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Winifred Quinn, PhD
Director, Advocacy & Consumer Affairs
Center to Champion Nursing in America

www.campaignforaction.org/webinars
Polling Question

Have you ever had any volunteer engagement or management training?

A. Yes
B. No
• Introduction of the topic (Susan Reinhard)
• Volunteer engagement themes – what we’ve learned from you so far? (Sue Hassmiller)
• Examples from Texas & California (Alexia Green & Mary Dickow)
• Volunteer engagement overview (Terry Edwards)
• Q&A (Win, Sue, Susan, Alexia, Mary, Terry)
• Resources, next steps & adjourn (Susan)
Susan Reinhard, PhD, RN, FAAN
Senior Vice President & Director,
AARP Public Policy Institute;
Chief Strategist, Center to Champion Nursing in America
Today’s Objectives

Participants will:

• Share successes and learn about opportunities for enhancing volunteer engagement.

• Identify factors associated with effective volunteer and coalition member engagement.

• Provide information about how we can develop and deliver effective technical assistance in this area.
Susan B. Hassmiller, PhD, RN, FAAN
RWJF Senior Adviser for Nursing;
Director, Future of Nursing: 
Campaign for Action
Polling Question

Does your Action Coalition have a plan for volunteer and coalition member engagement?

A. Yes  
B. No
Themes

• Structure
• What’s in it for me?
• Recruitment, retention, succession planning.

Common Threads

• Leadership & communication
Sharing Successes and Opportunities for Growth

Alexia Green, RN, PhD, FAAN
Professor and Dean Emeritus, Texas Tech University Health Science Center

Mary Dickow, MPA, FAAN
Statewide Director California Action Coalition
Alexia Green, RN, PhD, FAAN
Professor and Dean Emeritus, Texas Tech University Health Science Center
Factors that Enhance Volunteer & Coalition Member Engagement Success

Terry Edwards
Advisor for Innovation
Office of Volunteerism and Services
AARP
Aspirations vs Challenges

Change the paradigm from the start

- What kind of Action Coalition do you want?
- Why is that important to you? Others?
- How is that different from how you see things now?
- What are some of the things that need to happen to create the kind of Action Coalition you want?
- What should/could we do about it?
Two Important Perspectives

Success Factors  Engagement Practices
Success Factors

1. Set clear focus
2. Prepare for success
3. Explore mutual aspirations
4. Target head and heart
5. Take measured steps
6. Celebrate positive impact
7. Encourage fresh innovations
8. Provide consistent connections
9. Honor engagement stages
Volunteer Engagement Cycle (VEC)

- Determining Your Needs
- Designing Work for Volunteer Involvement
- Marketing & Recruiting
- Providing Orientation & Training
- Matching Volunteers with Opportunities
- Achieving Volunteer Performance
- Recognizing & Retaining
- Evaluating & Fine-tuning Efforts

These three are golden
Aspirations vs Challenges

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Questions or Comments?

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