8 STRATEGIES FOR CREATING A MORE INCLUSIVE VOLUNTEER PROGRAM
ABOUT MAVA

- MAVA connects, educations, strengthens and advocates for volunteer engagement leaders and their organizations to positively impact communities.
- Inclusive Volunteerism Program was started in 2017; our work in this area dates back to 2010.
BUILD RELATIONSHIPS
STRATEGY #1
STRATEGY #1: BUILD RELATIONSHIPS

Be Specific

WHO
do you want to engage?

Be Authentic

WHY
do you want to engage them?
STRATEGY #1: BUILD RELATIONSHIPS

HOW?

- Identify groups that represent the community or events that celebrate the community
- Collaborate with others in your organization
- Hold open houses
- Be persistent
SHIFT YOUR LANGUAGE

STRATEGY #2
STRATEGY #2: SHIFT YOUR LANGUAGE

Definition of VOLUNTEER

"Someone who does something without being forced to do it; such as a person who does work without getting paid to do it."

(Merriam-Webster.com)
Definition of HELP

"to give assistance to;
: to make more pleasant or bearable;
: to be of use to;
: to change for the better"

(Merriam-Webster.com)
Focus on how volunteers can help their community instead of how they can help your organization.
UNDERSTAND THE IMPORTANCE OF SOCIO-ECONOMIC STATUS

STRATEGY #3
STRATEGY #3: UNDERSTAND THE IMPORTANCE OF SOCIO-ECONOMIC STATUS

- Those in “survival mode” volunteer differently
- Consider providing amenities like:
  - Child care
  - Transportation stipend
  - Food
  - Gift cards or tickets for outings
EMBRACE SKILL-BASED OPPORTUNITIES

STRATEGY #4
STRATEGY #4: EMBRACE SKILL-BASED OPPORTUNITIES

- Many people looking to build resumes
- Internships
- Be flexible and consider short-term volunteers
- Online recruitment more effective for these opportunities
RECRUIT FROM THOSE WHO USE YOUR SERVICES

STRATEGY #5
STRATEGY #5: RECRUIT FROM THOSE WHO USE YOUR SERVICES

- Concept of reciprocity
- Builds awareness of and appreciation for your organization and programs
- If diverse populations are not using your services, start there
- Re-evaluate policies that exclude clients from volunteering
PARTNER TO ENGAGE
GROUPS OF YOUTH

STRATEGY #6
STRATEGY #6: PARTNER TO ENGAGE GROUPS OF YOUTH

Young people are often more familiar with the concept of volunteerism as a resume-builder and extracurricular.

Many already-existing groups of youth are looking for service projects.

One-time projects work best.

Engage youth to engage youth, not as a bridge to adults in a particular immigrant or diverse community.
REMOVE BARRIERS

STRATEGY #7
STRATEGY #7: REMOVE BARRIERS

- Background checks
- Lack of flexibility
- Language
- Exclusive policies
CREATE AN INCLUSIVE ORGANIZATIONAL CULTURE

STRATEGY #8
STRATEGY #8: CREATE A WELCOMING AND INCLUSIVE ORGANIZATIONAL CULTURE

Influence change throughout your entire organization:

- Educate your colleagues across departments
- Gain support from organizational leaders and ask them to communicate a message of inclusion
- Create culture of inclusion within your own department
STRATEGY #8: CREATE AN INCLUSIVE ORGANIZATIONAL CULTURE

Prioritize your own professional development around diversity, equity and inclusion.
IN REVIEW: 8 STRATEGIES

- Build Relationships
- Shift Your Language
- Understand the Importance of Socio-Economic Status
- Embrace Skill-Based Opportunities
- Recruit from Those Who Use Your Services
- Partner to Engage Groups of Youth
- Remove Barriers
- Create an Inclusive Organizational Culture
Learn more about MAVA’s work on racial equity in volunteerism at [www.mavanetwork.org](http://www.mavanetwork.org)

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