ✓ Position Design
 - ✓ Position Description
 - ✓ **Orientation**
 - ✓ Recognition



Should be a team effort!

SBVP In Action!

ServeWyoming's
Professional Volunteer Network



Pro Bono Volunteer Network!



Launched in Jan. 2010

Goal: strengthen nonprofit organizations by **recruiting, leading and managing** a pool of **skilled professional volunteers** who are dedicated to driving social change!

- ✓ **Professionals** *develop skills, teach others, and learn about nonprofits in the community*
- ✓ **Nonprofits** *receive valuable assistance with capacity building projects while receiving training to ensure sustainability*

Enter: Service Grants!

- Rather than cash grants, ServeWyoming facilitates **grants of professional consulting services** called "Service Grants."
 - Peer review process
- How it works:
 - Professional Volunteers are matched when a qualified nonprofit has been awarded a "Service Grant" requiring their skills.
 - **Short-term projects**
 - Designed to **teach** and build capacity within the organization
- Our NEW approach





Give a man a fish and you feed him for a day. **Teach a man to fish** and you feed him for a lifetime.



Any
Question

Thank you!

Feel free to contact me!

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