

Virtual Volunteering

Welcome to this presentation from
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The Detroit Institute of Art
Volunteer Committee
Staff Advisor Gloria Parker



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Lets Ponder This

*“The real voyage of discovery
consists not in discovery
consists not in seeking new landscapes
but having new eyes”...*

Marcel Proust



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A Brief History

- ❖ *The Volunteer Committee formed in 1962*
- ❖ *Over One Million hours given since 1987*
- ❖ *Almost 67,000 hours given in 2002 - 2003*
- ❖ *Almost one thousand active volunteers*
- ❖ *7 separate committees*
- ❖ *Hosted the VCAM 2000 conference*



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Demographics

- ❖ Several volunteers with over 35 years at the museum
- ❖ 80% female and 20% male
- ❖ Average age 50+
- ❖ In the last three years online recruitment up overall and over 20% in the City of Detroit



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Objective

- ✉ To use this presentation to share some insights into the tools of the Virtual Volunteer
 - The web, interactive, always changing...
 - Safely sharing data
 - Web storage, preventing duplication
- ✉ To Learn about the “New Volunteers”
 - “The Virtual and Vigilante Volunteers”
 - Tools to predict the next big trend
- ✉ To leverage information in spreadsheets
 - Look at some options
 - Make statistics “Exciting”



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Yahoo Affect

- ✉ 4 mg of email space “free”
- ✉ Virus and Pop-Up Protection
- ✉ Multiple email accounts
- ✉ Calendar Sharing
- ✉ 30 mg Briefcase
- ✉ Backup / Archive
- ✉ A single source for data



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The Email Power Tools

- ✉ Attachments
 - M S Office, Zip files and Adobe formats
- ✉ Images
 - Embedded or attached
- ✉ Reminders
 - Meetings and Special Dates
- ✉ Pass routine motions
- ✉ Email Mailing Lists



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Email Caveats

- ✉ Fastest way to spread computer viruses
- ✉ Entry point for the “Worm” type viruses
- ✉ Be cautious
 - keep a minimalist address book
 - Have a shared “Key Words,” examples
 - AGW: Minutes
 - AGW: Save
 - AGW: STAT
 - AGW: Motion
- ✉ Do Not Open or Forward chain Emails
 - even if you know the sender



Develop Online Recruiting

- ✉ This is where the Tech Savvy Potential Volunteers are
- ✉ They have skills and expertise nonprofit organizations may not have
- ✉ They may have sophisticated hardware or software that Non Profits lack
- ✉ Allows for the participation of people who find onsite volunteering difficult or impossible because of a disability
- ✉ Provides greater diversity of volunteers



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Expanding Membership

- ✉ Most applicants are not members of the Non-Profit
- ✉ Bylaws usually ask that volunteers be members
- ✉ Share data-base with Membership Department



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Diversify Your Online Footprint

The Detroit Institute of Arts

**DIA.org
(Own)**

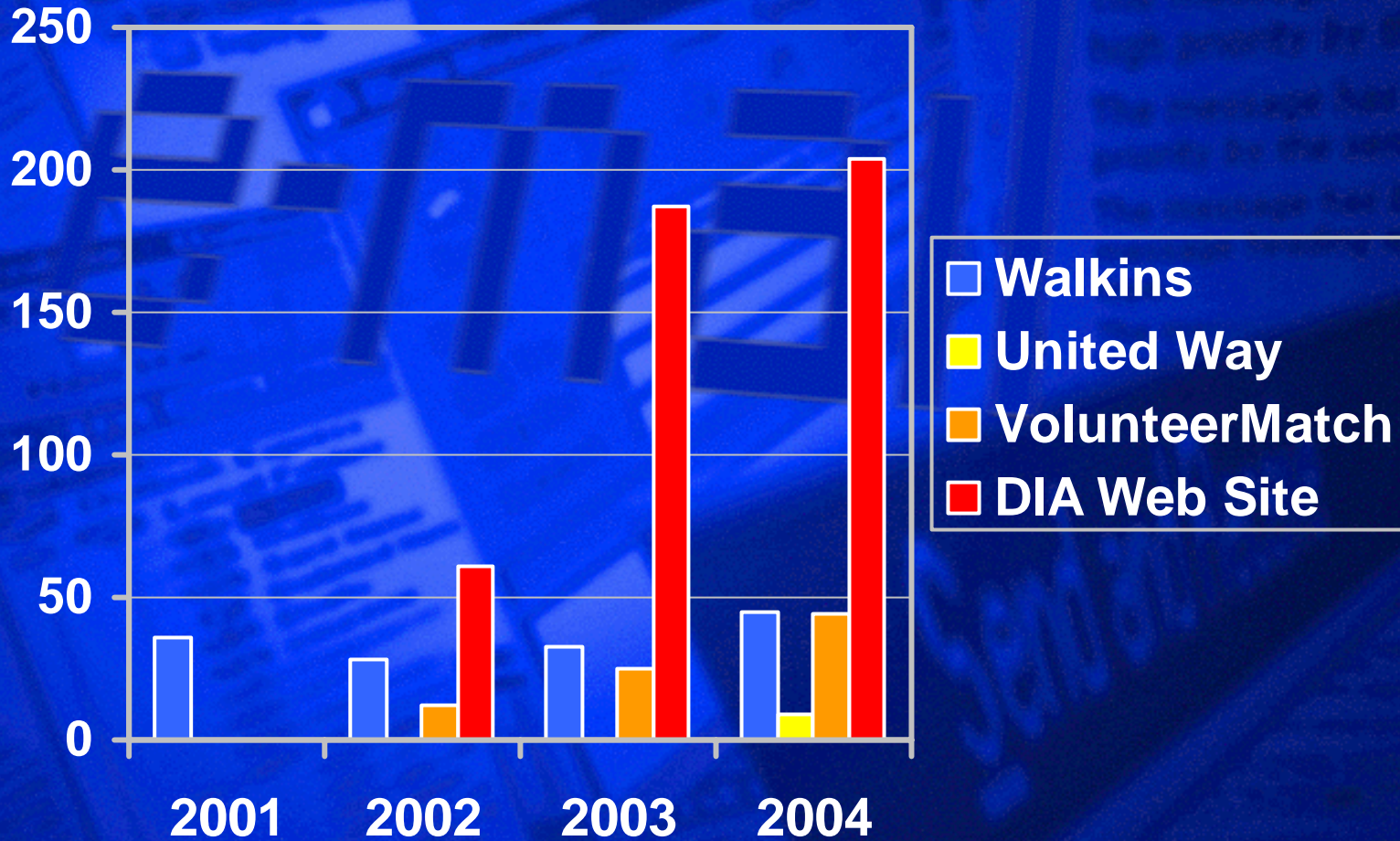
VolunteerMatch

United Way

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DIA Applications (3 years)

Applicants



Source: Peter Milne

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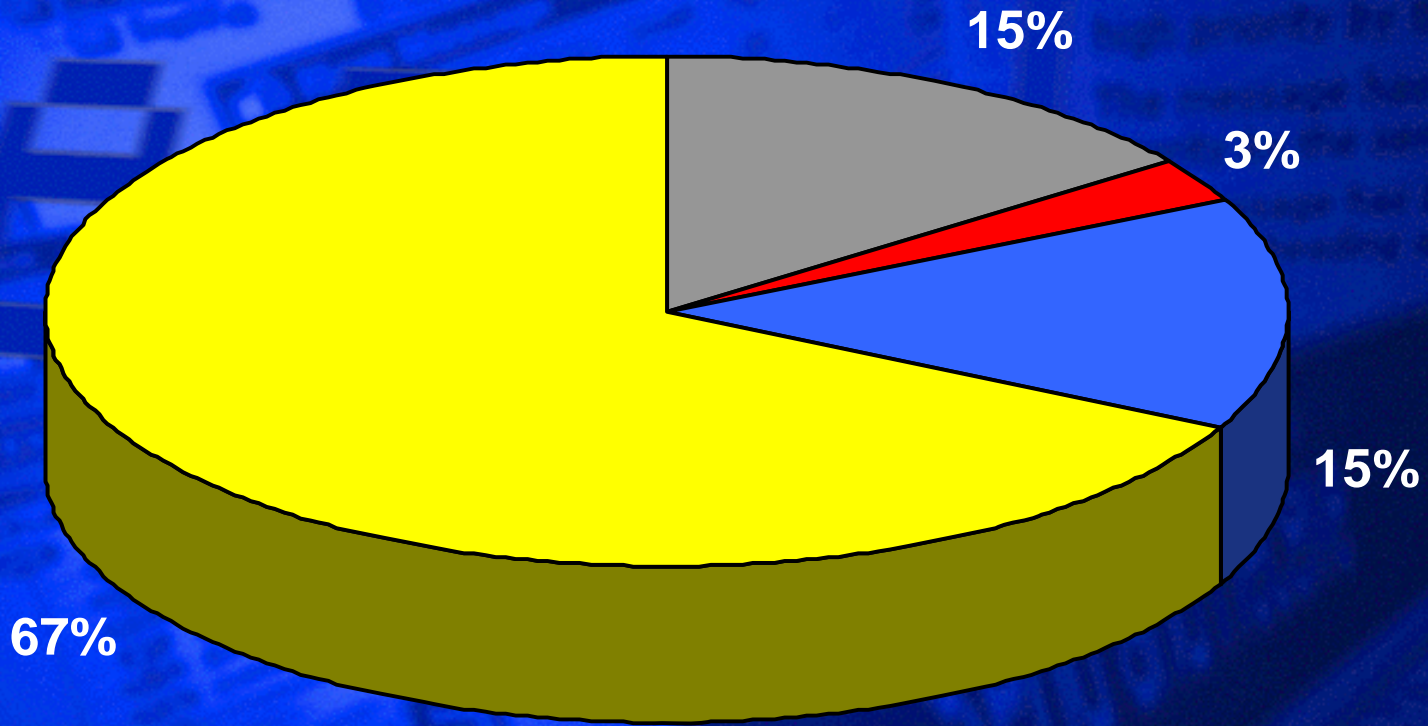
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2003 – 2004 Breakdown

Applicants



Source: Peter Milne

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A Guide to Vigilante Volunteers

- ✉ Be willing to accept changing demographics of volunteers
- ✉ Today's older adults are more reluctant to commit volunteer time unless it is really meaningful
- ✉ The younger Boomers a group that has been labelled by Dr. David Foot as "Vigilante Volunteers." They demand that their time is well spent with interesting work



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The Vigilante Volunteer Profile

- ✉ **Born 1946 to 1963/64**
- ✉ **First have turned 58 years**
- ✉ **Peak years - 2011 and 2021**
- ✉ **35 to 54 years highest volunteer rate (37%)**
- ✉ **18-34yrs(30%) & 55+yrs (27%)**

Source: Foot & Esmond



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Ten Commandments...

Do

- ☺ Give them something cool to do!
- ☺ Recruit people to come to activities!
- ☺ Partner or put them on a team!
- ☺ Involve them in project planning!
- ☺ Ask them what they like to do!



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Ten Commandments...

Do

- ☺ Let them know you appreciate their input!
- ☺ Pay them with praise!
- ☺ Let them run projects or be trainers and coordinators for other volunteers!
- ☺ Consider whether you really have time to do it all by yourself!
- ☺ Keep expectations and workload reasonable!



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Ten Commandments...

Do Not

- ☹ Just sign people up...
- ☹ Recruit people to come to meetings...
- ☹ Just tell them what to do...
- ☹ Ask people what they want to do...
- ☹ Make new volunteers work alone...



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Ten Commandments...

Do Not

- ☹ Use them up and burn them out...
- ☹ Ignore their suggestions...
- ☹ Let them starve for appreciation...
- ☹ Assume volunteers can only be assigned to menial tasks
- ☹ Assume you don't have to train them...



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Virtual Volunteer Tasks

- ✓ Managing Web-Sites
- ✓ Online-Application tracking
- ✓ Data-Base Management
- ✓ Data Entry and Report Creation
- ✓ Graphic Design – flyers, buttons etc.
- ✓ Newsletters
- ✓ Coordinators



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The Web Administrator

Role includes:

- ✓ Keeping information current
- ✓ Keeping the links to other sites correct
- ✓ Responding to change
- ✓ Creating Surveys
- ✓ Liaise with Staff Advisor with regard to content
- ✓ On-Line Application Forms 24/7



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Newsletter Editor

- ❖ Keep the Organization informed
- ❖ Provide current information regarding fellow Volunteers
- ❖ Recognize Achievements and Birthdays
- ❖ Highlight Art and Artists
- ❖ Liaise with Staff Advisor per content



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Organization Newsletters

- ✉ Produced Leveraging
 - Volunteers skills
 - Hardware
 - Scanners, Printers
 - Software
 - Expensive Programs
- ✉ Adobe PDF writer
 - Reduces printing costs
 - Conveys art in color
- ✉ Use web to augment the mail



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Rapid Response Coordinator

- ✉ Liaise with Staff to provide volunteers when and where needed
- ✉ Create and manage calling trees
 - Telephone
 - Email
- ✉ Make sure that all potential volunteer resources are fully utilized



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Working with Virtual Volunteers

- ✉ Develop a Plan
- ✉ A Selection Process
- ✉ Advertise
- ✉ Include a Timeline
- ✉ Define What
 - Must be done and when
 - Can be deferred
 - Can be dropped
- ✉ Assess Risk



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Set Plan Priorities



Key:

- *Must that year*
- *If possible*
- *Not required to close out year*

Source: Sara J. Pelton, Pasadena Art Alliance



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Long Term Strategies

- ✉ The changing faces of volunteers
- ✉ Declines in the Boomers
- ✉ The fastest growing populations in North America
 1. Hispanic
 2. Arab
 3. Asian
- ✉ Look at how and where you recruit



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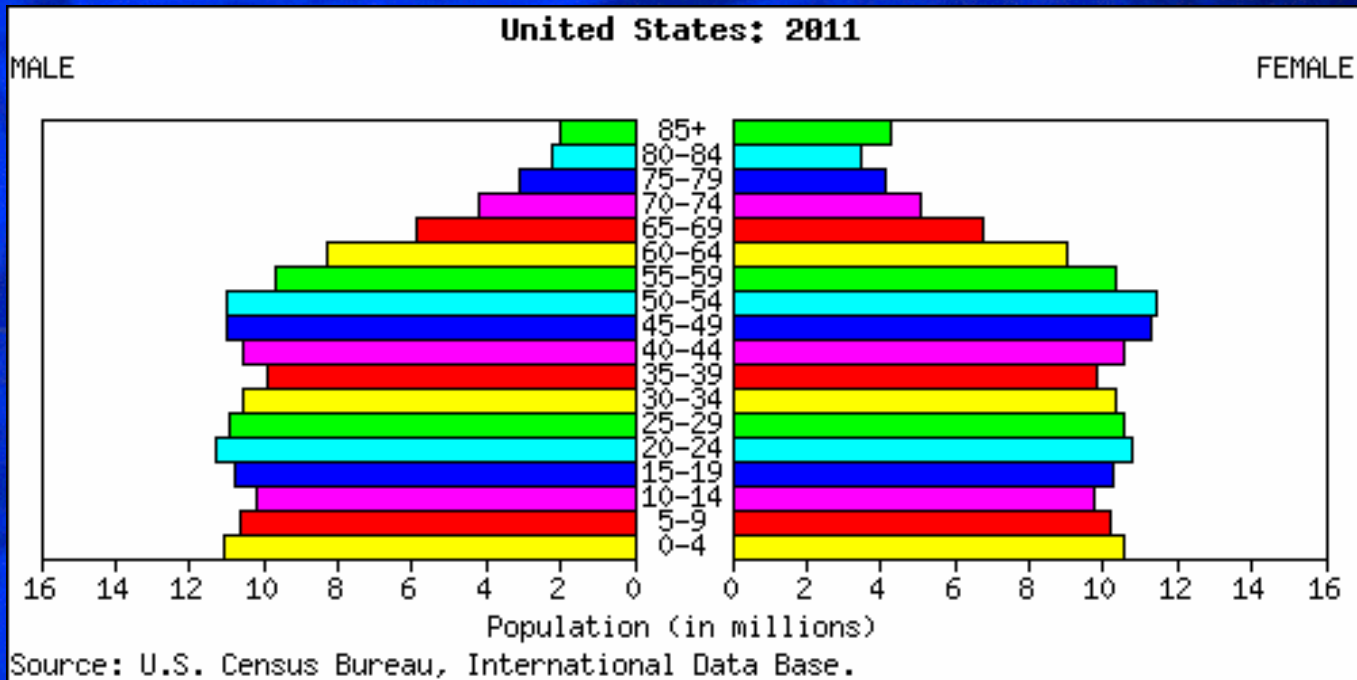


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A Glimpse at tomorrow



The current peak is reached...

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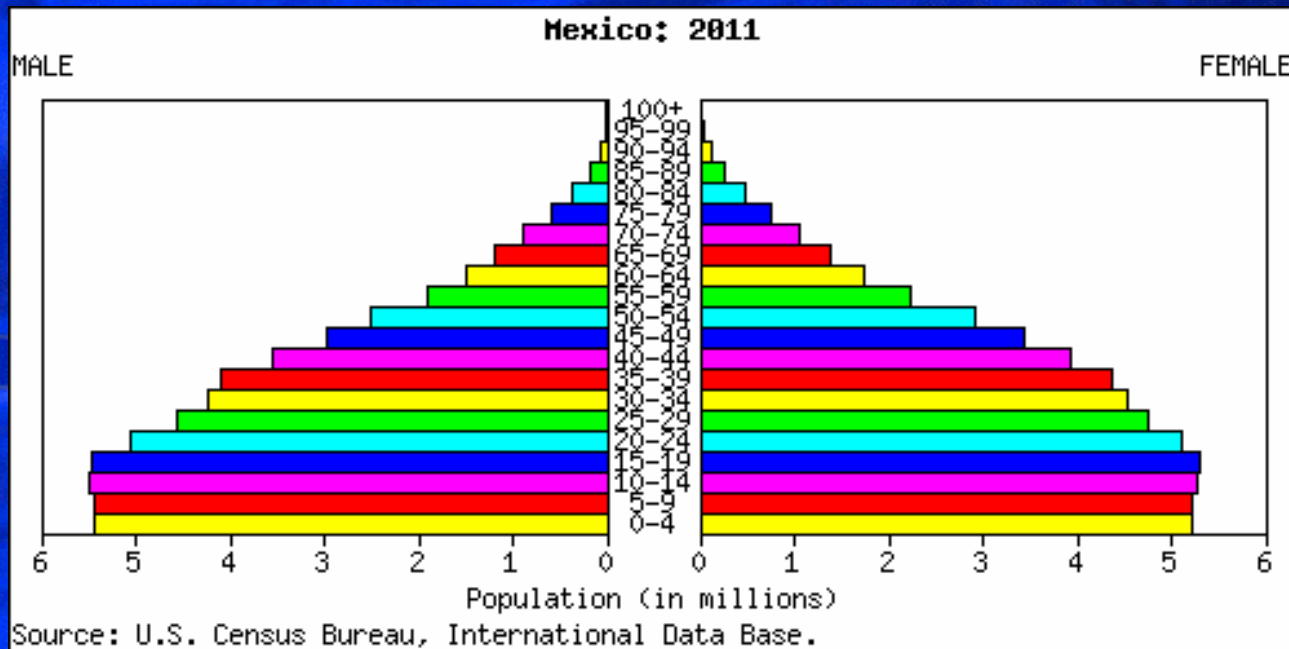
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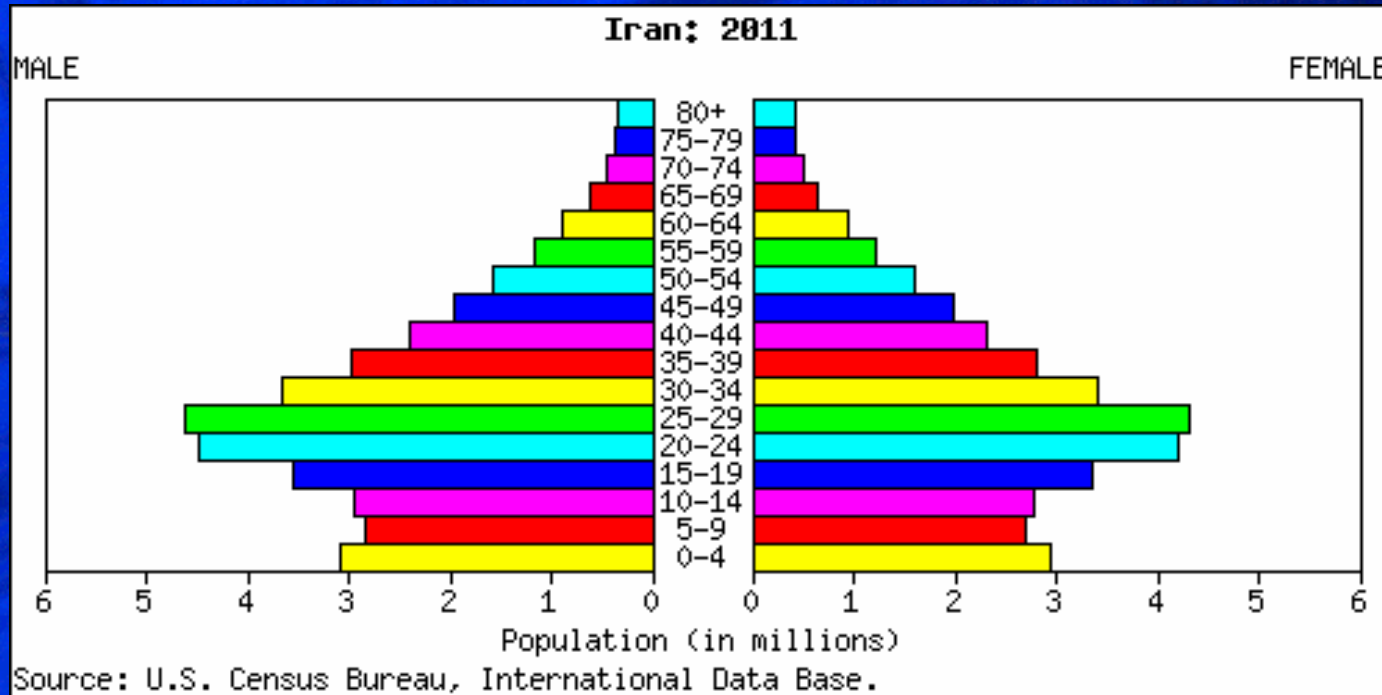
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Our Southern Neighbors



Factoid: Emigration peaks around twenty

Exponential Growth



Source: Boom, Bust, Echo *Dr Foot...*



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Summing Up

- ✉ Virtual Volunteers are a cultural shift
- ✉ The Web and it's technology is now and the future
- ✉ Utilizing Email with attachments can save time and effort
- ✉ Leveraging volunteer skill sets to release the power of computer programs will help organizations
- ✉ Monitor the ever changing demographics of volunteers



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Remember

*“Volunteers do not react to trends
they cause them.”*

Soccer News Feed - Jan 7, 2003

*“Man who say it cannot be done
should not interrupt man doing it”.*

Chinese Proverb



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In memory of Lois Lesser



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