



nAMICON
ELEVATING MENTAL HEALTH

**Playing Cupid:
How to Match
Volunteers to Your
Organization's
Needs**

About Us

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NAMI's Volunteer Recruitment and Management Course

- Launched on May 1st with a Zoom information session
 - 179 people attended
- Asynchronous course with supplemental Zoom webinar sessions throughout 2024
- Available at: <https://learning.nami.org/courses/volunteer-recruitment-and-management-course/>

Setting You Up for Success

- Why is planning for volunteers important?
- Planning intentionally is hard work, but you can do it!
- Think about your organization's needs and how your current and future volunteers can help you meet those needs

Step 1: Identify Needs

What does your organization need?

Think outside the box and dream big!

Unsure where to start?

- List all the things that you do or problems that need to be solved.
- Remove all items that can **ONLY** be done by paid staff and highlight the activities that bring you joy

Step 1: Identify Needs

Match Volunteers to Your Organization's Needs

Planning to match your organization's needs to the right volunteers is vital to ensure success.

How often have you found yourself running in circles because a volunteer couldn't make it to an event? Have you ever "filled in" temporarily and found yourself still doing the same thing 6 months later?

These "band aids" for immediate needs end up building up resentment and eventually lead to burnout. Pausing to plan for your needs sends the message that you care about the sustainability of your organization. Delegating and empowering others with responsibilities essential for running an organization will help build your base and strengthen your mission. Setting up a system where other volunteers are trained and supported will then make it easier to "fill in" when someone takes a break from volunteering with your NAMI.

This worksheet will help you begin the planning process. It will walk you through a process for identifying needs, finding volunteers to meet those needs, and ensure you are building strong partnerships with your volunteers.

What are your organization's needs?

Where can volunteers help you succeed and fill gaps?

Step 2: Skills & Qualities

What skills and qualities would fit your needs?

- Skills= hard skills, technical abilities
- Qualities= soft skills, characteristics

Example: Social media content creator

Skills

Computers, social media,
marketing

Qualities

Organization,
timeliness, attention to
detail, good judgement

Step 2: Skills & Qualities

NEED	TECHNICAL SKILLS	SOFT SKILLS/QUALITIES
<i>Social media content development</i>	<i>Familiarization with social media platforms that are connected to your audiences</i>	<i>Communication skills</i> <i>Awareness of basics in visual promotion</i>
	<i>Canva or interest in learning graphic design tools</i>	<i>Understands boundaries and social media policy</i>

Step 3: Develop a Profile

Who would be a good fit?

- Who would be interested? Why would they be interested?
- Where could you find people with the skills/qualities you want?

Example: Social media

Where to find?

Colleges, businesses,
professional networks,
course participants

Motivations?

Connection to the
mission, socialization,
service hours, building
portfolio

Step 3: Develop a Profile

NEED	TECHNICAL SKILLS	SOFT SKILLS/QUALITIES	WHO MAY BE INTERESTED?	WHERE TO FIND MOTIVATIONS VOLUNTEERS	
Social media content development	Familiarization with social media platforms that are connected to your audiences Canva or interest in learning graphic design tools	Communication skills Awareness of basics in visual promotion Understands boundaries and social media policy	Youth & young adults People active online People who like playing around with technology	High schools, colleges, Young Nonprofit Professionals Network, AmeriCorps VISTA Marketing & Communication Professional Associations	Interest in activism Service hours Looking to build a portfolio

Step 4: Make a Match

Matchmaking with Intention

- Find and recruit the right people
- Get to know your potential volunteer
- Don't just think about what you need, think about what your volunteer needs
- Think about how to adjust expectations so you don't overwhelm the volunteer

Step 5: Evaluate your Match at Each Stage

Stages of Dating

First Dates

Both of you are testing to see if this is the right fit.

"Give them something easy and make it a life changing experience"

- Athena Trentin

Courting

Listen to their heart, find a fit, share expectations, and avoid "oh, by the way" moments.

This stage may be longer for positions where you need to see more experience before making a commitment.

Engagement

What are the ways they could get engaged with the organization? Are there opportunities for them to provide feedback on changes within the position?

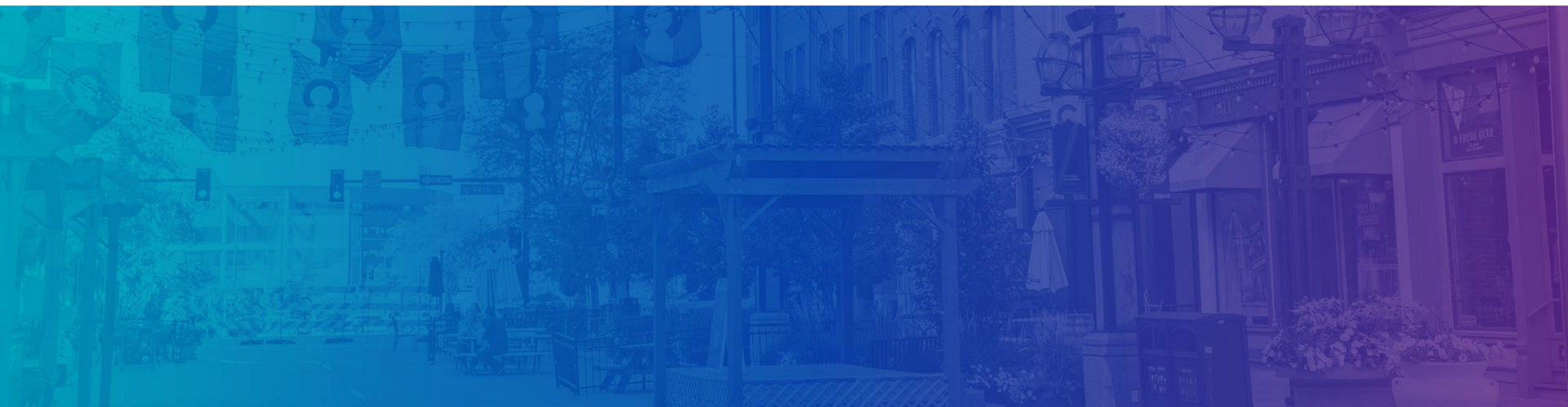
Understand that "no" does not mean "never"

What Comes Next?

- Course is available now – at your own pace
- Additional resources will be added
- Live Zoom “deep dives” into topics addressed in the course on topics such as:
 - Onboarding and training
 - Interviewing and screening
 - Increasing diversity of volunteers
 - And more...
- What other ideas do you have for future content?

Questions?

Email fieldcapacity@nami.org



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THANK YOU!

 **nami**
National Alliance on Mental Illness