More Than Just a Friend:
When volunteer engagement develops lifelong donors

University of North Carolina System
2018 Symposium
Tuesday, May 15, 2018
N.C. State University,
Talley Student Union
• Volunteers provide access to professional talent.
• Volunteers can be our best advocates.
• Engaged alumni and friends are more likely to give than if they’re not engaged.
• And so much more . . .
Volunteers can be difficult 😐

• Volunteers think the staff has a lot of staff.
• Volunteers want to make decisions for the university.
• Volunteers need personal attention.
• Volunteers that are the best for you are also the best for everyone else – they are busy.
We can engage alumni and friends through boards and committees.

AND SOMETIMES, IT WORKS.
Once upon a time . . .

• A university created a board to make volunteers feel good.
• Early members produced lots of big reports.
• Participants listened to important people talk.
• Members regularly asked to “do” something.
• Few people wanted to attend Board meetings.
• The experience did not make volunteers feel good.
How it blossoms

Remembering to tend the garden

• Set expectations at orientation.
• Value volunteer ideas.
• Let members know who else is in the room.
• Stay in touch year-round; and after the term ends.
• Let those interested in hands-on involvement assist in welcome calls and orientation.
• Reward committed donors/volunteers.
• Keep it exclusive; remind members they’re special.
• Never stop refreshing.
Take on a new style

• Involve members in updating the organization’s charter so that it clearly states the giving and volunteer expectations.
• Institute term limits with specific giving requirements made known to new members before they commit.
• Create opportunities for volunteers to meet yearly giving requirements.
• Redesign committee meetings to match the new expectations.
• Celebrate successes.
Spread the word 😁😂
QUESTIONS?

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