



# Volunteerism in Local Government

Webinar for Government Educator presented by  
NAVPLG:

National Association of Volunteer Programs in Local  
Government



# Today's Objective

- Review the why's and how's of using volunteers in local government



# About the speaker

- Leigh Britt, CVA
  - Manager of Neighborhood Services, City of Columbia, MO
  - President of NAVPLG
- What is NAVPLG?
  - [www.NAVPLG.org](http://www.NAVPLG.org)
- Volunteer Programs in Columbia, Missouri
  - [www.GoColumbiaMo.com/Volunteer](http://www.GoColumbiaMo.com/Volunteer)



## Why use volunteer in local government?

- Enhance the work of staff
- Accomplish work that would otherwise not be done
- Allow residents greater ownership in their community
- Build community!



# Needs of volunteers

- Valuable service opportunities
- Gain experience and learn new skills
- Social interactions
- The opportunity to make a difference
- Appreciation
- Recognition



# Examples of volunteer roles

- Greet visitors
- Library
- Enhance public safety
- Help in parks and green space
- Protect the environment
- Code Enforcement
- General administration
- Recreation
- Disaster preparedness and response
- Senior Services
- CASA – Court Appointment Special Advocates
- Mentoring
- Beautification



# Considerations for starting a volunteer program

- Support from leadership
  - Do you have the support of elected officials and top managers?
- What are your needs?
  - What can volunteers help you accomplish?
  - What are goals, projects or tasks that have not been accomplished?



# Considerations for starting a volunteer program

- Vision and Mission of the volunteer program
- Structure: centralized or de-centralized?
  - Who will manage the volunteer program?
  - Will a person in each department be responsible or will you have one staff person to handle for the entire organization?
- Data tracking
  - Volunteer database
  - Access





# Considerations for starting a volunteer program

- Risk management and safety
  - Screening
  - Training
  - Tools
  - Supervision
  - Safety equipment
  - Volunteer tasks



# Steps to success!

1. Determine need and positions
  - Position descriptions
2. Determine policies and procedures
  - Put it in writing
  - Consider how to handle ending service
3. Recruitment
  - Website
  - Who are the people who have an interest in your needs



# Steps to Success

## 4. Screening

- Don't make assumptions about people if screening is important for the task

## 5. Placement

- Put people in the position best for them

## 6. Training

- In person
- Online
- Video
- As part of an appreciation
- Initial training and on-going training



# Steps to Success

## 7. Evaluation and results

- Connect a dollar value to service – [www.IndependentSector.org](http://www.IndependentSector.org)
- Volunteers may not always see the impact they make
- Share results with leadership and the community

## 8. Appreciation

- Do it often and in many ways!



# Budgetary Considerations

- Staff
- Administration: postage, paper, supplies, computer
- Uniforms
- Background checks
- Appreciation events
- Software for data tracking



# Staff/Volunteer Relations

- Volunteers should enhance the work of paid staff
- Allow staff to “own” the volunteer management process
- Include volunteer management in performance reviews



# Opportunities for partnerships

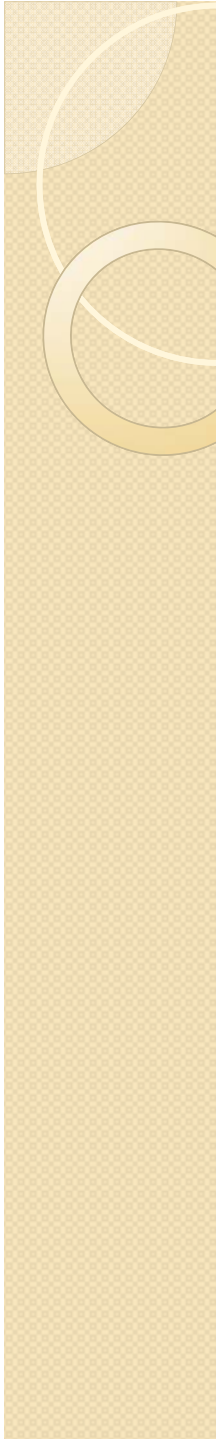
- Sponsorships for:
  - Meals
  - Uniforms
  - Promotion/advertisement
  - Volunteers!!



# Group Work Days

- Tasks – is there enough work?
- Tools & Supplies
- Project Management & Supervision
- Getting there – maps, transportation and parking





**Questions?**