

SO MANY VOLUNTEERS, SO LITTLE TIME

LEVERAGING TECHNOLOGY to INCREASE FACE TO FACE COMMUNICATION

With all the demands on our time and an increasing number of volunteers to communicate with, there simply isn't enough time to personally tell every volunteer everything. What if we could leverage non face-to-face communication (technology) to increase our ability to engage in meaningful conversations with volunteers?

1. CATEGORIZE COMMUNICATION

Announcements: Small pieces of information that a volunteer needs to know but doesn't require much explanation/response

Conversations: Larger concepts that require back and forth discussion, nonverbal communication cues, and in-depth explanation

ANNOUNCEMENTS

Programmatic News, Training Dates, Event Sign Up, Substitute Positions To Be Filled, Schedule Changes, etc.

CONVERSATIONS

Volunteer or Program Feedback, Context on Horse/Rider, Policy Change Whys, Current Situation/Stressors, Personal Background, etc.

2. DIVIDE TYPE OF COMMUNICATION

Announcements = Digital Communication
Conversations = Face-to-Face Communication

3. CHOOSE DELIVERY METHOD

There are many softwares to choose from in different formats. Here are a few suggestions!

E-Mail Messages: Gmail, Yahoo, Intra-Database (ex. Salesforce), etc.
Text Messaging: 360 SMS App, Text Box
Online Announcement Boards: Hoot Board
Social Media: Facebook, Instagram, Twitter, Linked In, etc. (Managed through Hootsuite)
Newsletters: Mail Chimp, Constant Contact, etc.

WHY DIVIDE COMMUNICATION?

Time Saved by Automating Announcements = More Time "In the Field"

More Communication Sent Digitally = Engaging in Meaningful Conversations

By skipping over the basic information that has already been communicated via digital means, the volunteer and center staff can spend more time on relationship building and increasing trust and commitment to the center's mission. This will greatly increase a volunteer's motivation and make it easier to retain them as a valuable member of the team.

