



Questions for Leaders

As leaders of engagement, discuss the following with your colleagues, Board of Directors, and other executive leadership.

Guiding Questions

- Volunteering has increased in national attention, are we leveraging this focus?
- New generations are flocking to volunteer. Do they like the opportunities at our organization?
- Expectations for volunteering are changing. Are we embracing these changes or resisting it? Are we meeting the expectations of current volunteers?
- Are we leading the change we want to see in volunteer engagement?
- Who are our competitors – in terms of our services as well as our volunteer opportunities?
- If we went out of business tomorrow, who would miss us and why?
- Are there new opportunities for volunteers to contribute to our mission that we have not yet tried?
- Are we getting the best contributions from the most people? What else do current and potential volunteers have to offer?
- What is our commitment to volunteer engagement? Are we consistent in our commitment?

What issues emerge from these questions?

- Issues and challenges could include a lack of meaningful and attractive volunteer opportunities, untapped potential among the volunteer corps, or lack of organizational commitment or competence in volunteer engagement. What issues emerge from your discussion of the above questions?

How can we address these issues?

- What strategies will help you address these issues? Your answers might include piloting new roles for volunteers, conducting an assessment of current volunteer engagement practices, training for staff and volunteer leaders, or strategic planning for volunteer engagement.