

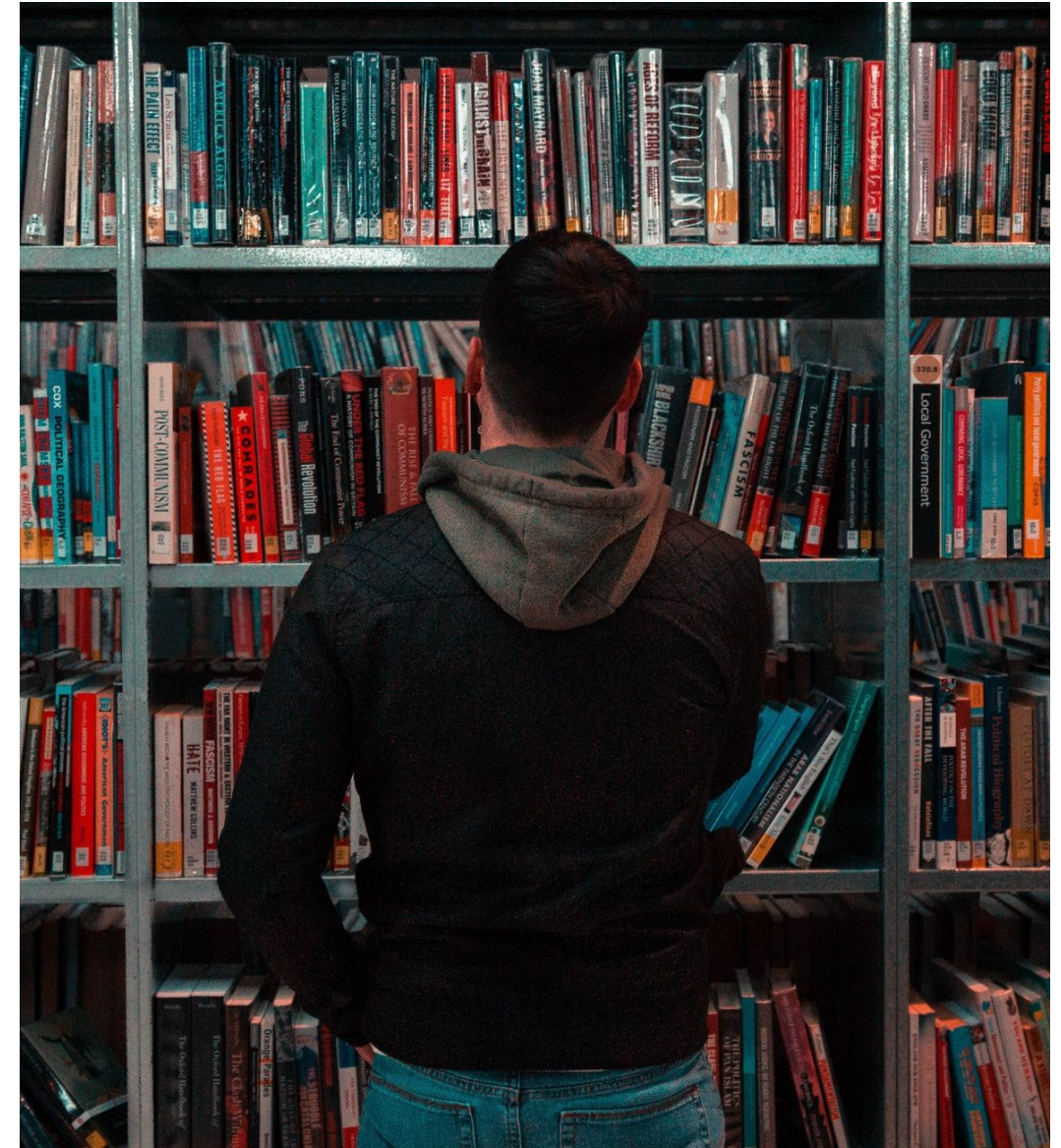


THE VOLUNTEER TO LEADERSHIP PIPELINE FOR FRIENDS GROUPS



EveryLibrary
Institute

This presentation will provide an overview of strategies to build a pipeline of volunteers into leadership roles within library friends organizations. We'll discuss best practices for recruiting, training, and retaining volunteers, with a focus on developing future leaders.



People have 1 of 3 budgets to spend:

Time

Money

Good Name

CHALLENGES FOR LOCAL FOLs

Declining Volunteer Numbers

Many libraries are seeing fewer volunteers due to aging volunteers retiring and lack of new recruits.

Limited Diversity

Most volunteers tend to be older white women, lacking diversity across ages, races, etc.

Lack of Flexibility

Inflexible volunteer roles don't fit modern lifestyles and time commitments.

Unclear Value Proposition

Many potential volunteers don't understand the impact and value of volunteering for the library.

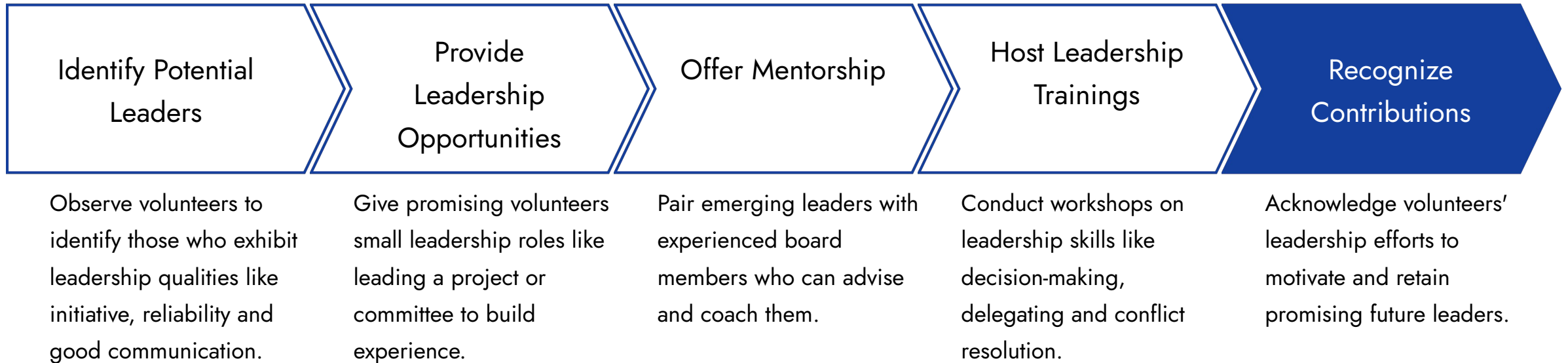
Leadership Gaps

Leadership roles go unfilled as existing leaders retire without successors being cultivated.

Community Misperceptions

Some community members have outdated views of libraries and don't realize the need for volunteers.

TRANSITIONING VOLUNTEERS TO LEADERSHIP



DEFINING THE V-2-L PIPELINE

Prospect

Individuals who may be interested in joining or supporting the organization but have not taken any action yet.

New Member

Those who have recently joined the organization as dues-paying members.

Active Member

Members who regularly attend meetings and volunteer for projects and events.

Committee Member

Members who take leadership roles on committees and help plan programs.

Board Member

Elected leaders who set policy and direction for the organization.

LEADERSHIP DEVELOPMENT

● 1st events

Identify rising leaders in
volunteer groups using
engagement metrics

● 1-3 years

Achieve diverse and
inclusive board with
community
representatives

● 6-12 months

Launch leadership
academy for training
through workshops and
mentor matching

COMMUNITY OUTREACH TO ID NEW VOLUNTEERS



Library event flyer

Flyer advertising an upcoming library event for a new library program for families



Local story

Newspaper story covering seniors



Social media post

Social media post highlighting a library workshop for teens



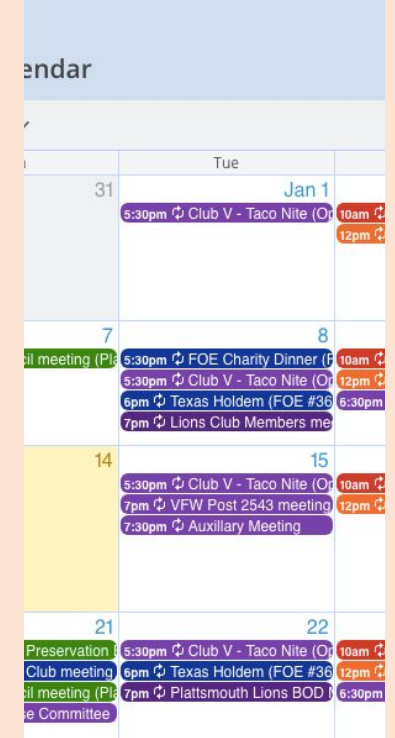
Business sponsorship

Local business donates supplies for a library craft event



Volunteer fair

Volunteer fair flyer lists library volunteering opportunities



Community calendar

Community events calendar lists multiple library activities

ORIENTING VOLUNTEERS WITH LEADERSHIP IN MIND

- Review Organization Mission

Explain the library's mission and how volunteers help achieve it.

- Explain Volunteer Opportunities

Provide an overview of different volunteer roles and responsibilities.

- Outline Policies

Cover important policies, procedures, and guidelines for volunteers.

- Introduce Staff

Have volunteers meet staff they'll be interacting with.

- Set Goals

Discuss skills volunteers want to gain and set development goals.

- Get Feedback

Ask for feedback throughout onboarding to improve the experience.

DEVELOPING VOLUNTEERS

Volunteers learning new skills

Volunteers gaining leadership experience

Volunteers expanding professional
networks

Volunteers building
resumes

RETAINING VOLUNTEERS

Set Clear Expectations

Ensure volunteers understand their roles and responsibilities from the start.

Provide Adequate Training

Train volunteers properly so they feel equipped to fulfill their duties.

Recognize Contributions

Acknowledge volunteers' efforts through praise, awards, events etc.

Offer Flexibility

Accommodate volunteers' schedules and availability as much as possible.

Give Them a Voice

Seek volunteers' input and involve them in decision making.

Provide Community

Foster relationships between volunteers through team building activities.

SUPPORTING VOLUNTEER LEADERS

Provide leadership training workshops



Assign mentors to new leaders



Offer micro-courses on specific skills



Host networking events



MEASURING SUCCESS

Metric	Value
New volunteers recruited	24
Volunteer hours contributed	164

RECOGNIZING VOLUNTEER CONTRIBUTIONS



Award Ceremony



Volunteer of the Year



Years of Service Pins

THE VOLUNTEER TO LEADERSHIP PIPELINE FOR FRIENDS GROUPS

John Chrastka
EveryLibrary Institute
312-574-0316
John.Chrastka@everylibrary.org

