



## High-Impact Volunteer Engagement Initiative

### Welcome!

We are pleased that you have decided to apply for participation in this exciting capacity-building project. Offered by the NH Center for Nonprofits and Volunteer NH, this program will engage fifteen nonprofit community organizations in a high-impact volunteer engagement initiative over ten months.

### Eligibility

To be eligible, your organization must be a nonprofit organization based in New Hampshire and your organization must demonstrate a minimum level of current volunteer engagement. Some experience in engaging volunteers beyond a board of directors is expected.

### What the Program Offers

The program offers staff and volunteer leaders the opportunity to explore the latest trends and best practices in volunteer engagement along with support to pilot one strategic innovation in volunteer engagement that will measurably build the capacity of the organization. Over the course of the year, participating organizations will receive an introductory webinar, a full-day training in volunteer engagement, four individualized coaching calls and two group coaching calls facilitated by nationally recognized volunteer engagement experts, evaluation support, and a full-day project reunion.

### Commitment

Organizations applying to participate in this project will be expected to take an online survey to assess their current volunteer engagement practices, specify a team of at least four people, including both staff and volunteers to participate in all the trainings and coaching calls, and demonstrate the support of the board of directors for this project (through signatures on the mutual expectations page).

### Goals

The overarching goal of the initiative is to build organizational capacity by focusing on a small number of priority areas where innovative and proven practices in high-impact volunteer engagement can be piloted in order to learn new ways to engage more skilled volunteers, increase impact, and enhance commitment to volunteer engagement. Additionally, the process will:

- Leverage the energy and skills of motivated volunteer and staff leaders who want to work to create and champion change
- Provide an array of resources and support that include training, coaching, and evaluation
- Provide a platform for learning what is sustainable and replicable from the pilot project
- Grow a cadre of internal volunteer engagement champions to mobilize more high-impact volunteers in your organization

### Benefits to Participating Organizations

- Opportunity to innovate and model change in volunteer engagement for the organization
- Opportunity for professional development and training in project management, volunteer engagement, and work planning

- Opportunity for advanced leadership development for volunteer and staff leaders
- Opportunity for professional executive coaching and training on change management for volunteer engagement and capacity building
- Opportunity to learn new techniques and strategies for organizational leadership, stewardship, and change

**Selection Process**

The selection committee will review and score completed applications based on a number of criteria, including:

- The degree of alignment between the volunteer engagement pilot project ideas and the organization’s strategic plan
- Ability of the pilot project to be replicated in other areas of the organization
- Sustainability of initiative after pilot phase is complete
- Feasibility of the proposed plan, process, and timelines/schedule
- Commitment of a team of staff and volunteers to steward the project
- Thoroughness of application
- Support from executive director and board of directors as demonstrated by the signed letter of mutual expectations

**Competitive applicants will be:**

- Organizations with demonstrated champions and excellent leaders – people committed to this project and to learning new skills
- Organizations with leadership who is supportive of organizational change
- Organizations who are open to collaborative leadership with volunteers
- Organizations that demonstrate an understanding of and willingness to the commitments listed in the application

**Application timeline:**

High-Impact Volunteer Engagement Initiative applications due	November 30, 2017
High-Impact Volunteer Engagement Initiative participants confirmed	December 8, 2017
Pilot project implementation period	Begin 1/12/2017 and run until at least 08/31/2018

**Project Timeline:**

Webinar for participating teams	December 13, 2017, 11:00am – 12:00pm
Pre-project Survey	Last two weeks of December 2017
Launch Institute for the initiative	<b>January 11, 2018, 9:30am – 5:00pm</b>
Coaching calls (2 cohort-wide, 4 per organization)	February 2018 through August 2018, four individual calls and two group calls, one hour each
Pilot project progress reports	Completed progress reports due one week prior to each individualized coaching call
Post-project Survey	August 2018
Reunion Symposium for all participating teams	October 11, 2018

## Fees:

The fee to participate, if selected, is \$300 for members of the Center and \$600 for not-yet-members. Fees will be due by the January 11<sup>th</sup> event. There are partial scholarships available to arts and culture organizations.

## How to Apply

### 1. Assemble your team.

- Create a Volunteer Engagement Team of *at least* four people. Time commitments and responsibilities may vary based on the project. Team composition:
  - At least 2 members of the team must be volunteers. They should have demonstrated organizational experience and a proven, successful leadership track record.
  - At least one of the staff or board members on the team must be responsible, at least in part, for volunteer engagement. The individual need not be a Volunteer Coordinator in title, but rather the team should include at least one staff member who already has some responsibility for volunteer engagement.
  - NOTE: We especially encourage including local volunteers who are leaders in their communities.

### 2. Prepare for the application.

Gather the information and documents needed to complete the application. In addition to answering the questions on the application, you will need to include:

- List of board of directors and their tenure
- Strategic Plan (if available)
- Current organizational chart, including senior staff positions and staffing for volunteer engagement, if applicable
- Background information about the prospective team members:
  - Name
  - Length of time as a volunteer or staff with the organization
  - Role
  - For volunteer members, please indicate leadership roles (in the organization and/or the community), and, if possible, their current or past occupation. Indicate which team members are the Team Leaders and alternative point of contact. Team leadership can be shared between a volunteer and staff member.
- Any relevant work plans around volunteer engagement that are currently in effect.

### 3. Complete the application.

Please return all applications, supporting documents and mutual expectations sheet by November 30, 2017 to:

NH Center for Nonprofits  
194 Pleasant Street, Suite 14  
Concord, NH 03301

Or email, [info@nhnonprofits.org](mailto:info@nhnonprofits.org)

Incomplete applications will not be considered for participation in the program.