Motivating and Rewarding Volunteers in Your Association

Presented by:

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Factors that motivates volunteer leaders.

- Networking - **connect**
  - Getting to know other lawyers in non-adversarial settings helps to make the practice of law more civil and enjoyable.

- Professional growth - **collaborate**
  - Learning from other colleagues – sharing war stories – connection

- Improve rule of law - l**ead**
  - Big picture – creating opportunities for others
  - Subject area expert - growing and being known as a thought leader, subject area expert.

- Conversation with session attendees, what motivates you?

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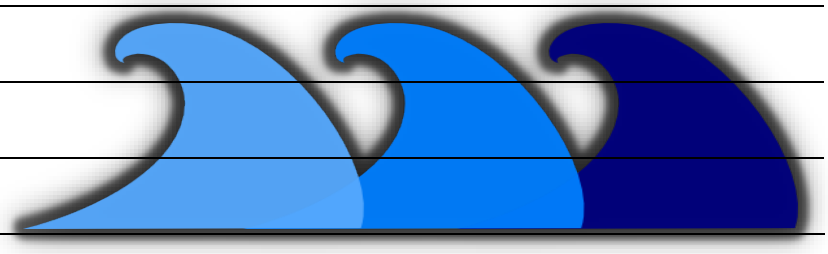
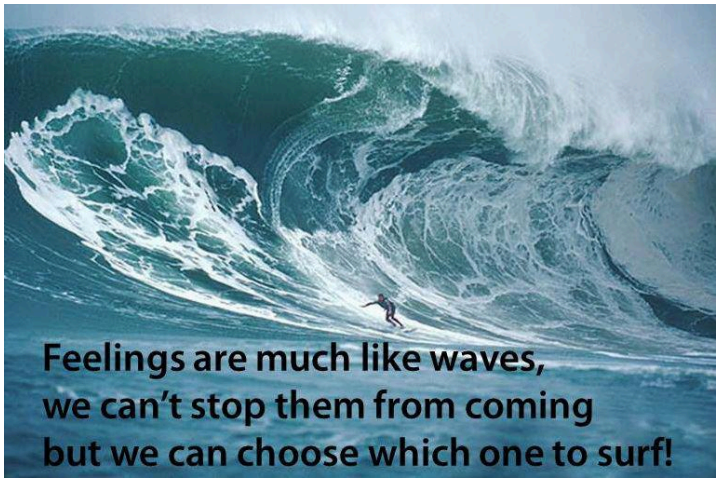
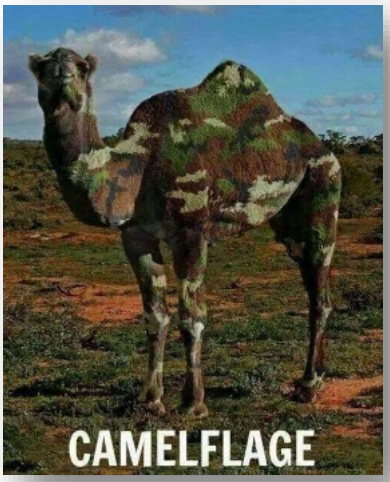


Options to encourage volunteer leaders:



- ❑ Give meaningful feedback and clear direction, this is primarily important
- ❑ Call your volunteers "leaders". Language and description of the work is critical to encouraging leaders.
- ❑ Have well respected board members reach out and thank colleagues with a call.
- ❑ Invite and include! Harvest the diamonds from the coals – ASK.
- ❑ Don't spank a volunteer for small issues. A typing error/typo on a CLE email notification? They're mortified.
- ❑ Highlight what volunteers DO WELL.
- ❑ Be the leader you need to be, no complaining about other volunteers or the demands of your leadership, you can acknowledge that it takes time, but it's worth it to have an association with meaningful programs and projects.(www.floridabar.org/voluntarybars voluntary bar leaders handbook)
- ❑ Don't camouflage your intentions, expectations or the workload required of a volunteer leader. At the risk of sounding like a cheerleader I'll reiterate. Be authentic. B. Authentic
- ❑ Have conversations with the leaders privately! Does the individual benefit from high or low organization/firm/institutional support for volunteer bar service? If there is low support help the volunteers succeed by offering small manageable projects.



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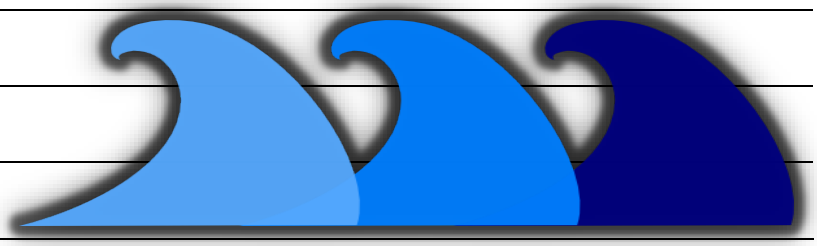


Ideas on how to reward volunteer leaders:

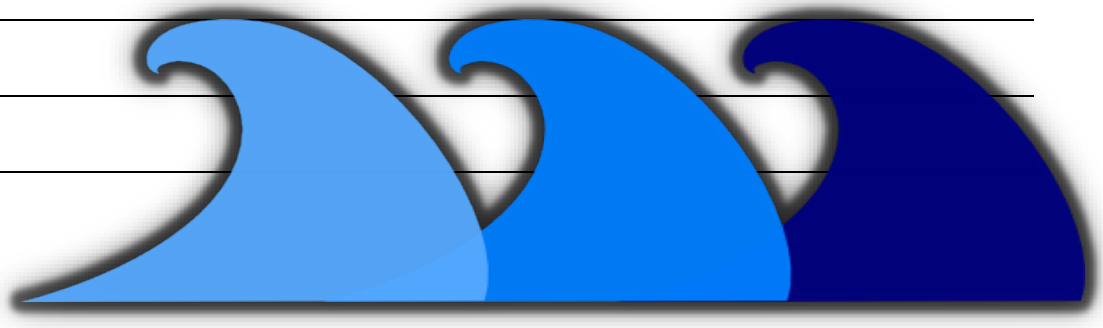
- Connect longtime leaders with new leaders on major projects, it mixes the wisdom with the enthusiasm.

- Being thoughtful
  - Bring snacks to meetings
  - Have ribbons for volunteers at meetings
  - Take care of the creature comforts when planning long days, material comforts that contribute to physical ease and well-being, such as good food and accommodations.
  - Remembering volunteers on special days like:
    - National Volunteer Week & Volunteer Recognition Day (April 15-21, 2018)
    - Random Acts of Kindness Day (Feb)
    - World Kindness Day (Nov)
    - International Volunteer Day (Dec)

- Modest awards and gifts
  - Waive parking and/or registration fees for volunteer leaders
  - Special Volunteer leader pins, small recognition ceremony as part of a board meeting
  - Modest donation in their name to an organization they have ties to (outside of your section/division) this shows you KNOW the person
  - Give gifts by the volunteers leaders interest (beyond a plaque)
    - like a scratch map for the traveler
    - just look on Etsy for reasonable cost personalized items,
    - purchase local art/print and add customized engraved plate ($7-10) trophy stores / online "gold brass plaque plate"
  - Make the item meaningful - pull the group together - like a framed picture of the team
  - Small plants, bouquets of flowers, given at meetings
  - A box of stationary or thank you cards as a thank you (to pass on the appreciation)

- Private recognition
  - Thank you emails immediately after the event. Like the NEXT DAY.
  - Follow up with an eloquent handwritten notecard from you, or other board leaders, and event local judges *where appropriate*.

- Public recognition
  - From the stage or podium – inform the audience about the scope of work, not just that they did it… try to briefly *wow* the audience about the volunteer
  - A note in the section program, flyer or newsletter about the volunteer
  - Social media: "the ABC committee headed by chair First Name Last Name did this…"
  - When introducing to other leaders, lawyers, judges etc, and it's easy to do as it follows the protocol of introducing people
    - State the name of the person being introduced to (the 'higher-ranking' person)
    - Second, say "I would like to introduce" or, "please meet" or, "this is," etc.
    - Third, state the name of the person being introduced. ...

- Finally, offer some details about each, as appropriate and here is where you make your leader shine.

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