



Building the Volunteer Network:

Identifying, Engaging, Stewarding



Moderator:

- Kristi DeSimone, KLN 01, FOX '17, TUAA Treasurer

Story Tellers:

- Natasha DeLuna, Sr. Associate Director of Development, College of Public Health
- Larry Rubin, CPH '86, President, College of Public Health Alumni Association
- Sharese Shedrick, FOX '02, President, Temple University Black Alumni Alliance



What do we seek in good volunteers?

- **Candidates who support organizational mission and values**
- **Demographically diverse**
 - Age
 - Temple degree and occupation
 - Socio-economic level
 - Race, gender, ethnicity
 - Geographic
- **Leadership personal qualities**
 - Integrity
 - Optimism
 - Likeability
 - Confidence
 - Optimism
 - Humility
- **Skills and talents for alumni group to achieve its goals**
 - Professional needs: lawyer, accountant
 - Project needs: fundraising campaign, social media skills, event promotion

Source, CASE, Gary Ohlson, "Drawn to Perfection"



Building the Pipeline, Breaking it Down . . .

- Identifying – discovery
- Engaging – getting them into the machine
- Stewarding – ensuring continuity of experience and development of our volunteers

Identify





Identify

Consider who do we want?

- What are the Alumni group's Priorities?
- What are skills needed to help us meet those priorities?
- What are good ambassador skills in general?
- What does our current board look like relative to those needs and the group we represent? – See Scorecard

Spend Time on This!

Increasing Engagement: Seven Roles of the Board Ambassador



Ambassador Workshop



Board Scorecard

Age

Under 30

31-40

41-50

51-65

Over 65

Gender

Male

Female

Race/Ethnicity/Disability

African-American

Asian/Pacific Islander

Caucasian

Hispanic/Latino

Native American

Other

Disability

Resources

High Capacity

Access to individuals with capacity

Access to institutional supporters

Availability for active participation

Profession/Expertise

Administration/Management

Politics

Financial Management

Law-Corporate

Marketing, Public relations

Total Board Members

Years on the TUAA Board

Name	Name	Name	Name	Name	Name	Name	Name	Name	Totals
					1				1
				1				1	2
1	1					1			3
							1		1
		1	1						2
1		1		1		1	1	1	6
	1		1		1				3
				1					1
									0
1		1	1		1	1	1	1	7
	1								1
									0
									0
									0
						1	1		2
	1			1			1	1	4
	1	1		1		1	1		5
1				1		1			3
	1			1		1	1		4
				1					1
									0
1									1
	1								1
1	1	1	1	1	1	1	1	1	9
3	0	1	2	0	3	0	0	5	



Identify

- **HOW DO WE FIND THEM?**

- How can we use staff to help us identify prospects?
- How can we ourselves identify prospects?
 - Corporate Connections
 - Social Media – Google Hangout
 - Accidental
 - Wear your gear!
 - Student organizations
 - Other?



Identify

SAMPLE BOARD PROSPECT PROFILE

- **MEMBERS WITH HIGH SENIOR EXECUTIVE POSITIONS FROM DIFFERENT SECTORS: REAL ESTATE, INSURANCE, FINANCE, HEDGE FUNDS, POLITICS, FASHION, ENTERTAINMENT AND MEDIA**
- **PEOPLE COMMITTED TO OR INVESTING IN THE ORGANIZATION**
- **PEOPLE COMMITTED TO THE ORGANIZATION'S PROGRAMS AND VISION**
- **DIVERSITY**
- **SUCCESSFUL WOMEN WITH PROFESSIONAL EXPERIENCE**
- **DESIRED FROM ALL GROUPS:**
 - People who give generously
 - People who get involved
 - Good fundraisers
 - People who give access to their extensive networks

Draft and post
your own group's
profile.

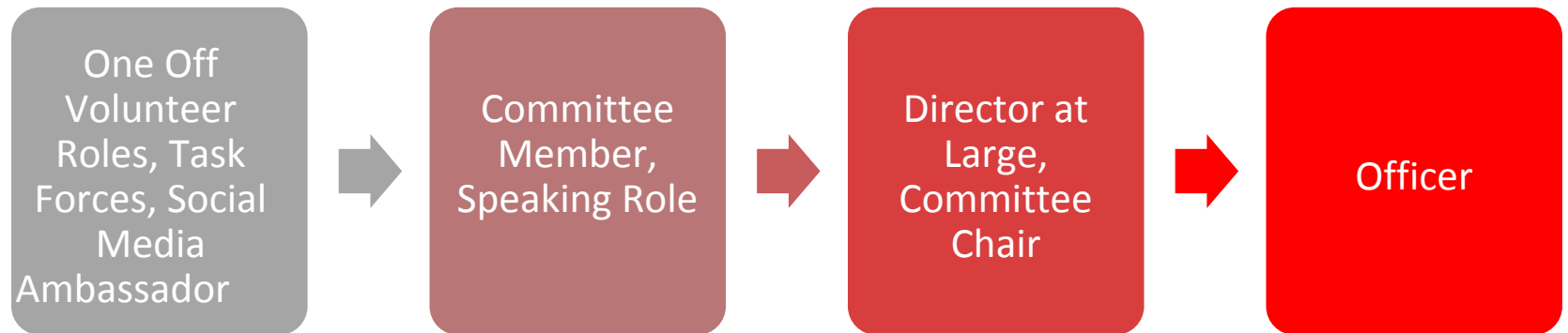


Engage

- Listening
- Personal visits
- Phone calls
- Open call out – self identification
- Join via committee or one off opportunities
- Invite to attend; bring with you
- Being an active consumer

Engage via a Pipeline of Increasingly Greater Volunteer Roles

Have Opportunities in Your Toolkit! What else?





Steward

- Provide the right Board atmosphere and culture
- Thank volunteers
- Providing substantive work – Setting expectations about work
- Make members feel valued; listening
- Guide, mediate, probe, and stimulate discussion
- Plan for the future
- Allow others to take responsibility



Stewardship Examples

- APPRENTICESHIP – SHADOWING
- SMALLER MEANINGFUL ASSIGNMENTS
- CREATIVE THANKING

<https://learn.acendia.com/volunteer-appreciation-ideas/>



Thanking Volunteers



- Recognize Their Birthday
- Send Holiday Cards
- Social Media Shout Out
- Ask Your Volunteers for Feedback and Opinions
- Post Event Party - Buy Them a Drink

It doesn't have to cost a lot!



Real Stories

- College of Public Health
 - Identifying President!
 - Digital Nomination Process
 - Articulating Purpose, Expectations and Qualifications
 - Utilizing Interviews and References
- Black Alumni Alliance
 - Using Personal/Professional Networks
 - Former Student Leaders of Temple
 - On-Boarding Meeting/ Setting Expectations
 - Visual Hierarchy



College of Public Health Alumni Association Boards

1. Identified Board President Candidates

- Primary qualifications: dedicated and distinguished alumni leader, long-standing volunteer, prior board experience and relationship building skills
- Clearly articulate purpose, expectations and initial term

2. Nomination Process

- Leveraged existing communications platform (bi-monthly alumni newsletter) to launch 'Call To Action'
 - Clearly articulate purpose, expectations and candidate qualifications
- Digital Nomination Form (Qualtrics)—see example questions and answers
- Utilized a combination of phone and in-person interviews, along with checking references to aid in selecting qualified candidates



CPHAA Digital Application Questions

1. Biographical Information
2. Graduation Information
3. Preferred Board Position
4. Current Employment Information
5. Are you currently involved with the College of Public Health or Temple University? If so, please describe.
6. Please explain why you are interested in joining the CPH Alumni Board.
 - *Sample Response: Being a Temple Alum is something I am proud of. I would like to be apart of ensuring the CPH students and alumni experience that same pride. I have a desire to work with fellow alumni to create meaningful experiences, provide support and innovation where needed and help develop alumni programs that strengthen the Temple CPH alumni network.*
7. How do you think the CPH Alumni Association Board would benefit from your involvement?
8. List any boards or committees that you currently serve on or have served on in the past (business, civic, community, political, professional, recreational, religious, social, etc.).
9. Please select select any of the following areas to which you either have expertise or an interest:
Administration/Management, Communication, Finance/Accounting, Mentoring/Career Advise, Social Media, Special Events, Working with Students, Writing, Other
10. Please tell us anything else you would like to share.
11. Please include the name and contact information for two references.
12. Please upload a current resume.

Organizational Structure

Larry I. Rubin, CPH '85
President

Officers

Directors-at-Large

Advisory Board

Janelle
Lyons,
CPH '12,
SSW '15
VP

Dina Stonberg,
CPH '98
Treasurer

Claire
Trindle,
CPH '14
Secretary

Carina
Epting,
CPH '11
(OT)

Olivia
Kirby,
CPH '15
(PH)

Courtney
Franklin,
SSW '15
(BSW)

Brian
W.
Lindber
g, SSW
'80
(CPH
BOV)

Blake
Piper,
CPH '15
(KINES)

Michael
Martinez,
CPH '88
(NURS)

Mark
Raymond
, CPH
'78, '87
(PT)

Jennifer
Wolfiger,
CPH '93
(HIM)

R. Marie
Wenzel,
MSW
'13

Christen
Rexing,
CPH '07,
'14 (PhD
Health
Policy)

Vacant
(CSD—
SLH)

Maureen Cawley, CPH '03
Chair

Engagement
: Young
Alumni/
Early to Mid-
Career Level

Nominations
Committee

Fiduciary
Committee

Outreach
Committee
(Alumni
Ambassador
Program &
Volunteers)

Communicat
ions
Committee

Fundraising
Committee

Engagement
: Mid to
Senior-
Career Level
and Retired

Carlene
McAleer,
CPH '13

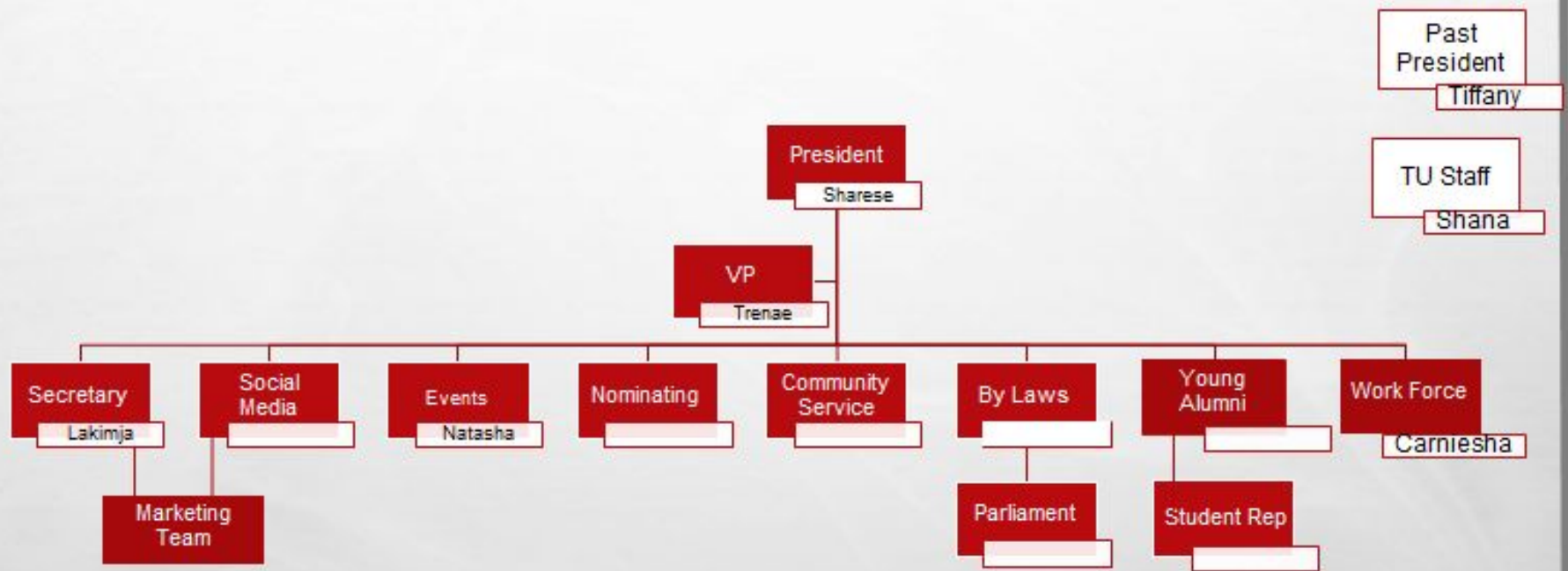
Jessica
Lucuson,
SSW '14

Cheryl
Dellasega,
CPH '88

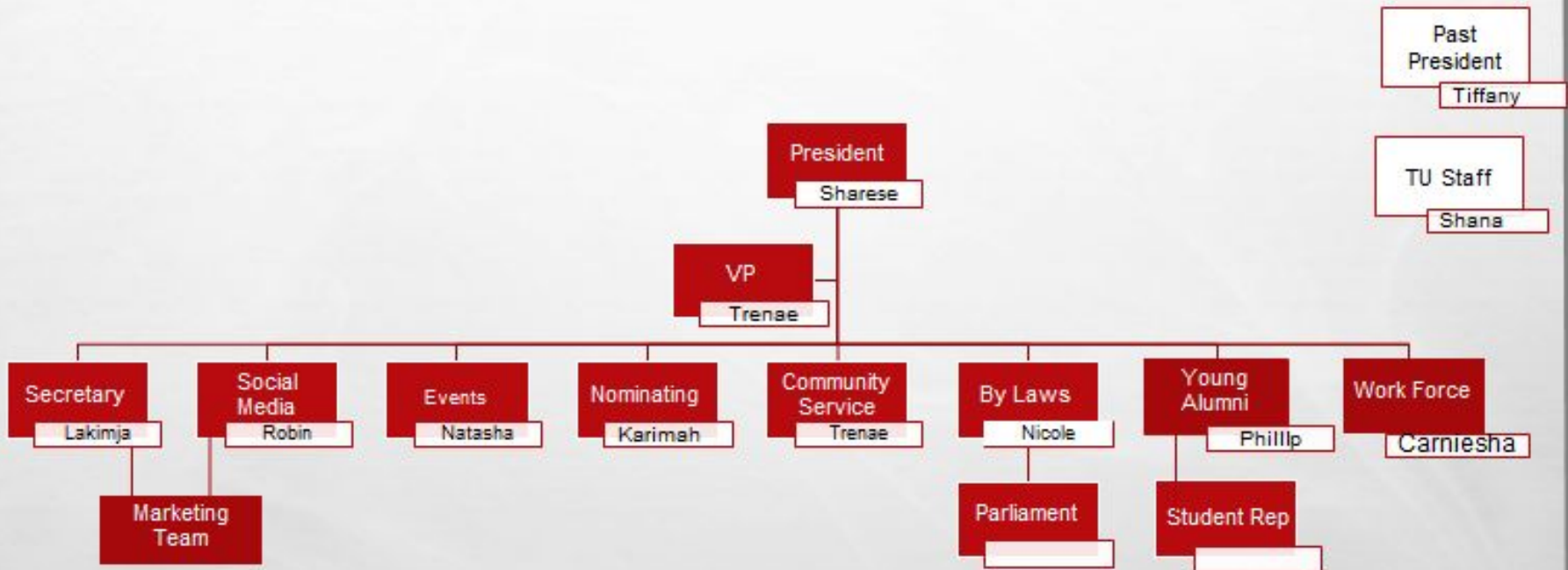
Markita
Billups, SSW
'10, '11

Caitlyn
Bacon, CPH
'17

<https://cph.temple.edu/alumni/board>



TEMPLE UNIVERSITY BLACK ALUMNI ALLIANCE LEADERSHIP CHART



TEMPLE UNIVERSITY BLACK ALUMNI ALLIANCE LEADERSHIP CHART



Closing

Alumni boards need visionary leaders, committed to its mission, guided by institutional and personal values, and driven by a willingness to share their unique professional skills and abilities.

They should be “Personal Champions”, of the organization, ready to advocate, celebrate and recruit.

We must spend the time to identify and provide the guidance to help them grow and flourish.