Communicating with volunteers in an online world

Hospice NZ | 22 August 2017



Internal comms 101



Human needs in the workplace



We all want to:

- feel valued
- understand what's going on and why
- believe we're part of something valuable
- feel connected

Satisfy those human needs

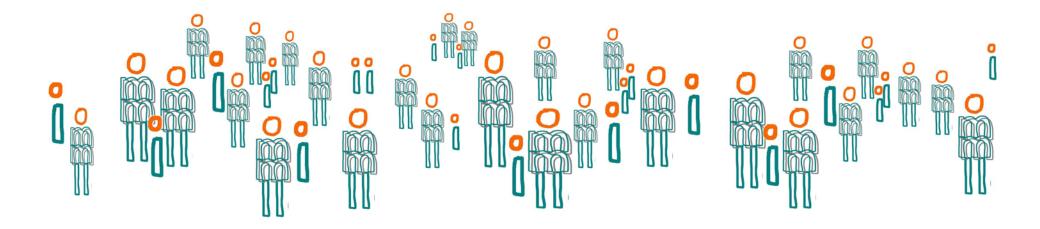


- ...and the paybacks are clear:
- enhanced job satisfaction / volunteer experience
- retention of good people
- positive impact on productivity and efficiency
- enhanced customer service

Volunteers matter!



- The lifeblood of many community organisations
- Your biggest advocate, defender, contributor



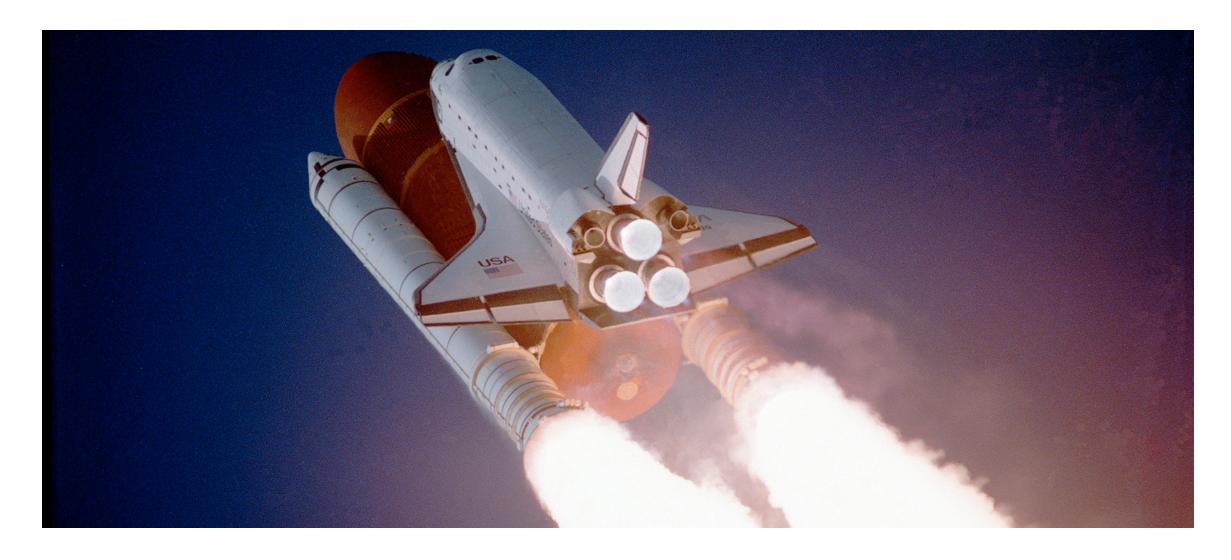
The role of internal communications



- "Here's what's going on; here's what we're doing and why"
- "Here's how we do things around here"
- "Thank you keep going"

It's not rocket science

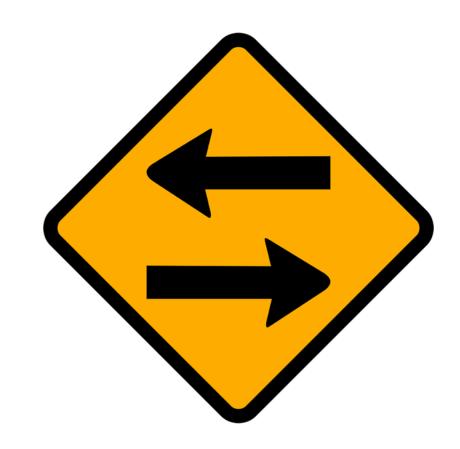




Basic principles



- Communicate early
- Communicate often
- Be authentic
- Consider your audience(s)
- Make sure it's two-way



Well-tailored communications



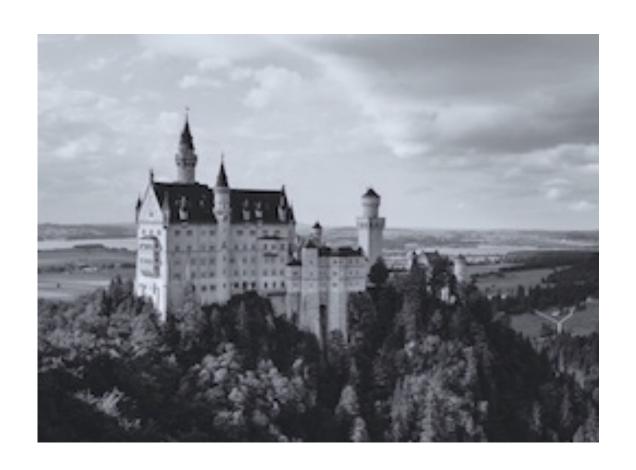
- Communication isn't about you it's about your audience(s)
- Who are your volunteer workforce?
- How do they engage with your organisation?
- Segmentation

Trends



- Online and mobile
- Visual storytelling
- User-driven content
- Meetups

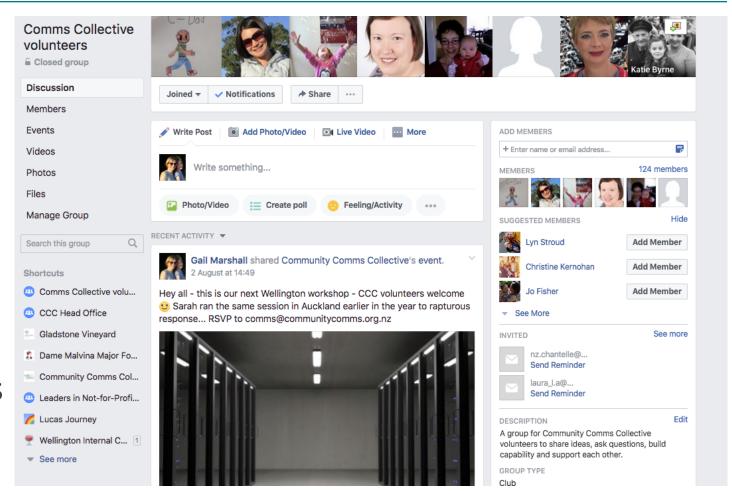
- Micro/episodic volunteering
- Virtual volunteering



Tools



- Online collaboration or community building
 - Intranet, website
 Facebook groups,
 Facebook Workplace,
 Yammer, Messenger,
 WhatsApp, Slack,
 Google hangouts/docs
 - HipChat



Tools



- Face to face
 - Events, team briefs, meetings, video calls
 - Doodle, Facebook events, Meetup, Skype Group video, Google hangouts
- Don't forget email, phone calls, texts, websites, noticeboards, newsletters, surveys, handouts, induction/training packs, thank you cards etc.
 - Mailchimp, Survey Monkey

Content first



Once more (with feeling):

- "Here's what's going on; here's what we're doing and why"
- "Here's how we do things around here"
- "Thank you keep going"

But also:

"This is my story, these are my experiences"

Recruiting volunteers



- What are your goals/objectives?
- What are the opportunities?
- What's the message?
 - It needs to be more than 'volunteers wanted'
- What are the channels?

What's your volunteer opportunity?



- What are your goals?
- What can you offer volunteers?
- Who is/are your audience/s?
- What drives them?
- What do you want them to know?
- What channels can you use to reach them?



"We make a living by what we get, but we make a life by what we give."

WINSTON CHURCHILL

