



Volunteer Development Project
Report to Volunteer Development Committee
Final Work Group Recommendations

Date: September 8, 2016

Work Group: Volunteer Cultivation and Recruitment

Work Group Members:

- Ricardo Garcia, Chair, ACA Northern California LCOL Member
- Bill Tubbs, ACA, Evergreen Chair
- Frances “Annie” Warner, ACA Heart of the South Chair
- Andy Shlensky, ACA Wisconsin Member
- Amanda Block, ACA, Evergreen District Chair

Proposed Outcomes:

1. That volunteer cultivation and recruitment resources of the American Camp Association be customizable to fit with the values and culture of each Local Office.
2. That there is a national campaign and call to action that causes youth development professionals to volunteer with ACA — the campaign should intrigue professional’s belief and cause them to become a part of the American Camp community.

Campaign Name Ideas:

- “We are Camp”, “Camp Strong”, “Join American Camp”, and “Camps Join ACA”!

Final Recommendations:

- Create a list/menu of casual and connected opportunities/initiatives (e.g. Social Networking, staff recruitment, professional development, etc.). Categorizing volunteer opportunities by skill set, time commitment and experience (i.e. career lvl)
 - Place opportunities list on the online resource center and Local Offices’ volunteer page
 - Focus on projects instead on description and make it time specific
 - Create and post job descriptions templates of online resource center

- Create volunteer recruitment and cultivation resources
 - Create and post job descriptions templates on the online resource center
 - ID features and benefits of volunteer position (i.e. Pro Dev, Discounted Membership, Discounted Camp Fee, etc).
 - Why / Benefits- Communicate the value and growth
 - What- Position or Need
 - How - Duties and Tasks
 - When - Frequency
 - Time commitment
 - Impact – How serving in this specific capacity benefits personal growth and the industry
 - Create a link where people can begin to plug into the big picture
 - Define “national campaign” as a movement that enables youth development professionals to better serve kids and be a part of the American Camp community. - We need to communicate the need for everyone to become a part of the camp movement. *Possible connection of ACA’s 20/20 Vision
- Craft a value proposition and communication strategy to reach targeted volunteer categories.
 - Continue to use and extend the reach of Volunteer Matching Form to collect interest in volunteer positions
 - Post open positions on Local Newsletters and link to Volunteer Matching Form
 - Post open positions on local web pages and link to Volunteer Matching Form
 - Create Maslow’s Hierarchy of Volunteering(ism) as framework to communicate with and identify potential volunteers.
 - Create promotion-oriented Job Descriptions
 - Create an “I’m an ACA Volunteer” Video – Short video can highlight different volunteer opportunities by an actor/volunteer talking about their volunteer role and how volunteering benefits them.
 - Create “Become a Volunteer” Business card that can be passed out to potential volunteers. – Card can include link to Volunteer Opportunities page and a section where someone can write-in the volunteer opportunity the potential volunteer may benefit from.

Comments on Items That Have Surfaced That Should Be Directed Elsewhere For Consideration:

- Utilize volunteer TRACKING system to capture Volunteer participation below the committee level.

Other Comments: X

Attachments: X