



Alliance Day Volunteers: How to Gain, Train and Retain





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By the end of this session, attendees will be able to:

attract the best volunteers from all
areas of your community...
and keep them!

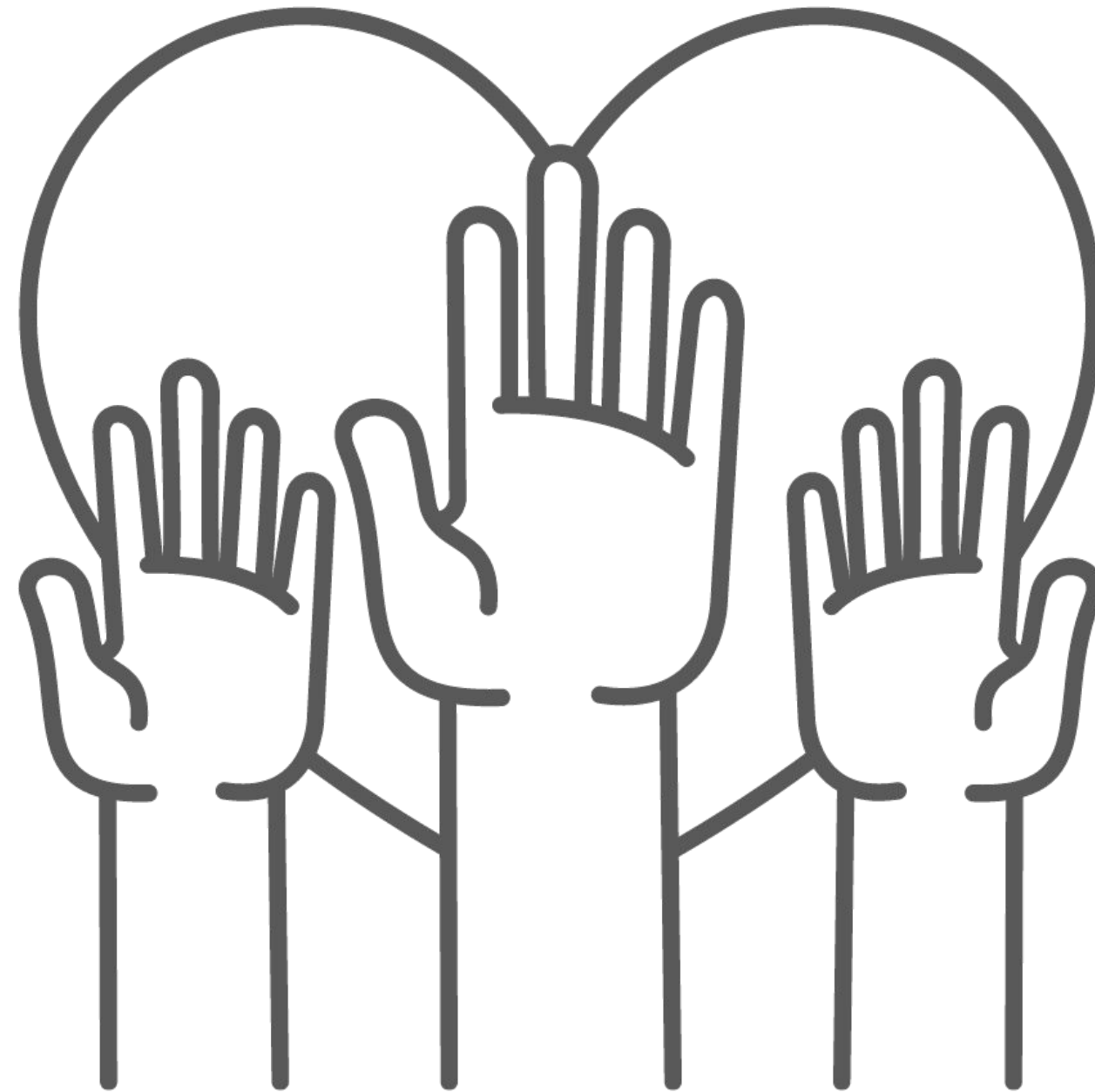
View the PowerPoint and all volunteer resources by scanning the QR code:



Agenda

- 1 Volunteer Basics
- 2 Identifying Gaps & Analyzing Needs
- 3 Gain
- 4 Train
- 5 Retain
- 6 Q&A

Volunteer Basics



FIDUCIARY RESPONSIBILITY NAMI COMPARTIENDO ESPERANZA RETENTION
TECHNICAL SUPPORT SPONSORSHIP ETHICAL PROGRAM PRINT LABELS
COMMUNITY MARKETING INTEGRITY LOGISTICS FACILITATOR RECRUITMENT ADMINISTRATIVE SUPPORT
CONNECTIONS COMMUNICATIONS NAMI OFFICE MISSION ANSWER PHONES
FUNDRAISERS COMMUNITY EVENTS NAMI PROGRAMS LOGISTICS OFFICE MISSION ANSWER PHONES
EVENTS BOARD OF ORGANIZE BUDGET
DIRECTORS THE OFFICE LEAD BY
PEER-TO-PEER STRATEGIC LEAD BY
IN-KIND DONATIONS PLANNING EXAMPLE
ENDING COMMUNITY TECHNICAL SUPPORT DRIVE
THE SILENCE OUTREACH FAMILY-TO-FAMILY REVENUE



One in four Americans volunteer

Volunteer time is valued at \$30 per hour

77% of volunteers said volunteering improved their mental health

Volunteers provide higher levels of financial support

67% of volunteers found opportunities online

Women are most likely to volunteer

Gen X are more likely to volunteer than other generations

Individuals 35-54 years of age are most likely to volunteer

23% of volunteers are 24 years of age and younger

100% of nonprofits rely on volunteers

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Identifying Gaps & Analyzing Needs



Identifying Gaps & Analyzing Needs

- SWOT Analysis of Your Volunteer Program:



Ask Pointed Questions



Involve Others

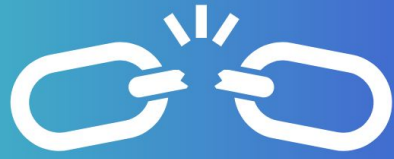


Create an Action Plan



S

STRENGTHS



W

WEAKNESSES



What do you do well?



What do you need to improve?



O

OPPORTUNITIES



T

THREATS



What are your goals?



What obstacles do you face?

Identifying Gaps & Analyzing Needs

- Inclusive and Representative:



Recruit From All Areas

Provide Remote Opportunities

On-call Volunteer Options

Identifying Gaps & Analyzing Needs

- How to Recruit:

Where to Promote:

- Online Portals
- Volunteer Fairs
- Social Media
- Print & Digital Media
- On-Air Publications
- NAMI Website

The Message:

- Compelling
- Introduce NAMI
- The Why
- Simple & Direct
- Showcase Benefits

Recruitment Methods:

- Targeted
- Warm Body

Identifying Gaps & Analyzing Needs

NAMI HelpLine Specialists - VOLUNTEERS

📅 13-Apr-2023 to Until Filled (EST) 🏠 NAMI HelpLine 🌐 USA

📄 Internship/Volunteer

Email Me Similar Jobs

Email Me This Job

Please note: this is a listing for an unpaid volunteer position.

Are you interested in making a meaningful difference in people's lives?

The NAMI HelpLine is contacted over 70,000 times a year by people across the U.S. who are affected by mental health conditions and are in need of help. HelpLine Information and Resource Referral Specialists provide a vital service to the NAMI community by responding with empathy to inquiries by phone, SMS/chat, and social media posts, and by providing valuable information about mental health conditions and treatment options, NAMI education and support programs, and other mental health resources.

The HelpLine Specialist Experience

NAMI HelpLine Specialists help individuals and families improve their lives and advance recovery by listening to their concerns and connecting them with essential resources and services. They extend empathy, understanding, respect and emotional support to everyone contacting the NAMI HelpLine. In return, as volunteers they will develop a deep understanding of the mental health landscape, mental health conditions, treatment options and recovery strategies. They will also experience the appreciation and gratitude expressed by the individuals, families, and caregivers they serve.

The NAMI HelpLine is a peer support service; we do not stress in this application or in our interviews that the HelpLine Specialist role is meant for persons "currently in mental health recovery" or meant "to be a tool for mental health recovery," rather, the HelpLine Specialist role is only for those of lived experience that can expand a capacity for empathy, motivate a desire to help others, and at times serve as an aid for providing valuable perspectives to others.

Serving Remotely

Currently, all HelpLine Specialists are working from their homes, apartments or dorms and connecting with help seekers using NAMI's cloud-based communications platform by computer-based phone, SMS/chat, and email. Volunteers are required to have access to a computer with the most-recent operating system (Mac, PC or Linux) as well as high-speed internet.

Onboarding

Working with help seekers on the NAMI HelpLine is extremely rewarding, and yet at times, challenging. This requires a commitment to complete about 21 hours of training within a three-week onboarding period designed to prepare you to confidently and positively address the diverse needs presented by help seekers. Throughout your onboarding experience, you will complete rewarding online instructional content, interactive exercises, knowledge checks and a final test prior to joining as a member of the NAMI HelpLine Specialist Team.

Minimum Time Commitment Requirements

Please note the following time commitment requirements:

A minimum of one, 4-hour shift per week for a minimum duration of six months. Your six-month commitment serving on the HelpLine begins following the completion of training and onboarding.

All HelpLine Specialist shifts are fulfilled during regular HelpLine hours within:

Shift #1: 10am - 2pm; Shift #2: 2 - 6pm; or Shift #3: 6 - 10pm

Mon-Fri, Eastern Standard Time (EST).

Ongoing Support

The NAMI HelpLine team strives to create a supportive "virtual" community for our volunteers! Ongoing support is provided throughout each shift via cloud-based technology and a direct messaging social media platform, and our staff participate daily in two available mid-day Zoom meetings (volunteers attend at least one meeting per week) to share experiences and information, and to answer questions. In addition, our staff routinely observe and provide coaching support throughout each HelpLine Specialist's time on HelpLine.

Professional Qualifications:

- A student or professional of mental health, and/or someone with "lived," personal experience - either as a person living with a 'treated' mental health condition, or as someone caring for a loved one living with a mental health condition.
- Excellent communication skills (oral and written), particularly in listening and ability to convey a respectful, empathetic tone, over the phone, email, or SMS/chat communication.
- Analytical ability with problem-solving skills and resourcefulness for assessing a help seeker's needs and finding correct resources in a timely manner.
- Basic knowledge of mental health conditions, treatments, recovery, and mental health care systems with an interest in learning more.
- Ability to conduct basic internet research quickly while simultaneously managing a phone conversation or SMS/Chat session.
- **Verbal bilingual English/Spanish ability strongly welcomed.**

Personal Qualities:

- Demonstrated reliability, professionalism, and punctuality.
- Respect and compassion for people affected by mental health conditions with desire to help
- Ability to manage emotionally stressful situations with positive spirit and open-mindedness.
- Passion to learn about mental health conditions, resources, and behavioral health system.
- Willingness to take initiative to seek help when needed, and ability to accept and implement constructive feedback.
- Maturity and patience to communicate effectively with people from diverse backgrounds and experiences while demonstrating empathy to facilitate respectful dialogue with callers experiencing emotional distress or active psychosis.

Volunteer

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Gain



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Step One: Prospecting

LinkedIn

**Sphere of
Influence**

**Mining What
You Have**

**Networking
in Your
Community**

**Youth and
Young Adults**

**Volunteer
Fairs**

**Schools and
Universities**

**Businesses &
Corporate
Partners**

**Social, Print
and
Digital Media**

**Check Your
Virtual Folder!**

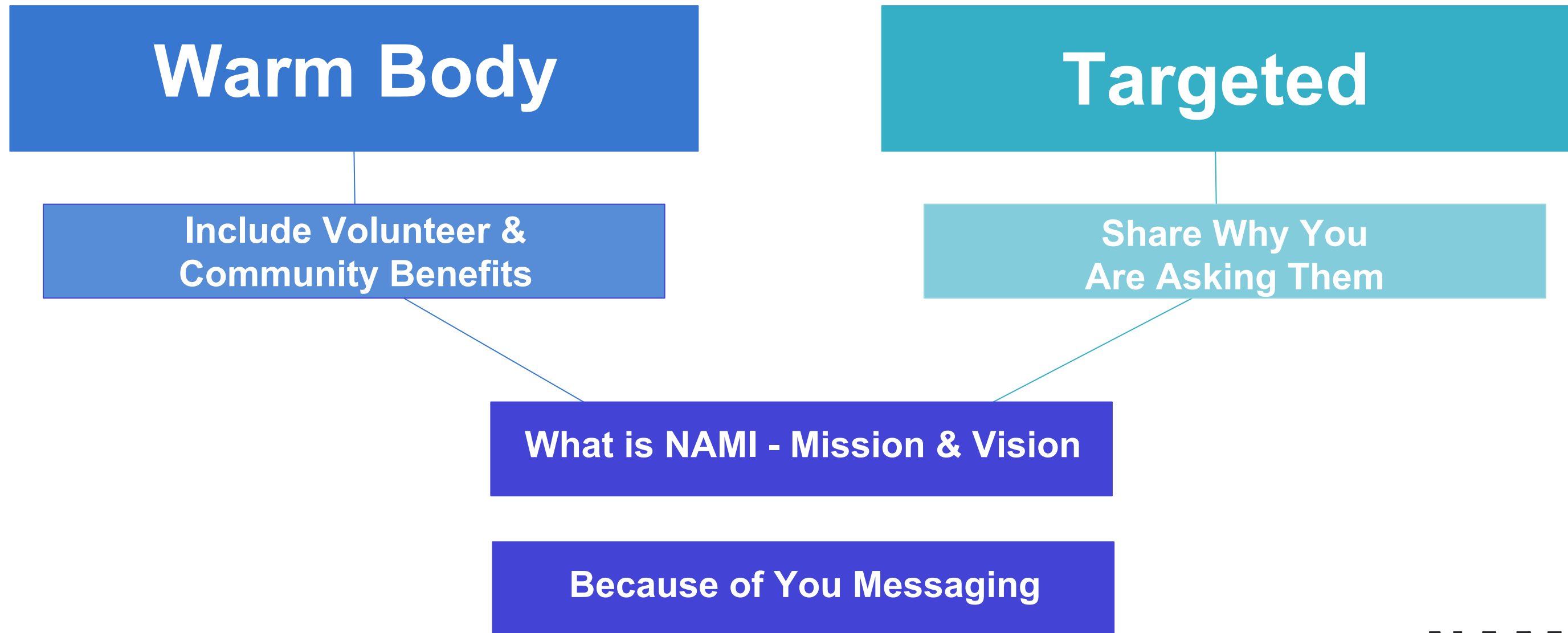
Step Two: Warm Body & Targeted Recruitment

- Which Recruitment Method Should You Use:



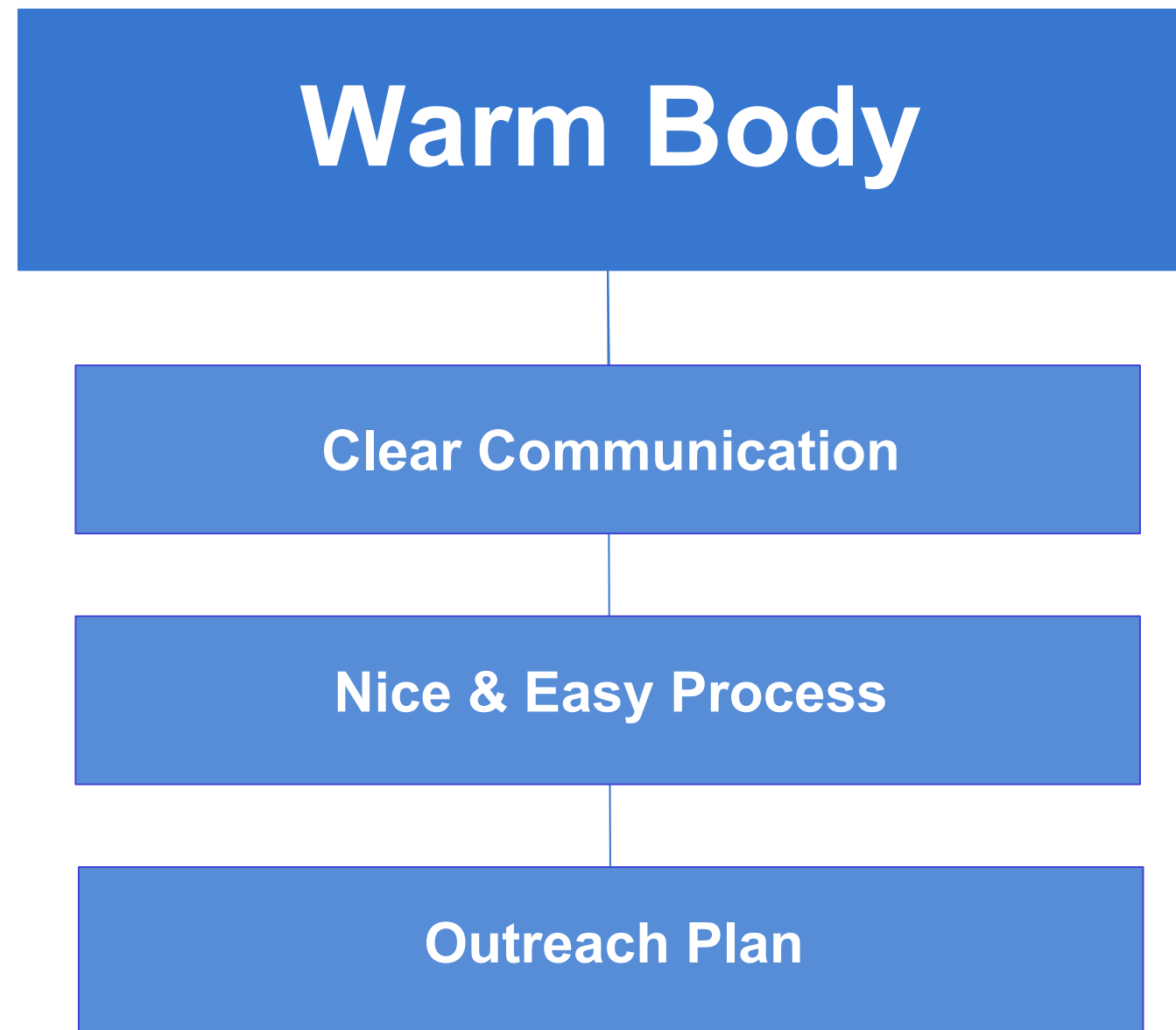
Step Two: Warm Body & Targeted Recruitment

- Recruitment Messaging:



Step Two: Warm Body & Targeted Recruitment

- Making the Ask:



Step Two: Warm Body Examples



Volunteer

NAMI Mercer is grateful for the generosity of more than 200 volunteers who support every aspect of our mission and contribute more than 10,000 hours of service annually. Their value to us and to the community is priceless!

Volunteering is good for your overall health by providing opportunities to:

- Make a positive difference in the community
- Learn new skills
- Take on a challenge
- Increase your self-confidence
- Be part of a supportive community
- Meet new people
- Have fun

Volunteer opportunities include:

- Teaching a class
- Facilitating a support group
- Making a presentation
- Organizing events
- Assisting with administrative tasks
- Responding to Helpline inquiries
- Serving on committees such as Finance, Advocacy, Development, Programs & Services, and Public Awareness
- Assisting with special events such as Night Out with NAMI, NAMI Walks, and Harvest of Hope
- Tabling outreach events to raise awareness, reduce stigma and tell others about NAMI
- Advocating for persons affected by mental illness through policy research, communication with legislators, and participation in public hearings
- Maintaining our resource library

Volunteering with NAMI Glendale

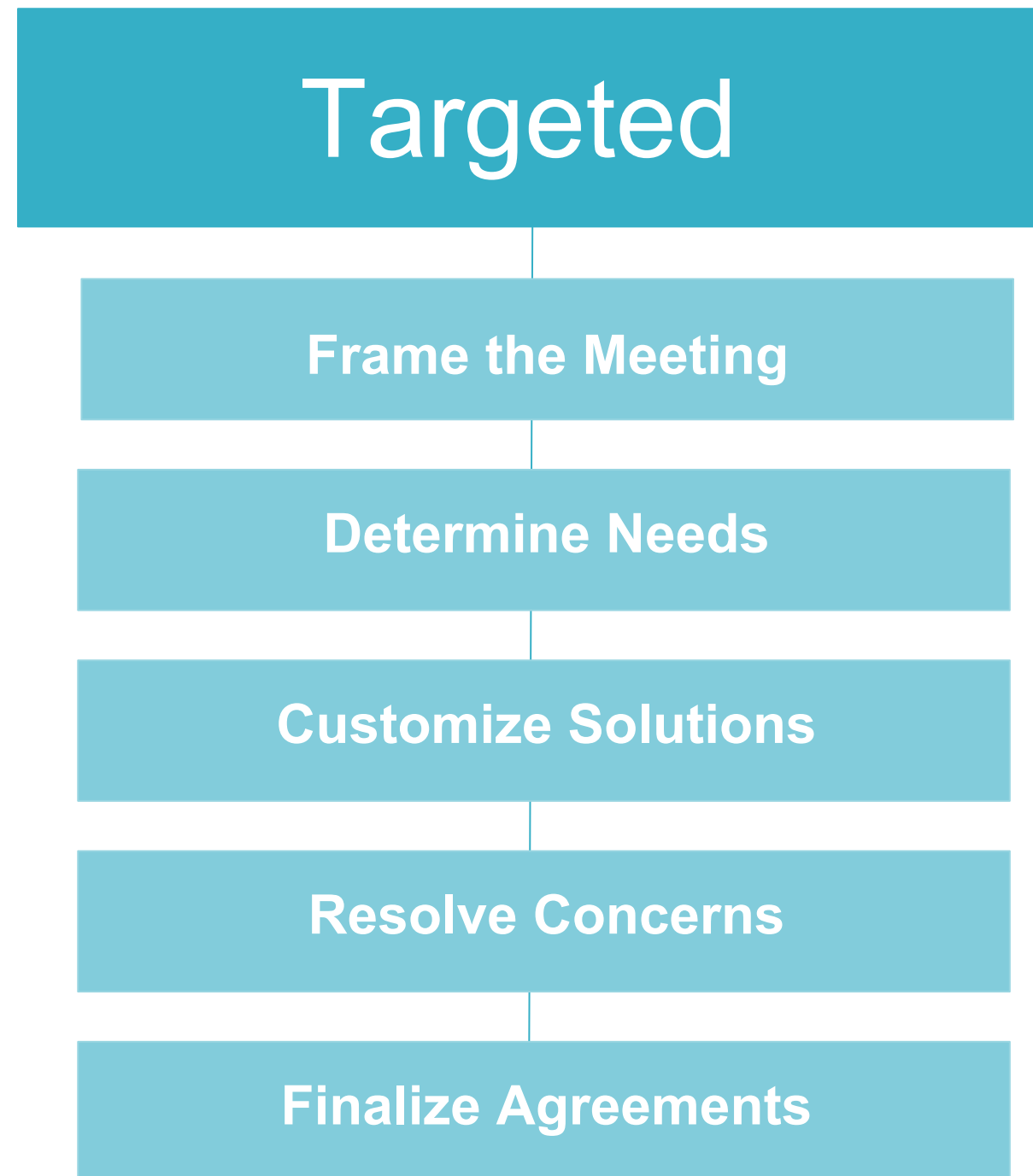
There are many ways you can begin volunteering your time with NAMI Glendale. For instance, if you have utilized our services in the past, then you can help others by becoming a [support group facilitator](#) or an [education class instructor](#). Are you comfortable speaking to large audiences? Consider training to present one of our [speaker programs](#), or participating in our [advocacy](#) efforts. Alternatively, there are more “behind the scenes” tasks we also need help with. This includes managing our [Facebook](#) social media [Instagram](#) pages, as well as fielding requests to our [Warmline](#).

To explore potential volunteer opportunities with NAMI Glendale, please complete the form below. Once you do, you’ll be contacted by our Volunteer Coordinator. You can also visit [our page on VolunteerMatch](#) to learn about specific volunteer tasks we could use help with.



Step Two: Warm Body & Targeted Recruitment

- Making the Ask:

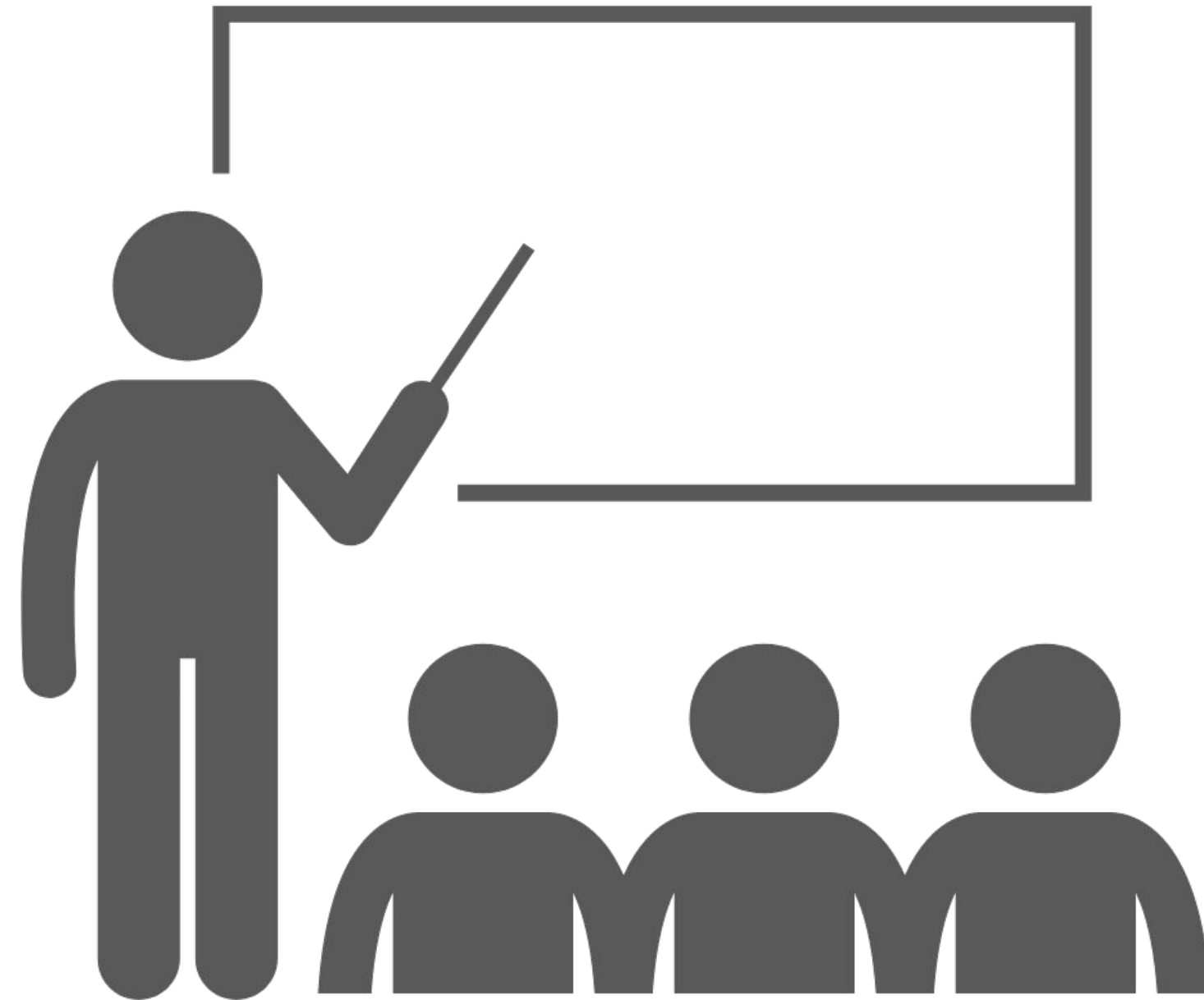




What are the major projects or roles you have a need to gain volunteers for?

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Train



What is Volunteer Onboarding?

The mechanism through which new volunteers acquire the necessary knowledge, skills, and behaviors to become effective members of your organization.

Train

Onboarding
Lead

Specific to
the Role &
General

An
Introduction

Communicate
Expectations

Volunteer Orientation

Volunteer orientations are held on the first Wednesday of the month, 4:00-5:00 pm at the NAMI Mercer Center. Please call in advance to attend.

Does Not
End with
Orientation

Explain

Engage As
Soon As
Possible



How will you structure your onboarding plan to train your volunteers?



Retain



Retain

Follow-up & Check-In

Make it Enjoyable

Recognize

Retain

- Common Reasons Volunteers Leave:

**Lack of
Flexibility**

**Insufficient
Training**

**Wrong
Opportunity**

Burnout

**No
Recognition**



What recognition efforts can you implement this year to retain your volunteers?

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Key Takeaways

- 1 Perform a **SWOT Analysis**
- 2 Have **Accurate Job Descriptions**
- 3 **Onboarding is Constant**
- 4 **Recognize, Recognize, Recognize**

View the PowerPoint and all volunteer resources by scanning the QR code:





Q&A

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