



FROM VOLUNTEER MANAGER TO VOLUNTEER LEADER

Building a Program That Has Influence,
Impact & Support





WELCOME!



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THE TRUTH NO ONE TOLD YOU

Volunteer Management/Engagement
is it's own job!



THIS IS A PROFESSION - NOT A SIDE TASK

This role feels big, because it is big



BUILDING BLOCKS TO SET YOU UP FOR SUCCESS

1. CLEAR VOLUNTEER ROLES
2. POLICIES & PROCEDURES
3. YOUR FORMS & TEMPLATES
4. WHAT YOU MUST TRACK

YOUR FIRST STEPS

WHAT TO DO
MONDAY

TODAY'S SCHEDULE

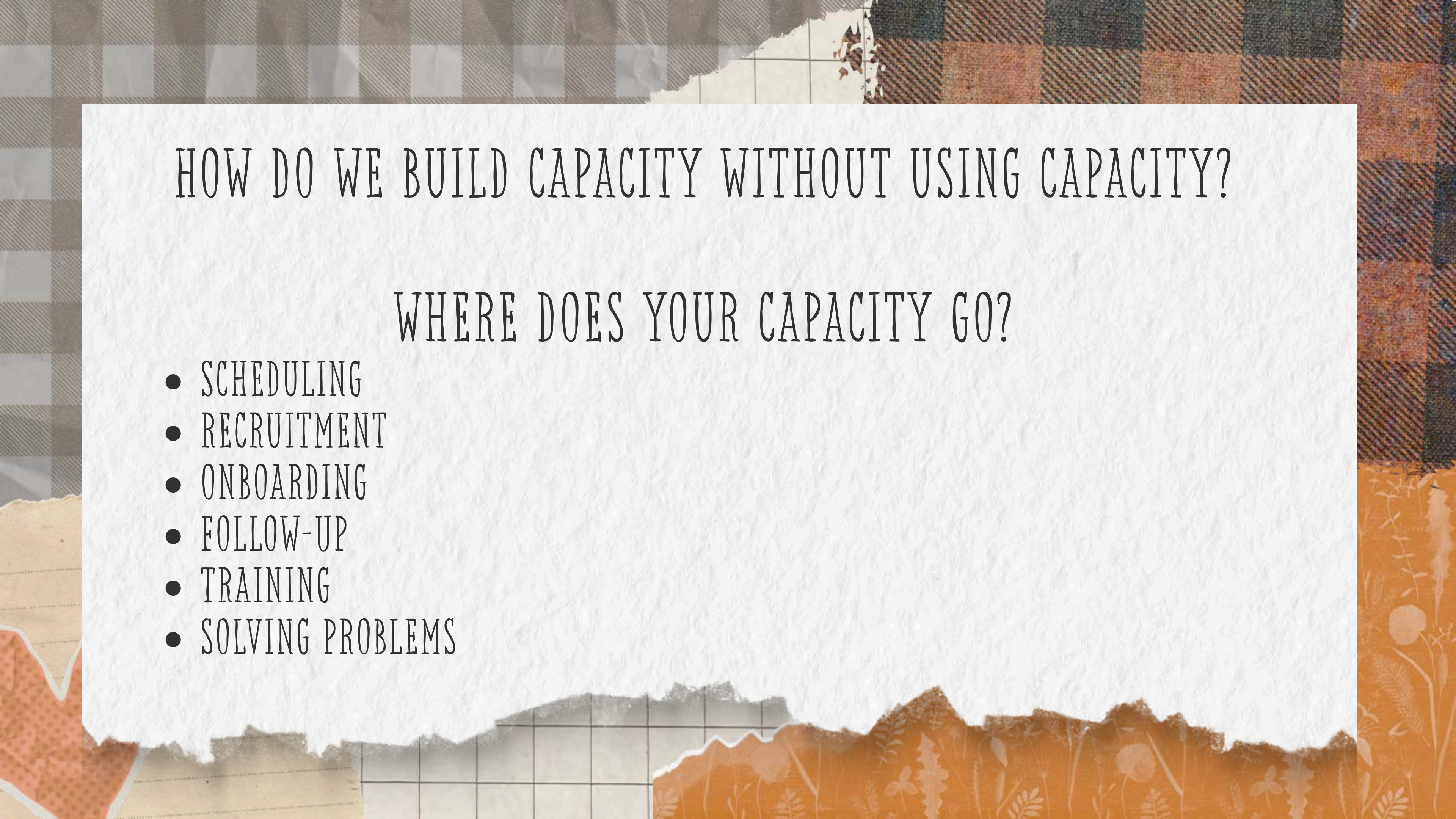
- OBSERVE AND LEARN
- ORGANIZE AND STABILIZE
- PLAN AND PRIORITIZE

OBSERVE & LEARN

LEARN
ORGANIZE
PLAN
CHANGE NOTHING

TODAY'S SCHEDULE

- START SMALL
- BE PROACTIVE
- TECHNOLOGY TOOL
OR TRAP?
- SHARE THE LOAD



HOW DO WE BUILD CAPACITY WITHOUT USING CAPACITY?

WHERE DOES YOUR CAPACITY GO?

- SCHEDULING
- RECRUITMENT
- ONBOARDING
- FOLLOW-UP
- TRAINING
- SOLVING PROBLEMS

VOLUNTEERS CREATE CAPACITY

EVERY VOLUNTEER NEEDS TO KNOW

- PURPOSE OF THE ROLE - WHAT THEY ARE TRYING TO ACCOMPLISH
- SPECIFIC TASKS - WHAT SPECIFIC WORK THEY WILL DO
- HOW SUCCESS IS MEASURED- WHAT ARE THE OUTCOMES
- WHO THEY REPORT TO AND WORK WITH - PRIMARY CONTACTS

WHAT'S ONE THING YOU'RE CURRENTLY DOING THAT A WELL SUPPORTED
VOLUNTEER COULD EVENTUALLY DO?

BUILD YOUR BENCH

- IDENTIFY PEOPLE WITH LEADERSHIP POTENTIAL
- INVITE THEM INTO PROGRESSIVELY LARGER RESPONSIBILITIES
- DOCUMENT WHAT ONLY YOU CURRENTLY KNOW
- CREATE SHADOW ROLES BEFORE YOU NEED THEM

CAPACITY REQUIRES SUSTAINABILITY

- REALISTIC WORKLOADS
- BOUNDARIES
- MEANINGFUL ROLES
- APPRECIATION
- PERMISSION FOR VOLUNTEERS TO CHANGE ROLES OR STEP AWAY

RECOGNITION

- CELEBRATE WHAT SOMEONE DID
- ACHIEVEMENT
- HOURS
- MILESTONES

APPRECIATION

- CELEBRATE WHO SOMEONE IS
- RELATIONSHIP
- HUMANITY
- MEANING

THE CAPACITY AUDIT

WHAT CAN I SYSTEMIZE?

WHAT CAN I DELEGATE?

WHAT CAN WE SHARE?

ATTRACT

MISSION
WHY
RESONATE
BELONG

APPLY

VALUE
CLARITY
INFORMATION
DUPLICATE

QUALIFY

FIT
CLARITY
TIME
SKILLS

PREPARE

EDUCATE
EMPOWER
TRAIN
INCLUDE

ACTIVATE

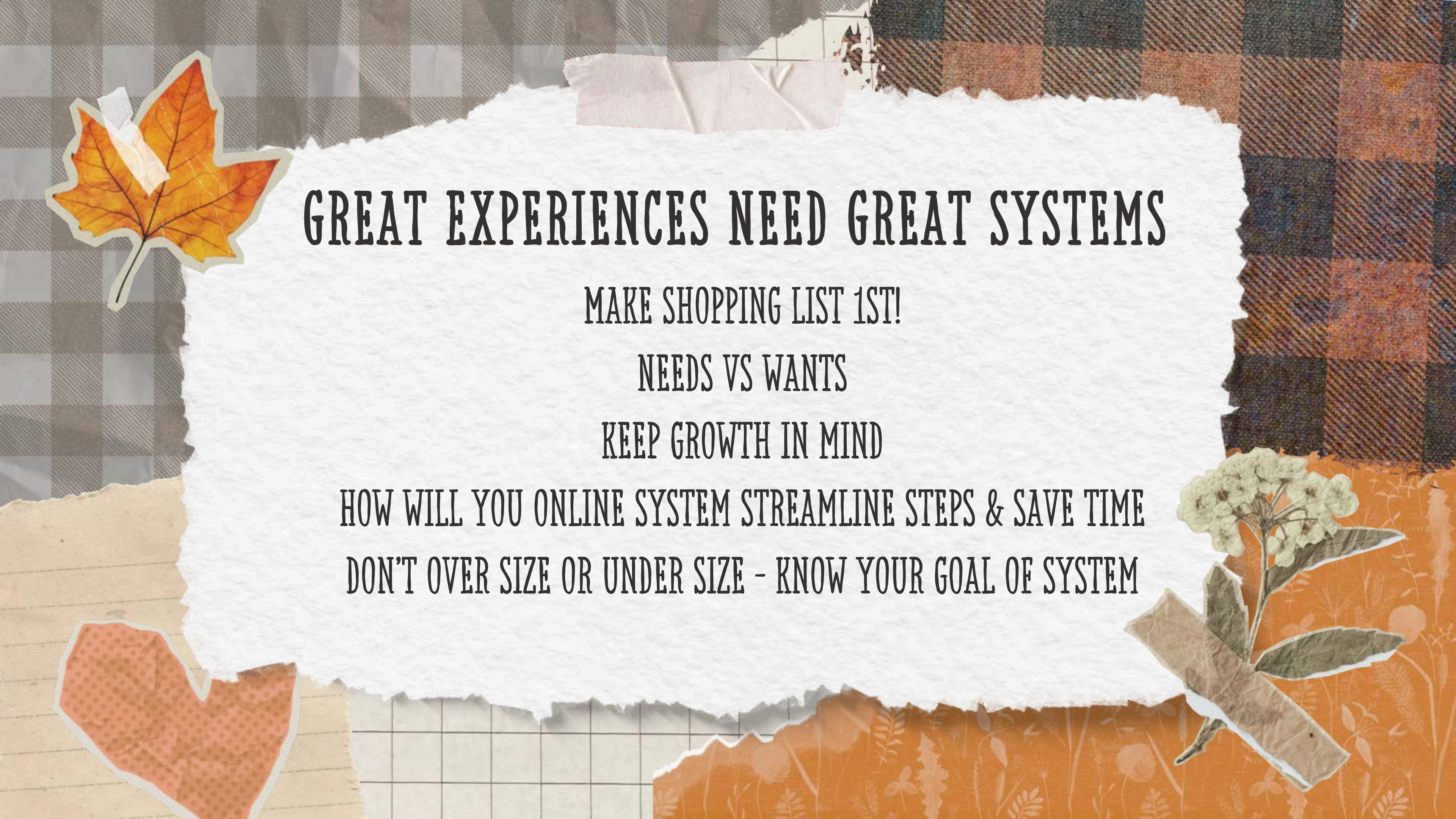
LET'S GO!

WHAT TO DO WHILE THEY WAIT

WELCOME EMAILS
NEXT STEPS
TIMELINE UPDATES
INCLUSION
CONNECTION
ENGAGEMENT

RETENTION

RETENTION CAN START
BEFORE A VOLUNTEER WALKS
THROUGH THE DOOR



GREAT EXPERIENCES NEED GREAT SYSTEMS

MAKE SHOPPING LIST 1ST!

NEEDS VS WANTS

KEEP GROWTH IN MIND

HOW WILL YOUR ONLINE SYSTEM STREAMLINE STEPS & SAVE TIME

DON'T OVER SIZE OR UNDER SIZE - KNOW YOUR GOAL OF SYSTEM



PRACTICAL TIPS:

ACCEPTS INTAKE INFO

ORGANIZE INFO

TRACK CERT/TRAINING+

SIMPLIFY PROCESSES

CREATE THE BENCH



WEBSITE - APPLICATION -

COMMUNICATION - DOCUMENTS -

TRAINING - QUALIFICATIONS - HOURS -

SCHEDULING - RESOURCES



AUTOMATIONS THAT HELP

NOT HINDER HUMAN RELATIONSHIPS

STICKINESS - VOLUNTEERS STAY WHERE THEY FEEL:



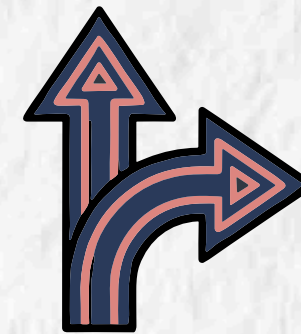
CONNECTED
VALUED
SEE IMPACT



STICKINESS - VOLUNTEERS NEED:



PURPOSE
CONNECTION
CLARITY
CONSISTENCY



ARE YOU READY?

PREPARE NOW FOR

JANUARY 2027

MAKE A PLAN:

**WHY
WHAT
WHO
HOW
WHERE
WHEN**

MUST DO

MAY DO

IDEAS

CATEGORIES

PRIORITY

SELECT #1

ACTION PLAN

7 DAYS

90 DAYS

30 DAYS

Resources:

- <https://cvacert.org/>
- <https://volunteeralive.org/>
- https://volunteeralive.org/service_enterprise_assessment.php
- <https://www.idealists.org/en/orgs/is-everyone-welcome-toolkit>
- <https://www.angelawilliamsoncva.com/volunteer-home-assessment>

VOLUNTEER MANAGEMENT HYBRID CONFERENCE

Main website: betterimpact.com/vmhc

Contact: VMHC@betterimpact.com



Embracing the Future of Volunteer Engagement

Building for Resilience and Sustainability



**Tuesday
October 20th
2026**



Volunteer Management
PROFESSIONALS OF CANADA





Angela Williamson, CVA

Volunteer Engagement Assessment Tool



Q & A

LET'S CONNECT!



Karin Henderson, CVA

Book a Call

