

Questions for Leaders

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

Guiding Questions

- Volunteering rates have rebounded in recent years. Are we leveraging this return to service?
- How do opportunities at our organization attract new generations?
- 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?
- Does our volunteer corps reflect the communities we serve?
- Does our organization have an inclusive culture?
- Are there new opportunities for volunteers to contribute to our mission that we have not yet tried?
- Have we sustained engagement even amid crises? How have we leveraged volunteers to sustain us during crises?
- Are we developing new ways to engage volunteers in light of recent -- and emerging -- challenges? How can we sustain those innovations in the future?
- 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.