

Focus on the Future

*Cultivating an Engaged
(and Engaging)
Volunteer Community*



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The community
is always resource-full.

We need to be more resourceful
in engaging the community.


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What does an
ideal volunteer
experience look
like to you?



- Imagine your ideal volunteer experience, one that would match your needs and wants.
- Silently jot down a few elements of that experience in the first box at the top of page one.

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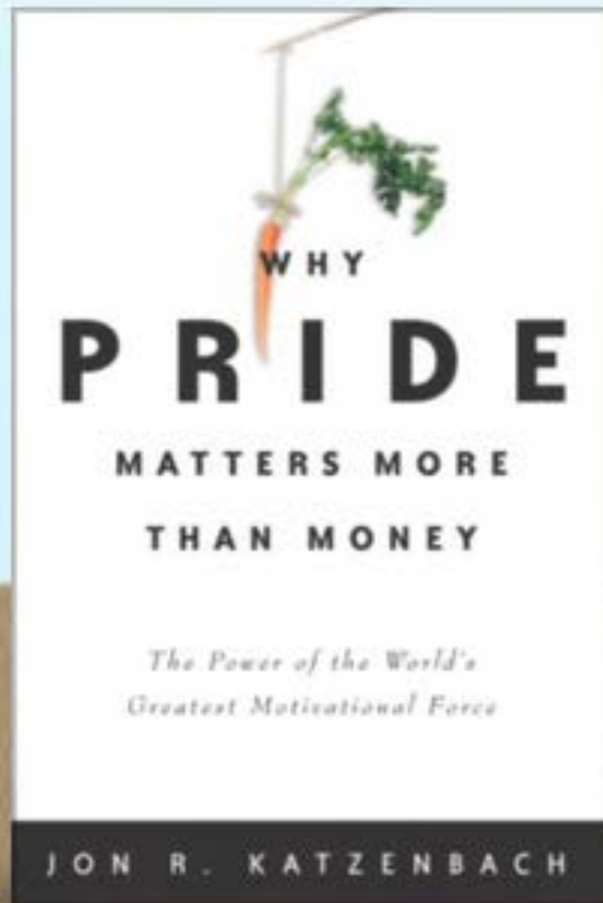


6 minutes to mix and mingle one-on-one with others not at your table, gathering others' insights.

Go around at your table and each share "gold" you picked up from prospecting.

prospecting for perspectives

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“People who are emotionally committed to something ... behave in ways that defy logic and often produce results well beyond expectations. They pursue impossible dreams, work ridiculous hours, and resolve unsolvable problems.”

—Jon Katzenbach



Why do you care?
What meaning
do you get from
being involved?

***Meaning is the “why” that gives
significance to all the “whats” and “hows.”***



from ASAE Foundation
Environmental Scan
and book entitled
Exploring the Future

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1 Meaningful Purpose



Meaning Matters

from ASAE Foundation Environmental Scan
and book entitled *Exploring the Future*

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2

Meaningful *Relationships*

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3 Meaningful Contributions



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4 Meaningful Stories

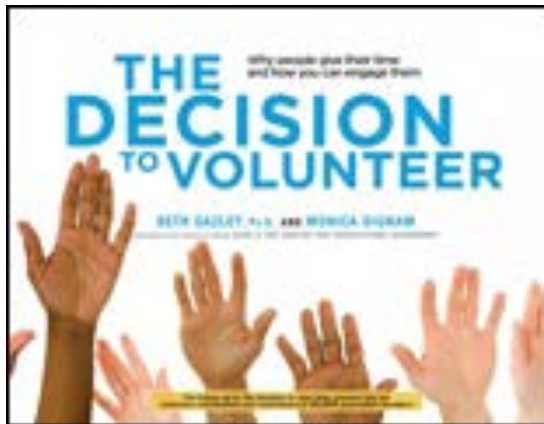
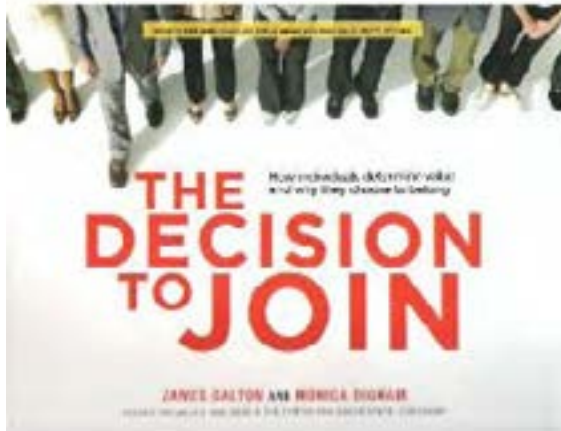
Meaning Matters

from ASAE Foundation Environmental Scan
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What Are You Noticing?

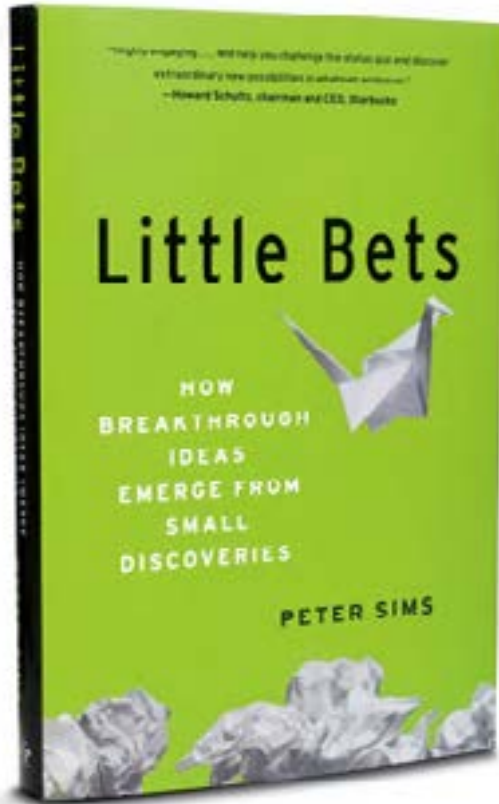
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- Value prop: WIIFM vs. advancing the profession or community
- Most volunteers involved in ad hoc opportunities, not positions
- Why not involved?
Lack of info or opportunity
- Big opportunities:
virtual or micro-volunteering
- **Promoters** most often come from the involved ranks

This research and more available from www.asaecenter.org/research

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Place lots of little bets.

“*Little bets* are for *learning* about opportunities and problems while *big bets* are for *capitalizing* upon them once they’ve been identified.”

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Create clarity for the work and the results.

What are we here to do?

How will we know we are successful?

1

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Make it easier to get involved.



2

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Learn more to leverage more.

- Care about?
- Desired contribution?
- Constraints for involvement?
- Support needed?
- Communication preferences?
- Connections/resources?

3

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Waste no time and
invest beyond transactions.



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5

6



ASAE's online publication for your continuing contributions to the association community. You bring a unique perspective to the association leadership and have helped us advance the profession through innovation and learning opportunities. We are pleased to have you as a member of our community.

Recognize individuals.
Champion the group.

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My Ideal Volunteer Community for the future will be one that

1. Involves the max. # of individuals contributing to the community;
2. Builds a sustainable infrastructure that compounds short-term and micro efforts for long-term and macro results;
3. Is driven by purpose and performance rather than personalities and politics.

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goo.gl/Ea4e4K: PDF with more content

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