

# Volunteer Mobilization

## VOL.MOB 201

### Course Overview

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*Volunteer Mobilization* is a 10-week online course which orients VISTAs to the field of volunteerism and volunteer program planning. In this introductory course, VISTAs will learn about planning and implementing recruiting, screening and training strategies that can be applied to their VISTA site. As students participate in the course, completing assignments and quizzes along the way, they will build knowledge and skills in volunteer mobilization.

### Prerequisite

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Students must be officially sworn-in as VISTA members.

### Course Objectives

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By the end of the course you will be able to:

- Identify and describe the current landscape of volunteerism
- Align volunteer mobilization strategies with organizational needs
- Develop tools to recruit, match & train volunteers

### Course Features

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**Course modules:** The course has 4 modules, a course introduction and a course conclusion. Each module includes various activities, including:

- **Quizzes:** These open-book quizzes will assess your comprehension of the course readings and materials.
- **Worksheet Assignments:** These assignments allow you to apply the course materials to plan and strategize a specific volunteer mobilization task.
- **Work Product Assignments:** These assignments allow you to create and develop original materials and products for mobilizing volunteers at your site.
- **Introduction and Concluding Assignments:** These assignments allow you to explore volunteer mobilization and capacity building as you enter and exit the course.

### Course-at-a-Glance

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#### Course INTRODUCTION TO VOLUNTEER MOBILIZATION

##### Week 1: Who Volunteers and Why?

*Readings:*

- Course Syllabus
- An Introduction to Volunteer Involvement (McCurley, S. & Lynch, R.)
- Volunteering in America website

*Optional Readings:*

- Successful Volunteer Program Framework (Education Northwest)

*Activities:*

- Create your Profile and Introduce Yourself
- Introduction to Volunteer Mobilization Video & Assignment

## **MODULE 1: ORGANIZATIONAL NEEDS AND VOLUNTEER POSITION DESCRIPTIONS**

### **Week 2: Determine What Your Organization Needs**

*Reading:*

- Creating Motivating Volunteer Positions (McCurley, S. & Lynch, R.)
- Types of Volunteer Positions (Education Northwest)

*Optional Readings:*

- Developing Good Staff-Volunteer Relationships (McFarland, B.)
- Crafting a Vision for Your Volunteer Program (Barnhart, Erin L.)
- Creating Volunteer Positions that Appeal and Engage (CNCS, VISTA)

*Activity:*

- Plan for Your Position Worksheet

### **Week 3: Create a Volunteer Position Description**

*Optional Reading:*

- Sample Volunteer Position Description (Barnhart, Erin L.)

*Activities:*

- Work Product 1: Volunteer Position Description
- Module 1 Feedback Questionnaire

## **MODULE 2: VOLUNTEER RECRUITMENT**

### **Week 4: Recruitment Strategies**

*Reading:*

- Recruiting the Right Volunteers (McCurley, S. & Lynch, R.)
- Special Topics in Volunteer Management (McCurley, S. & Lynch, R.)
- Active vs. Passive Recruitment (Barnhart, Erin L.)
- Translating Your Message (Barnhart, Erin L.)
- Engaging Clients in Service (Barnhart, Erin L.)

*Optional Readings:*

- Writing Persuasive Volunteer Recruitment Appeals (McCurley, S.)
- But everyone knows...the case for prospective volunteers (Ellis, Susan J.)
- The Seven Deadly Sins of Recruiting Volunteers (McKee, T. W.)
- Innovative Volunteer Recruitment (CNCS, VISTA)
- Engage, Inform, Recruit: How Nonprofits Can Use Social Media to Recruit Donors and Volunteers (Stern, A.)

*Activities:*

- Quiz: Aligning Organizational Needs with Recruitment Types and Methods
- Recruitment & Communication Strategies Worksheet

### **Week 5: Develop & Deliver Your Recruitment Message**

*Activities:*

- Work Product 2: Recruitment Plan & Message
- Module 2 Feedback Questionnaire

### **MODULE 3: SCREENING & MATCHING**

#### **Week 6: Designing an Effective Screening & Matching System**

*Readings:*

- Matching Volunteers to Work (McCurley, S. & Lynch, R.)
- Risk Management (McCurley, S. & Lynch, R.)
- How to Avoid 3 Volunteer Screening Mistakes (Nonprofit Risk Management Center)

*Optional Readings:*

- Volunteer Risk Management Tutorial (Nonprofit Risk Management Center)
- Sample Volunteer Application (McCurley, S. & Lynch, R.)
- Sample Volunteer Application (Bowen, J., Better Impact)

*Activities:*

- Quiz: Volunteer Screening & Matching Strategies
- Screening & Interviewing Worksheet

#### **Week 7: Develop Protocols**

*Activities:*

- Work Product 3: Interview Protocol
- Module 3 Feedback Questionnaire

### **MODULE 4: SUPPORTING VOLUNTEERS: ORIENTATION, TRAINING & COACHING**

#### **Week 8: Elements of a Support System**

*Readings:*

- Preparing Volunteers for Success (McCurley, S. & Lynch, R.)

*Optional Readings:*

- Developing Volunteer Orientations (University of Kansas, Community Toolbox)
- Stop Volunteers from Being Their Own Worst Enemies (Ellis, Susan J.)

*Activities:*

- Quiz: Elements of a Volunteer Support System
- Orientation & Training Worksheet

#### **Week 9: Begin to Develop a Support System**

*Activities:*

- Work Product 4: Orientation Outline & Training Plan
- Module 4 Feedback Questionnaire

## COURSE CONCLUSION

### Week 10: Course Reflection

*Activities:*

- Concluding Assignment: Final Reflection (*Required to pass*)
- Course Evaluation

**NOTE:** Weekly activities are due on Sunday at 11:00 p.m. (PST).

## Course Completion and Grading Criteria

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This course is offered on a pass/fail basis. Successful participation and completion of this course will be assessed in the following ways:

- Introductory assignment (1 total) – 2.5 % of total grade
- Quizzes (3 total) – 13.5% of total grade
- Worksheet Assignments (4 total) – 30% of total grade
- Work Products (4 total) – 50% of total grade
- Course Reflection – 4% of total grade

A total of 200 points are available in this course. To pass this course, you must earn a minimum of 140 points, or 70%. The *Course Activity Checklist* details the individual point values and due dates for all activities. In addition, you will receive detailed criteria outlining how the written assignments will be assessed.

**To pass the course, you must complete:**

- **3 out of 4 Work Products**
- **Final Reflection**

**AND earn a minimum of 140 points or 70%.**

## Course Expectations

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As a participant, you are expected to:

- Read all required articles and other materials. Optional readings are not required
- Complete and submit all activities by the due dates
- Contact the facilitator if you have questions about the materials or assignments that keep you from completing them

You can expect the course facilitator to:

- Read all your assignments and questions carefully and thoughtfully and respond as promptly as possible
- Answer any specific questions within 48 hours

### Communication

There are two ways to interact with your facilitator:

1. Via the forums

2. Via the messaging system

*Please use the messaging system to contact your facilitator, instead of personal email, Facebook, or other forms of messaging.*

## Course Rules & Guidelines

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**Academic honesty and integrity:** All work submitted in this course must be your own. All sources used in your work must be properly acknowledged and documented. Violations of academic honesty will be taken seriously and may result in a failing grade in the course.

**Course conduct:** In the interest of promoting a positive learning environment, students are expected to observe the following guidelines for personal conduct:

- Share only items and comments that are pertinent to the discussion topic
- Be respectful of diverse opinions and experiences; disagree respectfully
- Use discretion when sharing experiences and names of individuals directly from your VISTA assignment

**Participation:** Students who enroll in VISTA online courses are expected to participate actively, and may be dropped for failure to log into the course within the first 7 days of the first day of class. If a student is added after the 7th day of the course, he/she must login with 48 hours or be dropped from the course.

Please notify your facilitator if you expect to be out of town for an extended period of time (7 days or more).

**Assignment due dates:** Weekly activities are due on Sunday at 11:00 p.m. (PST.) See the Course Activity Checklist under Courses Resources on the home page for a list of assignments and corresponding due dates.

**Policy for late work:** Students are responsible for locating and completing all the activities in the course. Active participation is also expected on a weekly basis. See the *Course Activity Checklist* for activity due dates. Activities will be due every Sunday night. You must give prior notice and receive permission from the facilitator in order to turn in work past the due date, up to 10 days. Every day an activity is late, without prior notice and permission, will result in the loss of 1 point (for example, if your activity is 3 days late, you will lose 3 points). After 10 days, you will automatically receive a score of 0.

## Minimum Technical Requirements

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The VISTA Online Learning Center is viewed best at 1024 x 768 pixels or higher resolution on your monitor, a DSL Internet connection or faster, and using one of the following web browsers:

- Mozilla Firefox ([Get the latest Firefox](#))
- Microsoft Internet Explorer 7 or above ([Get the latest Internet Explorer](#))
- Safari ([Get the latest Safari](#))

The VISTA Online Learning Center may use one of the following media players:

- PDF reader: [Get the latest Adobe Acrobat Reader](#)
- Flash player: [Get the latest Flash Player](#)



## Course Readings

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- Barnhart, E. L. (2016). *Active vs. passive recruitment*. Unpublished manuscript, Education Northwest, Portland, OR.
- Barnhart, E. L. (2016). *Crafting a vision for your volunteer program*. Unpublished manuscript, Education Northwest, Portland, OR.
- Barnhart, E. L. (2016). *Engaging clients in service*. Unpublished manuscript, Education Northwest, Portland, OR.
- Barnhart, E. L. (2016). *Sample volunteer position description*. Unpublished manuscript, Education Northwest, Portland, OR.
- Barnhart, E. L. (2016). *Translating your message*. Unpublished manuscript, Education Northwest, Portland, OR.
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- Corporation for National & Community Service, VISTA. (2014, August). *Creating volunteer positions that appeal and engage* [Webinar]. Retrieved from <http://www.vistacampus.gov/resources/creating-volunteer-positions-appeal-and-engage>
- Corporation for National & Community Service, VISTA. (2015, July). *Innovative volunteer recruitment* [Webinar]. Retrieved from <http://www.vistacampus.gov/resources/innovative-volunteer-recruitment>
- Education Northwest. (2016). *Successful volunteer program components*. Unpublished manuscript.
- Ellis, S. J. (n.d.). But everyone knows ... The case for prospective volunteers. *NonProfit Times*. Retrieved from Energize website: <https://www.energizeinc.com/art/everyone-knows-case-prospective-volunteers>
- Ellis, S. J. (2013). *Stop volunteers from being their own worst enemies*. Retrieved from Energize website: <https://www.energizeinc.com/hot-topics/2013/june>
- McCurley, S. (2003, July/August). Writing persuasive volunteer recruitment appeals. *Grapevine*. Retrieved from Energize website: <https://www.energizeinc.com/art/writing-persuasive-volunteer-recruitment-appeals>

McCurley, S., & Lynch, R. (2011). *Volunteer management: Mobilizing all the resources of the community* (3rd ed.). Plattsburgh, NY: InterPub Group.

McFarland, B. (2004, May/June). Developing good staff-volunteer relationships. *Animal Sheltering*, pp. 31–34. Retrieved from Humane Society of the United States website: [http://www.animalsheltering.org/resources/magazine/may\\_jun\\_2004/developing\\_good\\_staff\\_volunteer\\_relationships.html](http://www.animalsheltering.org/resources/magazine/may_jun_2004/developing_good_staff_volunteer_relationships.html)

McKee, T. W. (n.d.). The seven deadly sins of recruiting volunteers. *Volunteer Power Newsletter*. Retrieved from <http://www.volunteerpowers.com/articles/7Sins.asp>

Herman, M. L. (2016). *How to Avoid Three Common Volunteer Screening Mistakes*. Nonprofit Risk Management Center.

Nonprofit Risk Management Center. (n.d.). *No surprises volunteer risk management tutorial*. Retrieved from <http://www.nonprofitrisk.org/tools/volunteer/volunteer.shtml>

Stern, A. (2013, December). Engage, inform, recruit: How nonprofits can use social media to recruit donors and volunteers. *Connect Monthly*. Retrieved from Nonprofit Technology Network website: <https://www.nten.org/article/engage-inform-recruit-how-nonprofits-can-use-social-media-to-recruit-donors-and-volunteers-0/>

University of Kansas, Work Group for Community Health and Development. (2015). *Chapter 11, Section 3: Developing volunteer orientation programs*. Retrieved from Community Tool Box website: <http://ctb.ku.edu/en/table-of-contents/structure/volunteers/orientation-programs/main>