Creating Successful Community Partnerships & Recruiting Volunteers Webinar

July 7, 2015

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OHSU’s ThinkFirst Oregon
Objectives

Objectives:
1. Understand the organizational value of partnerships
2. Recognize the value of community events in building relationships with partner agencies and volunteers
3. Describe techniques for managing volunteers

Presenter:
Kayt Zundel, MPA, MS, Program Director, OHSU’s Think First Oregon
Housekeeping

- Please mute your phone to allow for better presentation quality.
- Enter questions into the question field. Questions will be answered at the end of the presentation, as time allows.
- A Survey Monkey evaluation will be sent following the webinar, your participation is appreciated.
Agenda

- Community Partners
  - Who?
  - What can you do together
  - How do you get them?
- Community Events
  - Think Big
  - Interactive
  - Mini Presentations
- What do you do?

- Volunteers
  - Recruitment
  - Training
  - Background check
  - Appreciation
  - Retention
Can’t Be Done
Doesn't Work
We don’t do things that way
What can you do?
How can you do it?
Community Partners

- May bring resources like money or skills to your efforts as a partner
- Bring resources such as funding to help purchase things like paper for flyers, food for volunteers, safety helmets, or other supplies
Benefits of Partnering

- In-kind resources like copying, phone calling, or meeting space, volunteers
- Skills like trained staff who can skillfully facilitate meetings, design eye-catching flyers, make media contacts
- Can bring added credibility to your group or cause
Benefits of Partnering

- Share information about the problem the group is working on or examples of solutions other groups or organizations have successfully used
- Way of meeting other groups who are interested in the same things
- Coalition building around a specific topic or theme
Examples of Community Partners

- Portland Alcohol Research Center
- Clackamas County Safe Communities
- Trauma Nurses Talk Tough
- Safe Kids Oregon
- Oregon Poison Center
- Oregon IMPACT
- Metro Injury Prevention Partners
- American Medical Response
- Clackamas County Health Department
- Multnomah County Public Health Pedestrian Policy Group
- Oregon City Coalition
- Stop at 4”—Window Falls Coalition
- Concussion Core at OHSU & Science Outreach and Resources
- Nabisco
- Fred Myer’s Bike Team
Benefits

Examples of benefits:

- Portland Alcohol Research Center (PARC)
  - Sculpy clay for brain models for events
  - Materials for brain hats
  - Banners/signs related to alcohol and the brain
  - Mileage reimbursements for presentations related to alcohol and the brain
  - Model of a diseased brain

- We provide (PARC) with student questionnaires + event report and photos that help with funding
Examples of benefits:

- Nabisco
  - Provided two large bags of snacks for Volunteers
- AMR
  - Provided free space, technology, coffee for Fall Prevention coach training
- SOAR (Science Outreach and Resources OHSU)
  - Paid fees and table space for OMSI Brain Fair
Examples of benefits:

- Clackamas County Safe Communities partnering with us currently on a grant proposal
- Metro Injury Prevention Partners wrote letters of support for grant proposals and support of policies and/or legislation we agreed on
What Does it Take to Partner?

- Desire to work with others
- Time
- Meetings (respect the process)
- Willingness to help each other and support related events
- Understanding your organizational mission, goals, objectives as well as your partner's organizational mission, goals, objectives
How Do You Find Community Partners?

- Ask what do you already have?
- What resources do you still need?
- Plan that clearly lists what steps and resources you need to reach your goals
- Come up with a list of community organizations that may be interested in your project or the issues you are addressing
- Think about what is in it for your community partners
- Think of ways to demonstrate that it is mutually beneficial to both your organizations
Before your project starts, be clear about who is providing what.

Make sure your organizational partner understands how their contributions will be used.

Clarify any “non-negotiables” either partner may have about limits on resource use or circumstances under which resources cannot be used.
Partners share decision-making equally
Partners are straightforward and honest, especially when problems come up
Partners agree on realistic expectations for roles and responsibilities ahead of time
Partners follow through on commitments and promises
Partners share credit for success and share responsibility for shortfalls
Successful Partnerships

- Make decisions fairly and communicate clearly
- Decisions are made with the needs and interests of both organizations in mind
- Capture key decisions from meetings and make sure everyone has a copy in a timely manner
- Open, honest communication
- Agree on a communication system for keeping updated on progress or issues that arise
Community Partners

- Choose carefully as they can also become obstacles to your success
Community Events
Community Events

- First experience as a new chapter director
  - Not engaging
  - Not Meaningful
Community Events

- Earn the safety item or prize—no matter the age
- Passport with stamps
  - Reduced helmets
  - Free Helmets
- What can you have on your table?
  - Simple prevention activities or games
  - Brain Models
  - Literature related to ThinkFirst, Fall Prevention, Concussions
Community Events

Should be:

- Interactive
- Engaging
- Teaching opportunity
- Learning opportunity
Ask

- More than one table (2–5)
- Tent if outside
- Snacks or drinks for volunteers
- Bike Helmets
- Parking
- Helmet delivery and storage
Partner Events

- Oregon Zoo (12 safety booths gave our 500 free helmets with 10 completed activity stamps)
- Kid Fest (free space in turn we help with check in)
- Event at Hospital
- Bowling Alley
- Student Career Fairs
- County Fair
- Soccer tournaments
What can you do?
How can you do it?
Benefits of volunteering

- Enhance a resume
- Develop new skills/gain experience
- Improve public speaking skills
- Build self confidence
- Connect with community
- Network with people at events
- They are interested in the health field/anything brain related
Volunteers

- Decide on the minimum volunteer age
- List out your volunteer rules
  - Do volunteers under 16 need to bring an adult
  - Is 11 the minimum age with a parent or guardian?
- Write job descriptions for volunteer positions
- Interview potential volunteers – why does he or she want to volunteer?
- Is the volunteer a good fit?
- Is there a different position the volunteer may be more useful in? (some like to work with public others may be helpful at stuffing envelopes or creating flyers)
Our Volunteers at OHSU range from 14 to 70+ years old

Need to be at least 16 to volunteer

Can be 14 years old minimum if they are accompanied (throughout their shift) by a parent or legal guardian

Check within your individual organization to see rules/regulations
How to recruit volunteers

- Speak with community members to find out what events you can sign up to participate in
- Local college can post to job or career site
- Events may take place at community centers, hospitals, local shopping centers, school events, fire station, library, local park and rec center
- Consider asking if you can set up a table at a local school event, or grocery store to recruit volunteers even if there is no event
Methods for recruitment

- Table with interesting information to get participants excited about volunteering
- Display relevant brochures
- Speak with potential volunteers
  - Name and mission of your organization
  - Tell them what you do
  - Make your table interesting and inform people of your need of volunteers
- Bring business cards or create flyers
- Have a volunteer interest form ready for potential volunteers to fill out.
# Volunteer interest form

## VOLUNTEER WITH US!

<table>
<thead>
<tr>
<th>Name (First and Last)</th>
<th>Affiliation (School or Organization)</th>
<th>Email Address</th>
<th>Mailing Address (street, City, State, Zip)</th>
<th>Phone number</th>
<th>I am interested in: Volunteering, mailing list, grant writing, office assistant, special projects</th>
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Recruiting Through The Internet
Where to recruit: Digital sources

- Volunteer Match
- LinkedIn’s volunteer section
- HandsOn Network
- Idealist
- College/university job services
- Posting to Facebook

Write a good description of what your organization is and does as well as what you are looking for in a volunteer – what are the types of things they will be doing?
VolunteerStories

Rajan Taylor
St. Louis Area Foodbank

After hearing about his company’s ConAgra Foods’ commitment to take action against child hunger, Rajan Taylor sparked the largest single-day, citywide food drive in history to benefit the St. Louis Area Foodbank.

TELL US YOUR STORY

Find a Place to Volunteer

POPULAR CAUSES

- ANIMALS
- CHILDREN & YOUTH
- EDUCATION & LITERACY
- ENVIRONMENT
- HOMELESS & HOUSING

ALL LISTINGS NEAR YOU

Join VolunteerMatch

- Connect with a cause that needs you
- Get customized recommendations
- Uncover new volunteer opportunities that matter to you, wherever you are.

Get Started

It's easy (and free) to join

Changing the world can be hard, but VolunteerMatch keeps it simple when finding volunteers. We do what it takes to attract thousands of people looking to give back everyday. All you have to do is post an awesome opportunity—it’s free!

Becoming a member takes less than 15 minutes and includes the following steps:

Create a personal profile  Add your organization  Add volunteer opportunities  Select a service level  DONE

Get Started
LinkedIn for volunteers
https://volunteer.linkedin.com

Use your skills to make a positive impact
Volunteering is good for your career and your community. Find opportunities on LinkedIn.

Explore opportunities

Featured volunteer opportunities
See more opportunities ›

ORIGIN | OREGON HEALTH & SCIENCE UNIVERSITY
HandsOn Network

Join us as we inspire, equip and mobilize volunteers to take action that changes the world.

We put people at the center of change. Last year, our Volunteer Action Centers led:

- 2.6 MILLION volunteers
- 579 MILLION dollars of service

Looking to get out and meet someone new this Valentine’s Day? Try volunteering!
We connect idealists with opportunities for action.

What are you looking for?

Volunteer Opps

Keyword, skill, or interest

Where?

Search

106,735 organizations use Idealist

Post a listing

JOB

United Way Education AmeriCorps VISTA Project, National
By United Way Worldwide in Alexandria, VA, US
28 minutes ago

VOLUNTEER OPPORTUNITY

Development and Donor Relations Volunteer
By Sunasar Maya in San Francisco, CA, US
28 minutes ago
Volunteer Training

- Schedule a volunteer training
- Informed and trained volunteers are more confident volunteers
- Make the training interactive and informative
- Invite current or past volunteers to share their stories about volunteer experience
- Snacks and drink are always appreciated
Volunteer Training Materials

June 12th ThinkFirst Volunteer Training Itinerary (Checklist below)
6:30 PM to 8:30 PM

6:00 PM – 6:30 PM  
Check in (sign in sheet)

6:30 PM – 6:35 PM  
Grab handouts (Concussion info, ThinkFirst program info, Matter of Balance info, copies of Volunteer Application, brain % sheets, copies of Sprocket Man, ThinkFirst Pencils and Brain Erasers, water and snacks

6:35 PM – 6:45 PM  
Introductions (Introduce self, have TFK volunteers and MOB presenters introduce themselves, have guests introduce themselves, ice breaker: ask everyone why they’re here and what their favorite color is, most/least favorite food, pet peeve, fun fact about themselves)

6:45 PM – 6:55 PM  
Talk about ThinkFirst and what we’re all about (All Programs [TFK, MOB, Summer Internship details]; Volunteer benefits for signing up/showing up to certain number of events [prizes – water bottles, T-Shirt, backpack, helmet], logging hours

6:55 PM – 7:35 PM  
ThinkFirst Presentation (ThinkFirst for Teens and ThinkFirst for Adults)

7:35 PM – 8:30 PM  
Q&A/feedback
Create a sense of purpose for what volunteers do at events or for your organization

- Get potential volunteer invested in your mission or message
- Emphasize what they are going to do and how it affects the community
- For example, you may explain how properly fitting car seats helps save lives and keeps people in the community safe
Volunteer Paperwork

- If your organization requires paperwork or background checks a volunteer training is a good time to get the needed information or consent forms.
Background Checks
Background checks

- Are one way to keep people you serve safe
- Many website options to help with background checks of volunteers
- Make sure volunteer is cleared before they sign up for any volunteer opportunities
- Keep this information on hand for future reference (securely and digitally)
Sample background check websites

- Background Checks for Volunteers
- GoodHire
- GlobalBackgrounds
- Pre-Employ
- SecureVolunteer
- Verified Volunteers
Good Hire

- Starts at $29.99 per report for a criminal background check
Volunteer Opportunities

Hi,

You are receiving this email because either assisted at our community events in the past or you expressed interest in participating/volunteering. *(Please read this Email in its entirety as there are many details)*

We have a volunteer opportunity coming up on the weekend of January 24th and 25th at the Expo Center in Portland. We are looking for volunteers to help us at Kid Fest. We will be teaching kids and their families about brain function, anatomy, have them interact with (touch) brain models, make brain hats and create brain models out of modeling clay as well as have activities to demonstrate the effects of brain injury on everyday life.

Here are the details:

**Event:** Kid Fest

**Time:** 9:30 am to 5:00 pm

**Date:** Saturday, January 24th and Sunday, January 25th

**Location:** Expo Center, 2060 N Marine Dr, Portland, OR 97217

**Shifts for both days** (please arrive 10 minutes before you shift starts):

- 9:30 AM to 12:30 PM
- 12:00 PM to 3:00 PM
Details for the day of the event:

- Please arrive 10 minutes before your shift starts. We will be giving you a brief tutorial for each station as you arrive. We will also have you put on a volunteer badge and sign our sign-in sheet.
- Snacks and water will be provided at the event and we encourage you to bring your own lunch.
- You will be given a 15 minute break
- Please limit the amount of things to bring to this event (bags, backpacks and purses) as there will not be a space for you to store them.
- I encourage you to bring a coat to the event, as the Expo Center can be cold this time of year.
- **Dress code:** As a volunteer, you are representing Oregon Health and Science University, and while you may dress casually, please keep these in mind: T-shirts are fine as long as there aren’t large logos printed on the garment. Jeans are okay, as long as there are not any rips/tears/holes. Absolutely no “short-shorts”. Please wear some comfortable shoes (sneakers) as you will be standing for a long period of time (please, no flip-flops or open toed shoes).
- At the end of your volunteer commitment, we will provide you with a volunteer certificate, noting your volunteer hours worked.

Travel and Parking:

- If you plan to drive, please note that parking will cost you $8 per day
- Directions to the event are as follows:

  *From Interstate 5 north and south*
  Traveling from both north or south on Interstate 5, follow either route:

  - Take exit 306B and follow the signs to the Portland Expo Center.
  - Take Exit 307, stay left at the fork and turn left onto N. Marine Drive. Follow signs to the Portland Expo Center, located on the west side of the freeway.

*To find directions from your address, please consult and use [www.mapquest.com](http://www.mapquest.com) or [https://maps.google.com/](https://maps.google.com/)

- We suggest volunteers take public transportation to the event, the MAX Yellow Line Stop directly at the Expo Center. To plan your trip, go to [www.trimet.org](http://www.trimet.org).

Thank you,

**Wallace Chan**

**OHSU ThinkFirst Oregon**
Survey Monkey

Kid Fest Oregon, Expo Center January 24 & 25, 2015 (Saturday & Sunday)

Edit Survey

Introducing New Design BETA
Easier, simpler - more powerful than ever.

Try It Now Learn More

Title & Logo

Kid Fest Oregon, Expo Center January 24 & 25, 2015 (Saturday & Sunday)

Page 1

Q1

* 1. What is your first and last name?

Add Question
What We Have Volunteers Do

- 3–4 hours per shift
- Switch stations at events to keep it interesting
- Provide a snack/drink
- If possible give volunteers a free helmet or safety item for volunteering
- Volunteer hours = in kind donations for grants and are generally valued at $20–$25 per hour
Event Materials

- Create a sign in sheet including
  - Name, email and phone number
  - Organizations/schools they are grouped with (example),
  - Sign in/out time and place for initials

- Have volunteer badges ready at events after sign in

- For students, have several copies of volunteer certificates ready. They can be easily made on a computer.
ThinkFirst Oregon
Nonprofit or community organization | facebook.com

Volunteer with us
Kid Fest OHSU ThinkFirst Event Volunteer
Posted on November 20, 2014
Portland, OR, US

About us
ThinkFirst Oregon is part of OHSU's Neurology Department as well as a member to the national ThinkFirst non-profit organization that was founded by neurosurgeons. ThinkFirst's mission is to educate young people about their ability to prevent brain and spinal cord injuries. ThinkFirst Oregon provides powerful and upbeat programs to students of all ages to educate about personal vulnerability and the importance of making safe choices. The program focuses on the topics of pedestrian, vehicular safety, concussion prevention, bicycle, violence, sports & recreational, and water safety. We also participate in community events around the state of Oregon. Recently, we received the training and license to teach volunteers to coach "A Matter of Balance" senior fall prevention program.

Contact information
Government ID number: 23-7083114
Email: Log in to view email addresses.
Website(s):
facebook.com/pages/ThinkFirst-Oreg...ohsu.edu/xd/outreach/programs/th...
Phone: 503-494-5353
Fax: 503-494-3098
Address:
Mail Code: L603, 3181 SW Sam Jackson Park Rd, Portland, OR, 97239-5627, US

Keywords
Family Youth Family And Children Services
Concussion Prevention Fall Prevention
Education & Outreach vol Walking Safety
Presentations Senior Citizens More
Volunteer Appreciation

- Hand out certificates of appreciation at events
- Provide food
- Ask for donation of items from local businesses
- Provide food
- Tell your volunteer what amazing things they have done for you
- Register to give volunteers “Presidential Service Volunteer Awards”
  http://www.presidentialserviceawards.gov/the-award
Presidential Volunteer Award

The President’s Volunteer Service Award recognizes United States citizens and lawfully admitted, permanent residents of the United States who have achieved the required number of hours of service over a 12-month time period or cumulative hours over the course of a lifetime.
<table>
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<th>Hours by Award</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
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<td><strong>Kids (5–10)</strong></td>
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<td><strong>Young Adults (16–25)</strong></td>
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<td>** Adults (26 and older)**</td>
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<td><strong>Families and Groups</strong></td>
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<td>1,000+</td>
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**President’s Lifetime Achievement Award:** Individuals who have completed 4,000 or more hours in their lifetime

*Two or more people, with each member contributing at least 25 hours toward the total*
Volunteers Make a Difference!
USEFUL RESOURCES

- The Collaboration Tool Kit for Community Organizations

- Creating and Maintaining partnerships

- How to Partner with Local Community Organizations
  - Community Partnership PDF (Yes We Can!)
ACCESSING PRESENTATION

To ask questions or request a copy of this presentation, contact:

- Wallace Chan or Kayt Zundel
  - thinkfirst@ohsu.edu

To view the presentation visit:

- Safe Kids Oregon