

# Transforming Days of Service Into Ongoing Engagement

## SETTING YOUR PURPOSE

- Does the service address a real need? Is it meaningful and impactful?
- Is there clarity around the project and the volunteer's role in it?

## PLANNING: SETTING EXPECTATIONS

- Are all stakeholders in agreement about expectations, impact, and how success will be measured?
- What additional volunteer opportunities exist at your organization? Are all departments aware of the Day of Service and have the chance to submit volunteer opportunities from their departments?
- What agreements should be made around how day-of-service volunteers will be cultivated for ongoing opportunities across the organization?
- How will you track return volunteers? Will data be shared across departments or with partner agencies, if relevant?

## PLANNING: STRUCTURING FOR SUCCESS

- How will you orient volunteers to their service and ensure they are prepared, know what to expect, and understand how their service connects to mission?
- How will you pair direct service with education and reflection? How are you engaging volunteers to facilitate the education and/or reflection portion of the event?
- What volunteer roles will you create to tap participants for future volunteer opportunities? (i.e., Team Leaders, Ambassadors, Talent Scouts)

## FOLLOWING UP

- What follow-up activities will connect volunteers with future engagement opportunities? (e.g., follow-up phone calls, coffee dates, correspondence)