



IABC Dallas Heroes Program

Making the world a better place,
one communicator at a time.

Branding powered by PartnerComm

The Need

Attract and retain Millennials

“ Younger people seek and demand a return for membership, including tangible member services, high levels of accountability, identifiable career advantages, a sense of professional community, and opportunities to serve within associations. ”

The End of Membership as We Know It: Building the Fortune-Flipping, Must-Have Organization of the Next Century, by Sarah L. Sladek



Dallas

Objectives

- Recruit volunteers
- Build a pipeline
- Increase engagement
- Provide professional development opportunities
- Build relationships with local charities
- Track volunteer hours
- Recognize our top leaders
- Raise the visibility of IABC Dallas



The Three Pieces

- Heroes Volunteer Program
- Heroes Nonprofit Partner Program
- Volunteer Recognition & Reward



Volunteer Recognition & Reward: Charitable Grants

	Member	Nonmember
1 st Place	\$100	\$75
2 nd Place	\$75	\$50
3 rd Place	\$50	\$25

Based on number of volunteer hours entered into the Volgistics system. (Board members are not eligible.)



How the Heroes System Works:

- Volunteers sign up online through the IABC Dallas website
- System accessible via any internet-connected device
- Heroes enter project hours upon completion or monthly
- Heroes have option of notifying their workplaces of IABC Dallas hours earned



Four Steps to Building a Successful Volunteer Program for Your Chapter

- Create your strategy
- Design the infrastructure
- Emphasize the Three R's
- Tracking and evaluation



Be Strategic

- Align the program with your Chapter's Mission/Vision
- Assess current projects and future activities
- Design policies and procedures
- Create Nonprofit Partnerships (NPPs)



Scale It to Size

- Assess your chapter resources and needs
- Create a manageable plan
- Work within your budget (and/or secure sponsors)
- Think about your current volunteer base
- Start small and grow incrementally



Dot the i's and Cross the t's

- Use a volunteer management system
- Insurance – be sure you are covered!
- Mandatory volunteer application and photo release
- Create comprehensive job descriptions



The North Texas Food Bank

- Serves more than 190,000 meals a day to children, seniors and families
- Network of 1,000 programs and 200 Partner Agencies
- Provided 70 million meals in 2016



2016 Heroes NTFB Projects:

- Redesign 79-page partner agency handbook
- Onsite social media support at events
- Event photography and blogging
- Social media ambassadors





International Association
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Dallas



North Texas
Food Bank™

MEMBER OF
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Tips for Choosing a Nonprofit Partner (NPP)

- Survey your members for nonprofit interests
- Establish guidelines for NPP selections
- Clearly define how your chapter will help (by providing skills-based, communications support)
- Start with ONE NPP
- Secure a contact/champion at your NPP

The Three R's

- Recruitment
- Retention
- Recognition



Recruitment: Finding the Right Fit

- Follow up initial recruitment w/in three business days
- ASK your volunteer where his/her interests lie
- Offer a choice of assignments
- Provide assignment descriptions (scope/responsibilities/timeframe)



Retention:

Keep Them Coming Back

- Provide training and mentorship
- Promote from within
- ASK for feedback
- Keep your volunteers in the loop

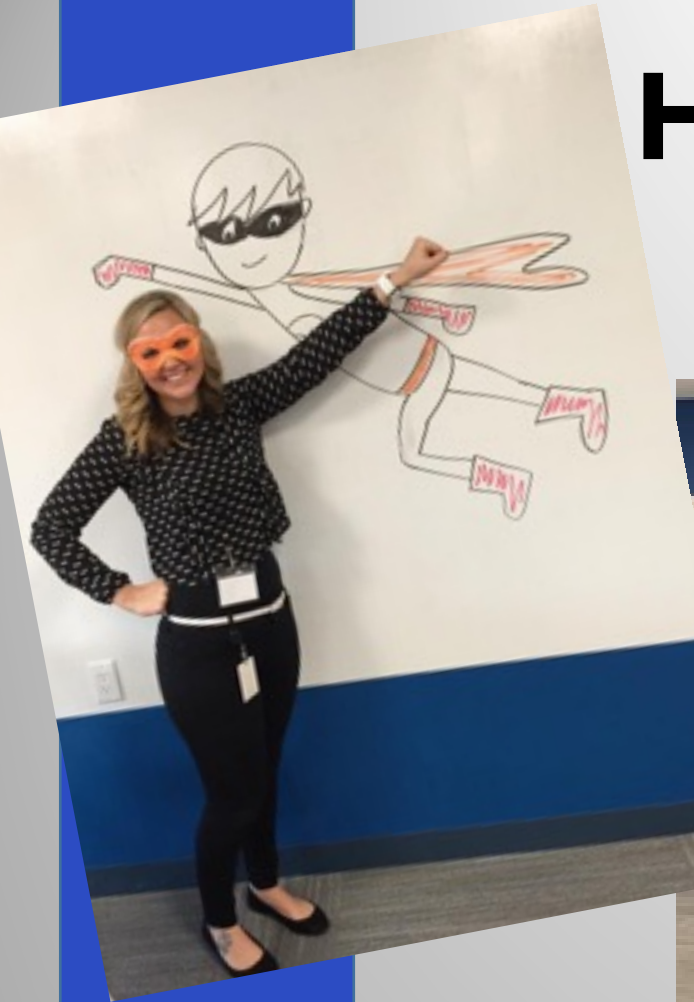


Recognition: Let Them Know You Care!

- Thank your volunteers early and often
- Use a variety of channels
- Offer awards and rewards
- Keep your program visible



Heroes Power Breakfast



We celebrated the Power of Communications and our volunteer activities with breakfast at Tolleson Wealth Management

Volunteer Week – April Luncheon

A special Thank You to all our Heroes for all they do!



Remember...

- Volunteers have different needs and circumstances
- Be gracious when a volunteer needs to step out
- Thank your volunteers early and often
- Regularly touch base



The Heroes Program Launch

- FREE Happy Hour event
- Networking activities/group breakouts
- Described the program and the Heroes System
- Provided onsite assistance with sign-ups
- Captured attendee info for encouraging sign-ups



Managing the Bumps in the Road

Challenges	Solutions
Getting your volunteers into the system	Choose a user-friendly system that translates across devices
Logging/tracking hours	Make it easy!
Very little or no budget	Secure sponsors
Succession planning	Build teams/promote from within



Program Tracking/Evaluation

- Review your program annually
- Use a volunteer management system
- Collect info on depth, scope and impact
- Thoroughly document all aspects of the program for easy transition from year to year



The Results



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77



Volunteers

(for IABC Dallas and NTFB)

1,885

volunteer hours

(for IABC Dallas and NTFB)

100+



hours to NTFB

\$200

**in charitable grants
given by IABC Dallas**



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SMU CAPE – Heroes Sponsor

- Professional development scholarship awarded to both the winner and the nonprofit the winner selects.

1 st Place	\$600
2 nd Place	\$400
3 rd Place	\$200



Dallas



CONTINUING AND
PROFESSIONAL EDUCATION

Thanks to SMU CAPE
for sponsoring the IABC
Dallas Her  es Program!

Community Impact

“ Having a team of professionals who can provide support in the areas of PR, social media, and other aspects of communications is exactly what we need to help us spread our message further throughout North Texas. ”

Diana Carranza, Communications Manager, North Texas Food Bank

IABC Dallas Impact

“ Tweeting in my own voice and posting pictures (from the Empty Bowls event) about a cause I believe in provided an extremely satisfactory experience of ‘giving back.’ It was very empowering. ”

Tracy Honore, IABC Dallas NTFB Hero



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Thank you!



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