What I Like About You!

with Neil Ihde, MA

Agenda
- It’s about time…
- What volunteers want…
- Engagement
- It’s about you…
- Appreciation/Recognition
- You like me…and you don’t know why!

It’s About Time

How many volunteer?
- U.S. Bureau of Labor Statistics
  - 2011 – 26.8%
  - 2012 – 26.5%
  - 2013 – 25.4%
  - 2014 – 25.3%
  - 2015 – 24.9%

What they want…

Amanda
- PTO, Club Basket Raffle
- More hands make less work
- I need communication, coordination and someone who I can go to when I have questions
- I love organizing events – it’s one of my passions and I use it to give back to the community
Amanda
- Boys & Girls Club
- Grieving Children Center
- Flexible hours
- 3 days, 4 hours/day
- Recently lost a loved one, wanted to give back
- Need structure, expectations, work that I enjoy and can easily accomplish
- Administrative work – played to organizational strengths

Julie
- Awana
- Enjoyed watching the kids grow in their faith, excitement, energy, activities
- Wanted to be a part of a program that showed that church isn’t boring
- Gravitated towards those kids with tough environments
- Had a great mentor who modeled behavior and was available to answer questions

What stood out for you?
What themes did you hear?
- Clear expectations
- Engagement
- Fun
- Fit
- Alignment of values
- Appreciation/Recognition

Bill Hybels
- 2nd grade Sunday School Teacher

Engagement…
- Not nearly marrieds
- What are characteristics of engaged volunteers?
• Enthusiastic
• Efforts align with org’s mission
• Discretionary effort
  • Initiative
  • Conscientious
• Responsible
• Ownership
• Take pride in their work

• In world-class organizations, the ratio of engaged to actively disengaged employees is 9.57:1
• In average organizations, the ratio of engaged to actively disengaged employees is 1.83:1

1. Do I know what is expected of me where I volunteer?
2. Do I have the materials and equipment I need to do my work right?
3. Where I volunteer, do I have the opportunity to do my best?
4. Where I volunteer, do my opinions count?
5. Are my fellow volunteers committed to doing quality work?

• Losada line – 3:1 positive ratio
• For marriages, 3:1 doesn’t cut it…needs to be 5:1

• First who, then what
  • If you have the wrong people, it doesn’t matter whether you discover the right direction - you still won’t have a great organization
  • Nursing manager’s “interview”

• First who, then what
  • Thanks…but, no thanks
  • Have there been situations where you’ve screened out prospective volunteers?
• We want to volunteer for organizations whose mission and values are an extension of our values
• We want to be proud of where we volunteer.

It’s About You…

The Law of Few
• Connectors
• Six Degrees of Separation
  • Stanley Milgram – 1960s
  • Chain letter – 160 people in Omaha
    • Find a way to get a packet to a stockbroker in Boston
    • Not all “degrees” are equal

Engaged Employees
The Law of Few
• Six degrees of separation doesn’t mean that everyone is linked to everyone in just six steps.
• …a very small number of people are linked to everyone else in a few steps, and the rest of us are linked to the world through those special few

Connectors/Joy-Spreaders
• 1437,1819…3123!!!
• 39% of adult FB users have between 1 and 100 friends
• 23% have 101-250 friends
• 20% have 251-500 friends
• 15% have 500+ friends
• Average – 338, Median 200
Connectors

- But I’m not a connector, I’m not a “joy spreader”! Now what!?!?

Appreciation & Recognition

Appreciation/Recognition

- Why is it important?
- How do you create a culture of appreciation?
- How do you show appreciation to your volunteers?

You like me…and you don’t know why!!!

- We have preprogrammed reactions – fixed-action patterns, and, although they usually work to our advantage, the trigger features can also trip us up.

- Can you do me a favor?
  - Making copies
    - Excuse me, I have five pages. May I use the Xerox machine because I’m in a rush…
      - 94%
    - Excuse me, I have five pages. May I use the Xerox machine?
      - 60%
    - Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?
      - 93%
Reciprocity

• Rule of reciprocation says that we should try to repay, in kind, what another person has provided us.
• By virtue of the reciprocity rule, we are obligated to the future repayment of favors, gifts, invitations, etc.
• Much obliged = thank you!

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• Small gifts spur compliance…
  • Servers know that a mint or candy along with the bill significantly increases tips.

I like you

• Joe Girard, Detroit car salesman
• World’s Greatest Car Salesman – Guinness Book of World Records
• Each month sent 13,000 customers a card with three words on it
What makes us likeable?
• Food, coffee, donuts!
• Reciprocity, plus studies show we become fonder of people and experiences while we eat

What makes us likeable?
• Compliments!