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# **Making Volunteering Easier in a Busier World**

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**THANK YOU!**



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# To start...

## Section 1

- I. Leadership Survey Refresher
- II. Chapter Reports
- III. Some Statistics
- IV. The Decision to Volunteer



# Eisenhower Grid

- How important is the task?
- How urgent is the task?
- If the work is not important nor urgent, then stop doing it.

	Urgent	Not Urgent
Important	Group 1: Urgent and Important	Group 2: Important but Not Urgent
Not Important	Group 3: Urgent but Not Important	Group 4: Neither Important nor Urgent

**TASK: List 5 things that you have to do when you get home.**

# 2014 Leadership Survey

- 3 largest challenges for chapters:
  - Membership Participation – 78%
  - **Board/Volunteer Burn Out – 58%**
  - Membership Recruitment/Retention – 57%
- Chapter reports
  - “The chapter continues to struggle to get volunteers to serve on committees, special projects, etc. **This is our greatest challenge.**”
  - “The Board of Directors spent the majority of the time just operating and did not have time to spend on additional projects”



- 100 million volunteers in the

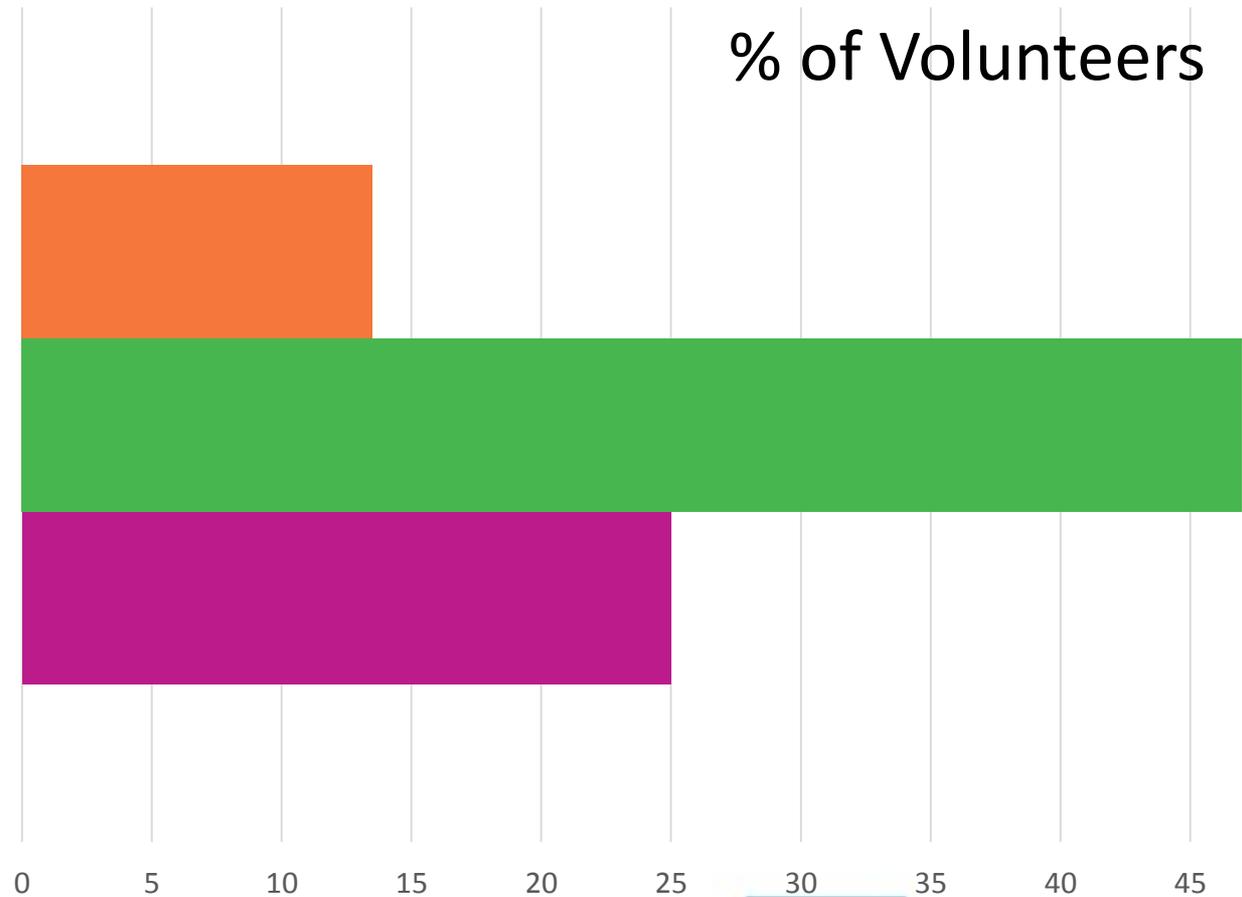
EU

- 47% of

Canadians

- 1 in 4

Americans



# The Decision to Volunteer

Top 4 Reasons	
To help others	<b>Altruistic</b>
Compassion for those in need	
For the profession	<b>Personal Growth</b>
To gain a new perspective	



Alex Weltman Scribe	Matthew Klasco Brother at Large	Jason Englander Exchequer	Adam Licht Brother Master	Micah Mador Lieutenant Master	Jacob Bornstein Sentinel	Maxwell Cover Previous Member Master			
Ethan Blumenthal	Tyler Brown	Seth Crane			Caleb Donlan	Jacob Engel	Wes Friednash		
Ruben Goldstein	Michael Heffler	Nickolas Kraft			Steve Kreimendahl	Colton Lederer	Zachary Levin		
Sam Loob	Joshua Marcus	Jacob Minkoff			Matthew Moskowitz	Alec Nyberg	Ryan Nyberg		
Josh Rhens	Tucker Robinson	Nick Rosenfield	Zack Saunders	Ian Solow-Niederman	Jacob Spielman	Zach Stein	Ari Steinberg	Adam Titchenal	

Star: Ruben Goldstein, Alex Mador, Matthew Feltz, Joshua Engel, and Ryan Nyberg.



# Agenda

- Section 2
  - I. Why? How? What?
  - II. Burnout – Activity 1
  - III. Vision/Mission – Activity 2
  - IV. The Board – Activity 3
  - V. Simplifying



**Why? How? What?**



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# I. Burnout

Burnout means overdoing

Common reasons we do too much:	Solutions
Ego	<b>Be humble</b>
Low self-esteem	<b>Be secure</b>
An inability to say 'no'	<b>Plan efficiently</b>

# Planning

- A simple plan works best
- 1 hour of planning can save 3 hours of activity
- Luck is when preparedness meets opportunity



# Goals

- Upside and downside
- Cornell University
- Reasonable and attainable



**Activity:** *Write down your top three attainable personal goals and top three goals in your chapter.*

## II. Vision

Board commits to vision



Creates momentum



Members notice



New opportunities for involvement



More members get involved



Chapter grows stronger and achieves more



# Creating Your Chapter's Vision

- It's all about WHY
- Inspiring, Compelling, Rich
- Benefits:
  - New members
  - Volunteerism
  - Sponsorship revenue
- Make-A-Wish –



*“Share the power of a wish with a child.”*



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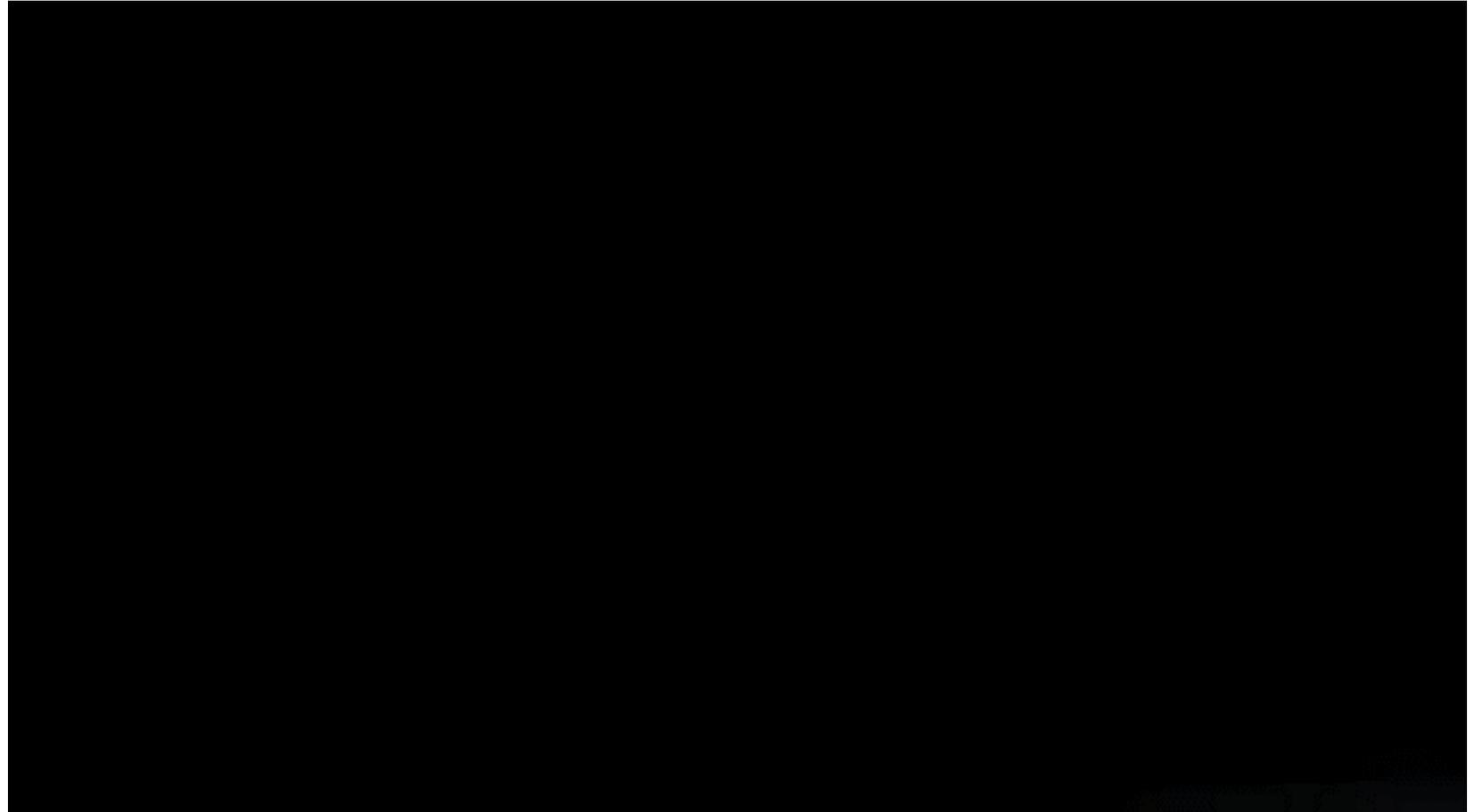
# Creating Your Chapter's Vision

- What kind of statement would create unity in your chapter? Start with: “I believe...”
- *“Make it easy to be an IG professional.”*

“ARMA International is the authority on  
Information Governance.”



# Simon Sinek: How Great Leaders Inspire Action



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# III. Creating Your Chapter's Mission

- If we doubled our membership what would it look like?
- What could we achieve?
- *What would we need to do differently to support so many new members?*



# **ARMA International's Mission**

“To advance Information Governance principles and practices, and to support the ongoing development of Information Governance professionals.”



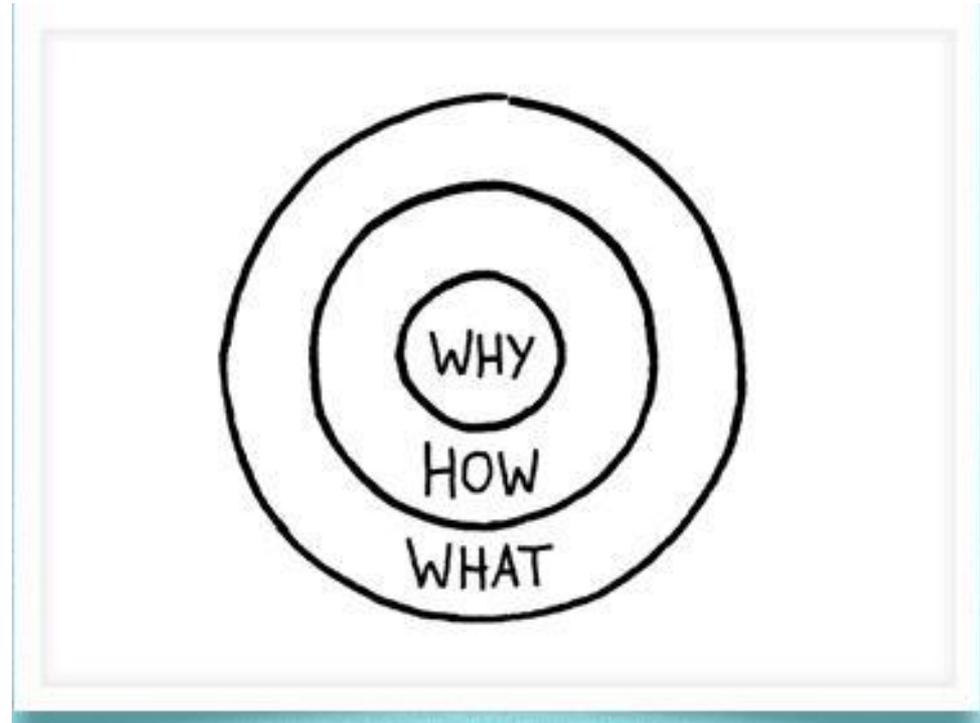
# Each table is a chapter board:

1. Earliest birthday in the year = President
2. Vice President
3. Treasurer
4. Secretary
5. Director of Programming
6. Director of Membership
7. Director of Marketing
8. Director of Communications
9. Newsletter Editor
10. Webmaster



# At your table...

- President's facilitate the meeting:
  1. Create a vision
  2. Create a chapter mission that aligns with ARMA International's



# IV. The Board

- Meeting Priorities:

- 1: Have fun

- Board-only time before and after meetings
- Board night out

- 2: Keep things simple and concise

- Don't over plan
- Strategy
- Urgent and important



# Agendas

- Timed agendas
- Consent agendas

*Stay true to the agenda.*



# “Meeting Hacks”

- The parking lot method
  - Parking lot attendant
- Ground rules
  - *No texting during meetings*
  - *Focus on ideas, not people*
  - *Listen to each other*



# Create an action plan

1. Use your mission
2. Create 2 events that achieve the mission
3. Strategize to make the events successful
4. Evaluate (list) obstacles
5. Add target dates to each



# V. Simplifying

Board commits to BIG vision



Creates momentum



Members notice



New opportunities for involvement



More people get involved



Chapter grows stronger and achieves more



# The Arithmetic of Making a Difference

- Power of many doing more
- When  $1+1$  is more than 2



# Micro-Volunteering

- For every 1 volunteer, 2 said they would if given the right opportunity.
- #1 reason for not volunteering: unaware of the option
- Solution: Ask.

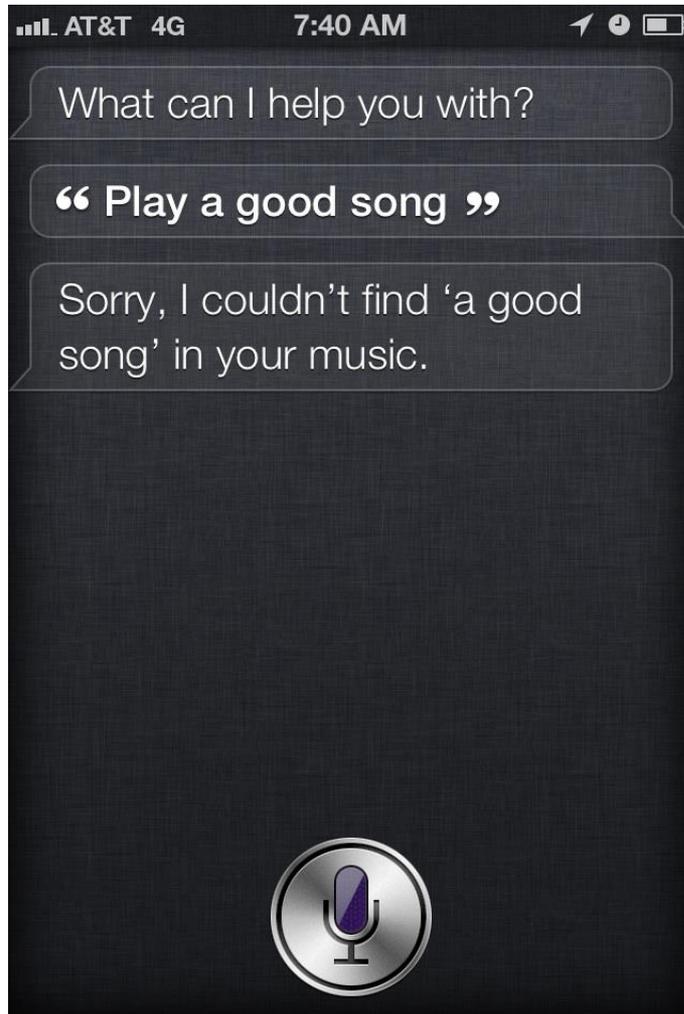


# Why ask for help?

- More time to be strategic
- Creates loyalty and sustainability
- Impacts succession planning
- Simpler



# How to ask for help



- Trust
- Take the time to explain
- Provide options
- Give them an out



# What to ask for help with

- Have a fully agreed upon plan
- Examples:
  - Ticket collection
  - Picture taking
  - Tweeting
  - Setup/take down
  - E-mail niceties
  - Speaker introductions
  - Newsletter article submissions
  - Free expertise



# Tips

- Don't recruit during meetings
- Member of the Month
- Macro-manage, don't micro-manage
- Share progress
- Ask again

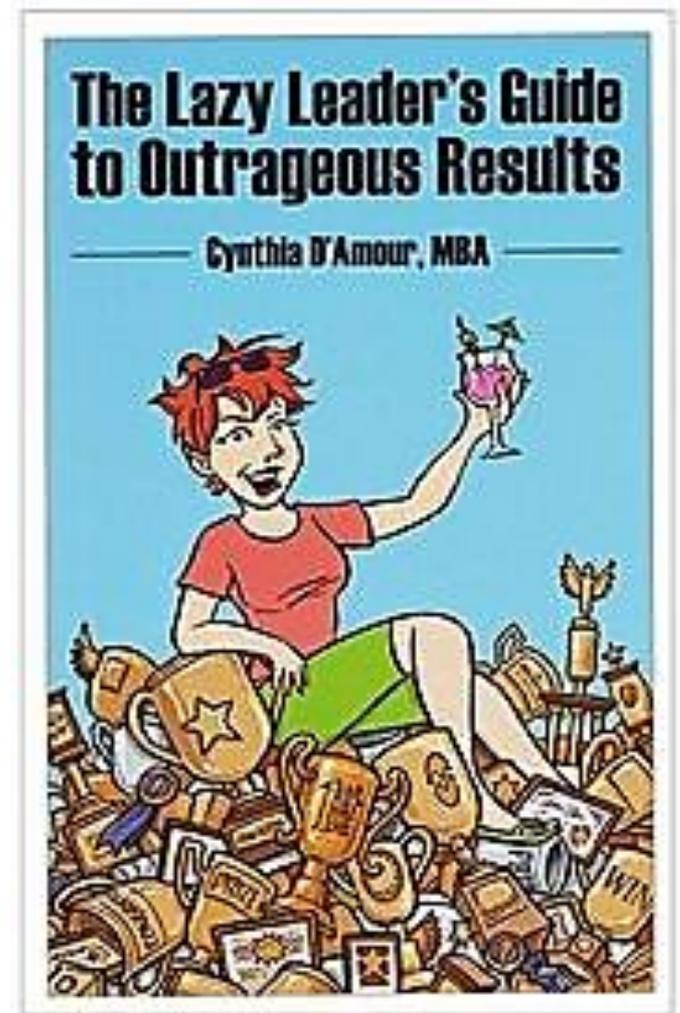


# You

	Urgent	Not Urgent
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# Resources

- <https://www.wunderlist.com/en/> - FREE
- <http://openbadges.org/issue/> - FREE
- <http://kickoffapp.com/> - for MacBook & iPhone
- [Drive.google.com](http://Drive.google.com) - Free
- <https://chapterspot.com/> - FREE
- [www.Doodle.com](http://www.Doodle.com) - free
- <http://www.huddle.com/> - more expensive
- <https://evernote.com/> - FREE
- <https://www.producteev.com/> - FREE
- <http://hitask.com/> - CHEAP
- <http://www.getflow.com/pricing/> - CHEAP
- <https://en.todoist.com/> - CHEAP
- <https://asana.com/> - CHEAP
- <http://www.eisenhower.me/> - Online Eisenhower Organizer



# The Art of War

“There are five keys to victory:

Knowing when to fight and when not to, brings victory;

Knowing what to do both when superior in numbers and when outnumbered, brings victory;

Holding officers and men united in purpose, brings victory;

Careful preparation to catch the enemy unprepared, brings victory;

A skillful general given free reign by the ruler, brings victory.

These five together are the true path to success.”



# The Smart of Core...Purpose

There are 5 keys to victory:

Knowing when to schedule events and when not to, *brings victory*;

Knowing how to balance your time for things important and urgent, *brings victory*;

Holding members and the board united in purpose, *brings victory*;

Careful preparation to catch the attention of your attendees, *brings victory*;

A skillful micro-volunteer given free reign by the board, *brings victory*. These five together are the true path to success



**Thank  
You!**



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