




**Present**

***Engaging your Board and Volunteers in Building Community Support***

**Jennifer Amstutz     Alan Krieger**

for Victim Assistance Programs Funded by:  
New York State Office of Victim Services

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## ASL Interpreter

- We have an ASL interpreter on video for today's meeting
- For best viewing, please update your personal webex layout to "Active Speaker and Thumbnail" or "Grid" view

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2

## Accessing Audio

To access audio for this meeting, please dial in

- Phone Number: 1-518-549-0500
- Access Code: 171 785 5745

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### The OVS Fiscal Resilience Webinar Series

October 7	1:00 p.m.	Creating a Fund Development Plan
<b>November 5</b>	<b>11:00 a.m.</b>	<b>Engaging Your Board and Volunteers in Building Community Support</b>
December 1	1:00 p.m.	Writing a Strong Grant Proposal
January 5	11:00 a.m.	Managing Funds Responsibly – Fiscal Management for Program Managers

Visit [ovs.ny.gov/training](https://ovs.ny.gov/training) to register!




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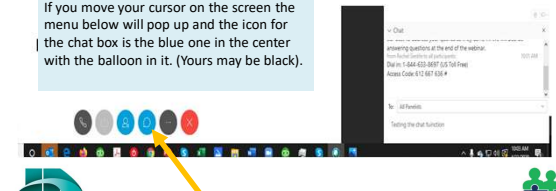
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### Accessing the Chat Feature

If you move your cursor on the screen the menu below will pop up and the icon for the chat box is the blue one in the center with the balloon in it. (Yours may be black).

Chat box is below  
Send chat to  
"all panelists"



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### Workshop Objectives:

At the end of this workshop, you will better understand how to:

- Build community outreach into your strategies and schedule
- Create your outreach plan
- Develop key messages for your organization – what is the story you want to tell?
- Engage board and volunteers to help you deliver your message

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### Poll

How broad based is your outreach right now?

- A. We are reaching the entire community and our supporters include many groups
- B. We are reaching a narrow community, but we have strong support within that
- C. We have scattered outreach and support throughout the community
- D. We have limited outreach and support outside our immediate partners

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## MAKING TIME FOR COMMUNITY OUTREACH




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### Why Make Time?

- Bring attention to the need in your community
- Increase recognition for the work you do
- Build a foundation of broad-based support
- Increase access to new donors and volunteers

### Why Now?

- Need growing while funding may be shrinking
- Community Outreach needs to be intentional in a virtual world




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## Ways to Increase Community Engagement

From the Forbes Nonprofit Council:

- Encourage discussion to forge relationships
- Participate in local events – or create some
- Be a partner for your community
- Focus on the leaders on the ground
- Leverage the community for knowledge
- Let ambassadors lead the way



<https://www.forbes.com/sites/forbesnonprofitcouncil/2017/10/17/nine-ways-nonprofits-can-increase-community-engagement/#286f3a7e7799>



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## CREATING YOUR OUTREACH PLAN




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## Creating Your Outreach Plan

- What goals are you trying to achieve?
- Who do you want to reach? (measurable)
- Where can you find them?
- How can you connect? (strategy)
- What is the message?
- Who will make?/forge? the connection?
- What is the timeline?

12

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## Outreach Goals

- Unique to your organization and program
- Broad statements of change
- Might include:
  - Increasing community recognition
  - Building community focus on your mission
  - Gaining access to new communities
  - Expanding geographic reach

13

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## Outreach Objectives

*What gets measured... gets done!*

Move from broad goals to measurable objectives.

Be SMART:

- Specific: who will you reach?
- Measurable: how many contacts/responses?
- Actionable: have a strategy in mind
- Realistic: be sure you have enough people/resources
- Time bound: set deadlines and milestones

14

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## Who Do You Want to Reach?



**Target Audience:**

Specific group(s) of people, e.g.:

- Key leaders / influencers not aware of your services
- Those likely to be interested in your mission & programs
- Those most likely to help your efforts




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### Where Can You Find Them?

#### Reaching Your Target: Normal Times

- Community network and partnership meetings
- Networking Events
- “Friend-raiser” Events
- Speaking Opportunities
- In person meetings




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16

### Where Can You Find Them?

#### Reaching Your Target During COVID

- Online networking opportunities and meetings
- Shareable Social Media
  - Blogs
  - Newsletters
  - Website
  - Email
- Online speaking opportunities
- One on one calls or zoom meetings




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17

### Poll

How does your community outreach compare this year to previous, more normal, years?

- A. We are doing more outreach than ever
- B. We are doing about the same amount of outreach
- C. We are doing less outreach than usual
- D. We are not doing any outreach right now

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## Chat In

*What are some examples of things that your program is doing to reach out to the community and new audiences this year?*

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## Developing Key Messages

Your key messages should say what is unique and special about your:

- Mission
- Clients
- Programs
- Successes

Include specifics about how people can help.  
*Remember to match your message to your target audience!*




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## Good Key Messengers

- Committed to your mission
- Knowledgeable about your programs
- Can connect to your target audience

Program Directors

Key Staff

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Board Members

Volunteers




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## Setting a Timeline






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## Outreach Plan Format

*Who will do what by when?*

- What steps are involved in reaching your target audience? (achieving your objectives)
- Who is best positioned to carry out each step?
- Who else do you need to recruit?
- By when or how often do you expect each step to be done?
- How can you monitor/track and evaluate your plan?
- What will you do if things don't go well (contingency)
- Be realistic, adapt as needed, uncertain times!

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## ENGAGING YOUR BOARD AND VOLUNTEERS AS KEY MESSENGERS




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Poll

Who actively and strategically represents your agency or program in the community?



A. Executive Director/Director

B. Program Staff

C. Board Members

D. Volunteers

E. Other: please type into chat

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Board Members as Messengers

*Only 52% of organizations report that board members are actively involved in community advocacy.*

Involved Board Members can activate their broad networks to increase community engagement with the mission of the program

As an “ambassador” for your program, board members become more knowledgeable about the work and impact of the program and more strongly supportive




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Volunteers as Messengers

Volunteer Ambassadors:

- Already have demonstrated commitment to the mission
- Often have first-hand knowledge of the impact of the work
- May reach a different demographic than staff or board members

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### How to Best Activate your Board Members and Key Volunteers

- Be intentional in how you use them to reach your target audience
- Assess their Interest and Network:
  - Who do they know in your target group?
  - What can they offer?
  - How to best connect with them?
- Set measurable and realistic targets
- Collaboratively develop a plan with each messenger
- Provide training about crafting the message & developing an elevator pitch




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### Board and Volunteer Assessment Questions

- Is their involvement listed in CV, Facebook, LinkedIn, resume?
- How often do they speak/share with others about the program and their involvement?
- Who in their network is most likely to be interested? What can those people offer?
- Who are they willing to have a conversation with?

Together, set specific targets for them to take on.

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### DEVELOPING YOUR KEY MESSAGE – YOUR ELEVATOR PITCH

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### Delivering the Message: Elevator Pitch

- **Hook** – Grab the listeners attention and keep them listening. Bring the mission to life. (15 seconds)
- **Body** – (30-60 seconds)
  - Choose one key message: “Did you know...”
  - Use a story to give an example.
- **Wrap up**
  - Suggest a next step.
  - Collect a business card for the mailing list.
  - Offer to send more information.
  - Suggest a small volunteer/engagement step.

31

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### THINGS TO REMEMBER IN AN ELEVATOR PITCH

- Talk about what you’re passionate about and show your passion
- Talk about why you are involved
- Don’t assume your listener knows anything about your program
- A story and one or two highlights are more memorable than a laundry list of programs
- Tailor your pitch to your listener




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### More Ways to Engage Board & Volunteers

Encourage them to share and forward blog posts, newsletter articles and video testimonials you produce.

Ask them to create blog posts and video testimonials where they can share:

- Why they are involved
- What the program means to them
- The impact that they have witnessed




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### Suggestions for Involving Other Volunteers

How do you get volunteers who are not formal “messenger” to spread the word?

- Ensure they know the mission and are familiar with your key messages
- Encourage engagement:
  - Post pictures or spread the message via Social Media
- Set specific targets – have a contest
- Supply giveaways (t-shirts/hats)
- Reward outreach with recognition/appreciation

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### Chat In

*What ideas have you heard today  
that you will be taking back to  
your agency?*

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### Chat In

*Are there other ideas from your  
agency that you would  
like to share?*

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**Office of  
Victim Services**

**Training & Technical Assistance Request**

- Training and Technical Assistance at NO COST to OVS funded VAPS
- Training, coaching and consulting can all occur remotely
- For more information:  
<https://ovs.ny.gov/training-technical-assistance-request>




37

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**Sample TTAR Projects**

- Work with leaders to develop an outreach plan for the program or agency
- Facilitate a meeting of staff and board to develop key agency messages
- Providing training to agency messengers around creating and delivering key messages

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**Questions & Concerns?**  
**Type them into the Chat Box**

Or Email us later:

- [jennifer@JAstrategies.com](mailto:jennifer@JAstrategies.com)
- [alan@KriegerSolutions.com](mailto:alan@KriegerSolutions.com)




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**Thank You  
for your time and  
participation!**

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