

FOOD FOR THOUGHT: RETHINKING VOLUNTEERISM



THOUGHT LEADERS:
Constance Carter, CFRE
Krystine Sipple, CFRE
Corrine Sylvia, CFRE



THANKS TO OUR PROMOTIONAL PARTNERS



THOUGHT LEADERS



[Sylvia/Carter and Associates](https://www.sylviacarter.com/)

<https://www.sylviacarter.com/>

Corrine Sylvia, CFRE & Connie Carter, CFRE, Principals

Fundraising feasibility studies
Fundraising campaign management
Resource development program assessment
Annual campaigns
Major gift development
Board development
Strategic planning
Partnership/collaboration exploration
COVID recovery & restore

[Krystine Sipple Consulting](https://krystinesipple.org/)

<https://krystinesipple.org/>

Krystine Sipple, CFRE

Leadership
Governance
Strategic planning
Fundraising
Marketing & promotion
Collaborations & partnerships
COVID recovery & restore

AGENDA OVERVIEW

☐ Survey of ChesCo Nonprofits

→ Restore ChesCo: Nonprofit Innovation & Resiliency Fund



☐ Volunteer Planning

Scenario Planning

Remote Volunteers

On-Site Volunteers

☐ Panel Discussion: Learnings from the Field

Chester County Food Bank – Good Neighbors -Orion



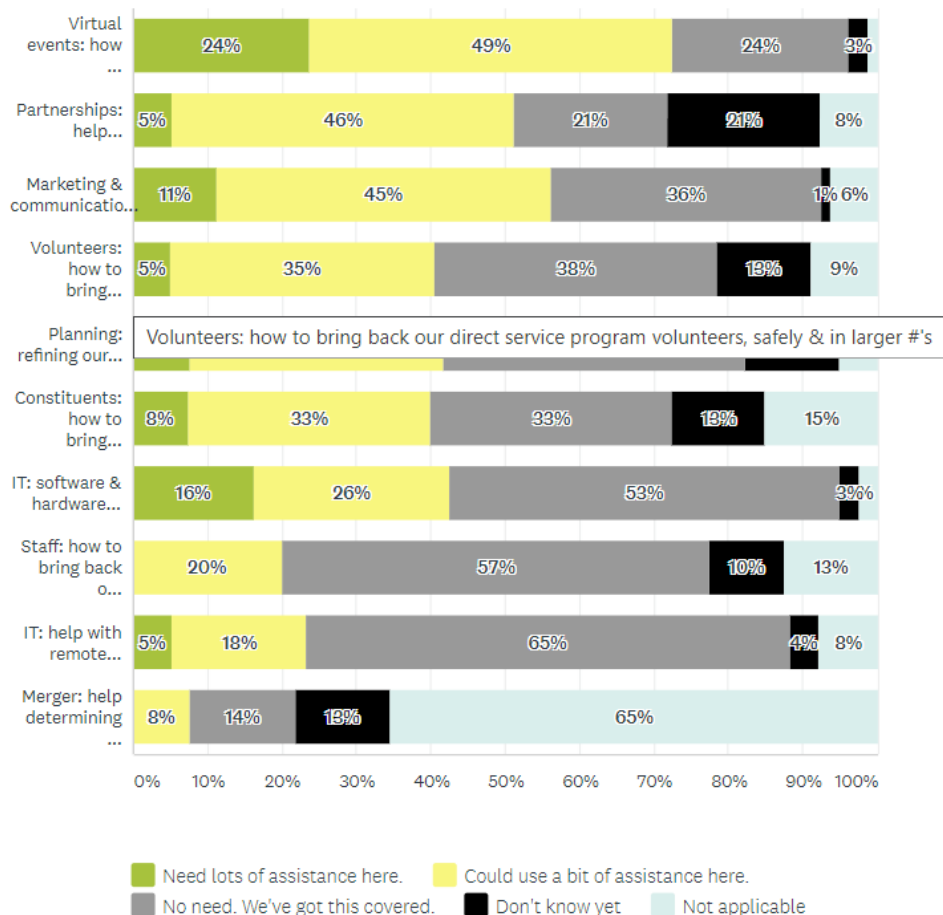
CHESCO COVID RECOVERY SURVEY RESPONSES

SURVEY = <https://www.surveymonkey.com/r/ChesCoNPOCOVID>

RESPONSE SUMMARY = <https://www.surveymonkey.com/stories/SM-LJZSV62Y/>

Does your nonprofit need any of these resources:

Answered: 80 Skipped: 1



RESTORE CHESCo: NONPROFIT INNOVATION & RESILIENCY FUND



<https://chescofcf.org/covidgrant/>

Priorities

- Nonprofits that provide **clear evidence** of how they aim to/are **reshaping** their programs, services, administration, marketing and fundraising, to safely provide services and thrive in light of COVID impacts
- Nonprofits with substantial costs to comply with COVID public health requirements
- Nonprofits that serve a diverse constituency, and are governed and managed by diverse leadership



VOLUNTEER CONSIDERATIONS: PANDEMIC RESPONSE & RECOVERY

Charting the path to a 'new normal' as increasing # of volunteers re-engage

Risk management & scenario planning

- We can't go backward, but we certainly can go forward.
No one was prepared for this worldwide pandemic.
Now we must be prepared.
This includes the mysterious part of figuring out what to do & risk mitigation

Constrained by what we think are the right choices

- Make sure our nonprofit & its people remain healthy
- Don't create a community problem by returning onsite prematurely
- Each nonprofit must make its own decisions about volunteer modifications



❖ REMOTE VOLUNTEERS

❖ ON-SITE VOLUNTEERS

REMOTE VOLUNTEERS: ADMINISTRATIVE & DIRECT SERVICE

WWW.VOLUNTEERMATCH.ORG/SEARCH/INDEX.JSP

Administrative Volunteers

Marketing/Communications/Social Media

- Analytics summary & recommendations
- Brand Development & Messaging
- Copy Writing / Copy Editing
- Email promotion assist
- Graphic Design
- Marketing Strategy & Planning
- Newsletter writing/editing assist
- Public Relations
- Sales Marketing
- Social media campaign assist: design, post
- Website blogging
- Website updates

Fundraising

- Prospect research online
- Stewardship & thank you courtesy calls to existing donors
- Thank you note writing
- Write personal notes on appeal letters
- Hold virtual cultivation events

Computers & IT

- mentoring tech-challenged staff, volunteers, constituents
- database cleanup
- database data entry
- analytics
- internet research

Bookkeeping

- data entry
- report generation

Direct Service Volunteers

- endless possibilities



ON-SITE VOLUNTEERS

❖ ON-SITE VOLUNTEERS

On-Site: incremental

- Refine the plan to provide for increased # of volunteers to come back to the worksite safely
- Not returning to “business as usual” but rather **to new business models, policies & practices**
 - **Health & safety** are at the forefront of return-to-worksite decisions
 - Returning to worksite can only happen when a worksite **IS safe + widely PERCEIVED as safe**

As increased # of volunteers return to worksite, nonprofits must have protocols in place

- Public health safety signage; 6’ markers
- Temps, masks, gloves/sanitizer, plexiglass
- Alternate days or weeks
- Very small groups w/social distancing
While socializ-ing



CONSIDERATIONS

Uncertainty will remain for some time...into 2021

- This is a process that is going to happen very slowly over the course of several months.
- There will be restrictions on how we run our nonprofits, how many people can be inside, how our employees interact with consumers. **COVID has altered large aspects of how we operate.**

Considerations

- What **permanent changes** to volunteer practices are you considering as a result of pandemic lessons learned?
- Has the pandemic prompted your nonprofit to consider **new business models** or accelerate business model changes that were already in the works?
- **What opportunities have you discovered as a result of the crisis?**



VOLUNTEERS IN THE AGE OF COVID

PANEL DISCUSSION



CHESTER COUNTY FOOD BANK	ORION COMMUNITIES	PHOENIXVILLE SENIOR CENTER	VOLUNTEER ENGLISH PROGRAM
Lauren Van Dyk	Kris Keller	Julie Gaudan	Terri Potrako
Volunteer Coordinator	Executive Director	Executive Director	Executive Director

1. How are you using volunteers **now**? What are you considering for **the near future**?
2. What are lessons learned & tips to maximize **REMOTE** use of volunteers?
3. What are lessons learned & tips to grow **ON-SITE** use of volunteers? How do you **ensure volunteer health & safety on-site**?
4. How are you **recruiting** volunteers? How are you finding each other?
5. What are **some things you've learned** during COVID about volunteerism at your nonprofit?



What
VOLUNTEER REFINEMENTS
has your nonprofit discovered
amidst the pandemic crisis?

MAKE SURE YOU SIGN UP FOR THE NEXT SESSION ON DEC. 8TH

FOOD FOR THOUGHT: WEBSITE & SOCIAL MEDIA ANALYTICS



[CHESCOCF.ORG/EXPLORE/FOOD-FOR-THOUGHT](https://chesco.org/explore/food-for-thought)



'TIS THE SEASON TO COUNT

JOIN ON ZOOM | Tuesday, Dec. 8 at 4pm

Thought Leaders: Beth Krallis & Jamison Ludgate,
CCCF Marketing & Communications



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