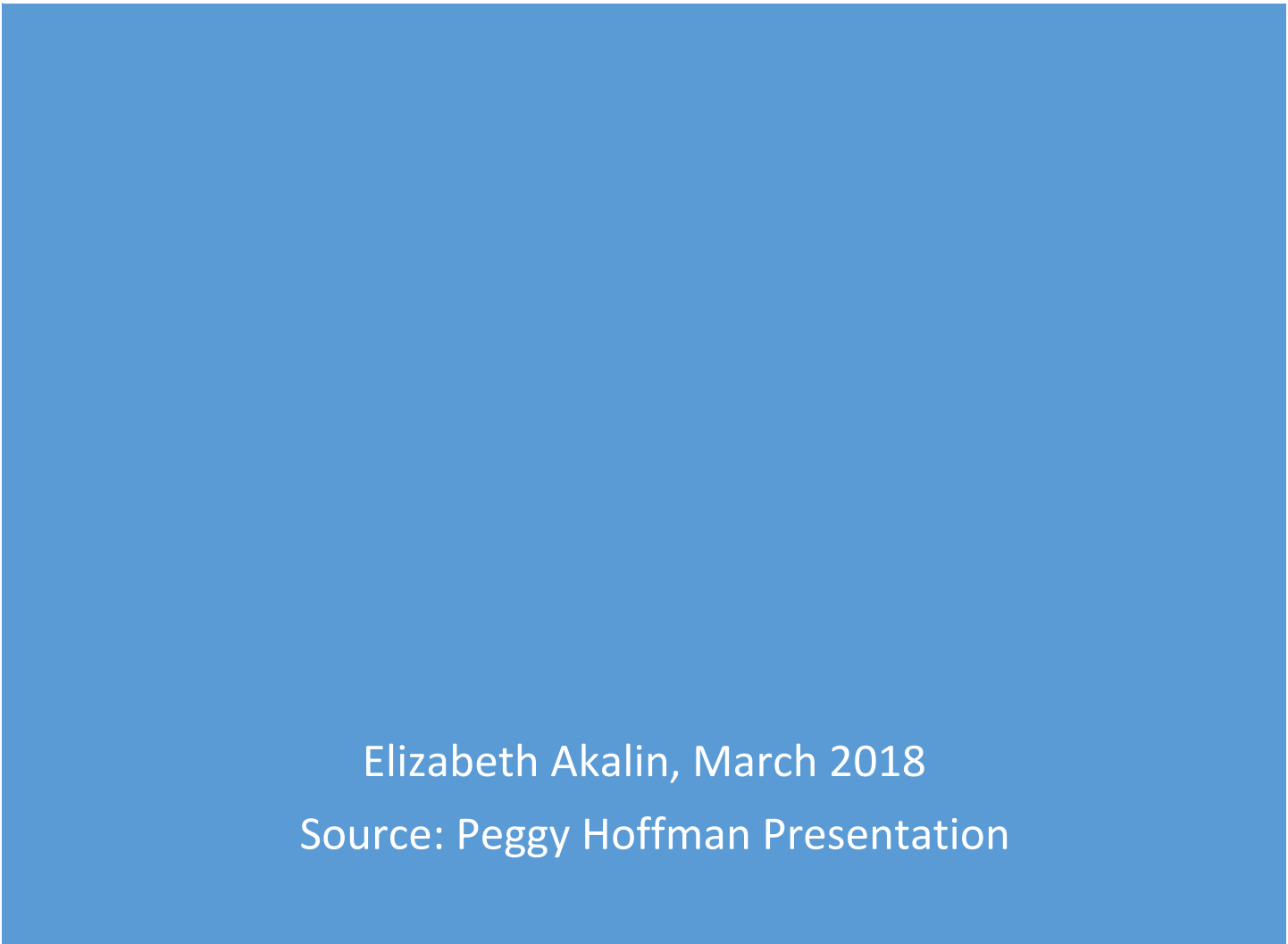




# MICRO VOLUNTEER ENGAGEMENT PRIMER



Elizabeth Akalin, March 2018  
Source: Peggy Hoffman Presentation

# Micro Volunteer Engagement Primer

## What is micro volunteering?

A micro volunteer activity is a small volunteer task that is completed within a short timeframe. These activities can have a firm end point such as volunteering on an event committee, or they can be a small recurring task such as moderating a listserv. Volunteers in this category are expected to complete a small task, usually no more than a few hours, and their job is done.

In contrast, a macro volunteer activity involves extensive and ongoing work. Every volunteer who is a member of a section executive council is a macro volunteer, as this commitment involves multiple years of service. Volunteers in this category are expected to deliver several hours of work to their team on an ongoing basis.

While executive council members may participate in small activities, they are **not** considered micro volunteers due to their larger commitment. When seeking micro volunteers, look outside of the executive councilmembers.

## Examples

Here are some example micro volunteer activities:

<ul style="list-style-type: none"><li>• Sending welcome letters to new members</li></ul>	<ul style="list-style-type: none"><li>• Creating a listserv post or moderating a listserv</li></ul>	<ul style="list-style-type: none"><li>• Creating social media content</li></ul>
<ul style="list-style-type: none"><li>• Taking photos during an event</li></ul>	<ul style="list-style-type: none"><li>• Writing or editing articles and blog posts</li></ul>	<ul style="list-style-type: none"><li>• Sending a thank you note</li></ul>
<ul style="list-style-type: none"><li>• Presenting a CLE</li></ul>	<ul style="list-style-type: none"><li>• Finding auction item donations for a fundraiser</li></ul>	<ul style="list-style-type: none"><li>• Nominating people for awards or positions</li></ul>
<ul style="list-style-type: none"><li>• Editing website content</li></ul>	<ul style="list-style-type: none"><li>• Providing feedback on legislation</li></ul>	<ul style="list-style-type: none"><li>• Hosting a happy hour or small event</li></ul>
<ul style="list-style-type: none"><li>• Greeting attendees at an event</li></ul>	<ul style="list-style-type: none"><li>• Acting as a section ambassador</li></ul>	<ul style="list-style-type: none"><li>• Recruiting speakers for CLE's</li></ul>

Write in additional micro volunteer ideas for your section:


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## Why is micro volunteer engagement important?

**Micro Volunteerism increases section satisfaction:** One small volunteer activity highly boosts engagement from the volunteer. Businesses have known for a long time that when you engage a customer in an activity, their satisfaction increases. Even a task as small and simple as liking a Facebook post will yield these results. The same is true for section members. When you engage section members in activities, their perceived value and satisfaction with the section increases.

**Discover new volunteers:** 70% of volunteers fall into the micro volunteer category. Therefore, you're your section is not encouraging micro volunteer engagement, you are missing out on a substantial volunteer pool. Finding volunteers for section governance can be a struggle. Consider a new approach to recruit micro volunteers, and discover new individuals that do not respond to traditional macro volunteer asks. Some micro volunteers will develop into longer-term dedicated volunteers, and become prime prospects for future executive councilmembers.

**Executive Councilmembers save time:** Recruiting micro volunteers to do smaller tasks will allow executive councils to focus on big picture activities, strategic development of the section, and relationship building.

## How to get started

Most sections already have some micro volunteers. Your CLE presenters, newsletter authors, and other contributors are already great examples. Congratulations, you have a head start. This process will transition your council to become less focused on completing day-to-day tasks, more focused on managing relationships with other volunteers.

### Micro Volunteer Checklist:

#### 1. Start and document your plan:

\_\_\_\_\_ Appoint a councilmember to be your volunteer manager. This person will spearhead recruitment, monitor, manage, and follow-up with micro volunteers.

\_\_\_\_\_ Use the [above examples](#) (page 1) to create a list of tasks that can be off-loaded. Consider tasks that can be completed virtually (i.e. require no in-person meetings), or have a firm beginning and end date.

#### 2. Recruit your new friends:

\_\_\_\_\_ Create a call for volunteers. List your examples and draft your request, to be distributed to your section members via email, your listserv, social media, etc. See the example [Call for Volunteers](#) (page 4) for inspiration.

\_\_\_\_\_ Repeat your call for additional activities as-needed.

\_\_\_\_\_ Ask your professional network for referrals for specific activities.

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\_\_\_\_\_ Update your website: Your section website should include details on how to volunteer and who to contact.

### 3. Reach out to your referrals:

\_\_\_\_\_ Keep a list of referrals collected from your call for volunteers.

\_\_\_\_\_ Follow-up with each referral with a direct ask. Emails are not a direct ask. Call or speak with each prospect regarding their area of interest.

\_\_\_\_\_ The ask should include what the task is, why the task is important, and how much time is expected for completion.

### 4. Manage your volunteers:

\_\_\_\_\_ Document and track your volunteers' progress using the sample form below.

\_\_\_\_\_ Check-in with volunteers regularly to ensure tasks are completed, and offer support as necessary.

### 5. Follow-up with each volunteer:

\_\_\_\_\_ Provide a verbal or written thank you to each volunteer. This step is critical to maintaining your micro volunteer program.

\_\_\_\_\_ Ask each micro volunteer for additional referrals and follow-up accordingly.

Feeling stuck? Check in with your section liaison for help and support in moving your micro volunteer program forward.

## Sample Volunteer Tracking Form

Name	Assignment	Date Completed	Date Thanked
Juliann Tricarico	Take photos at December Happy Hour	12/28/17	1/15/18
Melissa Nicoletti	Write blog post on March CLE	3/31/18	4/5/18
Amy Sreenen	Editing "About Us" section of website	In progress	
Rebecca Spence	Presenting April CLE	4/15/18	4/20/18
Elizabeth Akalin	Greeting attendees at annual dinner	6/2/18	6/5/18
Maya Lewis	Listserv moderator	Ongoing	1/15/18 3/30/18 6/20/18

# Micro Volunteer Engagement Primer

## Sample Call for Volunteers



Stonewood PTO would love to have you be a Parent Volunteer this year!  
We have many opportunities for you to choose from to enrich your child's education:

- Organize a class party as a Room Parent
- Make treats for a class party
- Spend time reading a book for a class
- Do you sew? Make costumes for a class play
- Spend one hour at the book fair
- Donate 1-2 hours at the Fall Fair by donating time, supplies, or prizes
- Your time is appreciated no matter what you decide to do

Fill out our form below to let us know how you would like to help.

### Executive Board Positions

- Volunteer Coordinator
- President
- Vice President
- Secretary
- Treasurer

### Communications

- Chair
- Co-Chair
- Website
- Newsletter
- Parent Emails
- Event Posters
- No Preference

### Fundraising

- Chair
- Co-Chair
- Fall Fundraiser
- Auction
- Box Tops for Education
- Entertainment Books
- No Preference

### School Spirit

- Chair
- Co-Chair
- Event/Meeting Greeter
- Welcome New Families
- Spirit Wear Sale
- No Preference

### Staff Support

- Chair
- Co-Chair
- Staff Appreciation Lunch
- Teacher Appreciation Day

CHILD'S NAME \_\_\_\_\_

GRADE \_\_\_\_\_

PARENT(S) NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL ADDRESS (OPTIONAL) \_\_\_\_\_

BEST TIME TO CONTACT ME \_\_\_\_\_

**Please return the form tomorrow to your child's teacher. Thank you!**

**PTO** TODAY

[www.ptotoday.com](http://www.ptotoday.com)