Positioning Your Program For Success

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### Core Areas of Focus:

| Clinical integration of peer support workers into non-traditional settings; |
| Building and strengthening capacity of Recovery Community Organizations; |
| Enhancing the professionalization of peers through workforce development; |
| Providing evidence-based toolkit and resource information to diverse stakeholders. |
If we want addiction destigmatized, we need a language that's unified.

The words we use matter. Caution needs to be taken, especially when the disorders concerned are heavily stigmatized as substance use disorders are.
Housekeeping

- We love seeing your faces, please have your webcams turned on!
- Today’s event is being recorded.
- Please keep your line muted during today’s training.
- You may use the chat feature throughout the training. Feel free ask questions, as well as converse and respond to other attendees throughout the training.
Discussion

Think about the position of your volunteer program in your organization.

Which of the following illustrates the position of your program?
Johnny Jump Up
Arborvitae
The Rose
Discussion

- Insert Poll
Positioning Your Program For Success Involves…

DRAWING FROM THE FIELDS OF…
- Leadership Development
- Communications
- Nonprofit Management

& LEARNING HOW TO ADVOCATE FOR YOUR PROGRAM
Learning Objectives: Positioning Your Program

- Assess the program and your professional skills
- Identify communication tools for positioning your program.
- Understand the function of “internal networking”
- Be aware of key messages to use to advocate with decision makers.
Key Concept #1

Building personal leadership skills increases your program’s perceived value.
Discussion – WORD CLOUD

Think of a person in your organization who is highly respected as a leader.

What are the leadership qualities that person has that makes them successful?
Leadership and Management

**LEADERSHIP**
The process that helps direct and mobilize people and/or their ideas.

**MANAGEMENT**
The means to assist a complex organization to achieve consistent results.
Leadership Responsibilities

- Set direction.
- Encourage others to share that agenda.
- Inspire others to help accomplish it.
Internal Networkers

“Internal Networkers: “seed carriers” of the new culture, who can move freely about the organization to find those who are predisposed to bringing about change, help out in organizational experiments, and aid the diffusion of new learning.”

*Peter Senge, Leading Learning Organizations*
Key Concept #2

Communication is an important tool for building credibility for you and the program
Power of Language

Using the right language can be an important tool in creating a different perception for what you and your volunteers are doing.

Align your language with that of other leaders and decision makers within your organization.
Activity – BREAKOUT ROOMS

Three groups:

• **POWERFUL LANGUAGE** - To describe what a volunteer program does and accomplishes

• **WEAK LANGUAGE** - To avoid using

• **COMMUNICATION VEHICLES** - That can be used to position a program in the agency and to the outside public
Key Concept #3

There are tools that you can use that will make the volunteer program highly respected and valued within your organization.
Tools for Building the Credibility of a Volunteer Program

Do a self-assessment of your program

- Handout Attachment C – Self evaluation
- Handout Attachment D – Self evaluation

Make sure essential policies are in place.

Conduct an internal audit of the volunteer program.

- Handout Attachment E – Internal Audit
Tools for Building the Credibility of a Volunteer Program

Develop a written Volunteer Philosophy Statement.

- Handout Attachment F – Volunteer Philosophy Statement

Be involved in strategic planning.

Use a variety of impact and outcome measurement tools.

- Handout Attachment G – Visioning for Program Success
Key Concept #4

Developing a case statement for and advocating with key messages can lead to increased resources for the volunteer program.
5) Competent leaders and managers build capacity to maximize resources

4) Organizations must effectively recruit, focus and support volunteer resources

3) Mobilizing citizens to volunteer is very challenging

2) Volunteers need support & leadership to be effective & sustain their involvement

1) Volunteers are a necessary and critical resource for healthy communities
Discussion – Word Cloud

What value do volunteers bring to your organization?
What might you advocate for?

- Resources for the volunteer program (staff, funding)
- Prioritizing racial equity in volunteerism
- A seat at the decision-making table
- Increasing capacity through volunteers
- Including volunteers in professional development
- What else?
Activity

Think about a decision maker who is important to the future of your organization...

I would like _______________ to know ________________.
Developing a Case Statement

- Clearly state what needs to change
- Create a sense of urgency on what needs to change
- Give supporting reasons for the change
- Create the future vision

Attachments H

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Activity – Breakout Rooms

PRACTICE – ROLE PLAY

• Find a partner
• Share WHO you would like to know WHAT
• Give a short case statement for the change you would like to see happen
• Exchange roles
Positioning for Success

Key Components

• Act like a **leader** to be influential in your organization
• Use **powerful language** to describe what your volunteer program does
• Have **strong case statements** for decision makers about the value of your program and investing in volunteers

Adaptations/Opportunities

• Stay connected with key decision-makers, to be aware of upcoming shifts in services so you can offer volunteer-driven options for challenges
• Keep track of ways you’ve maintained or expanded volunteer engagement and share when appropriate
• Share value-adds volunteers provide (or gaps due to absent volunteers)
Service Enterprise

• For the next level of work on positioning your volunteer program for success, apply for Service Enterprise. Through a MAVA initiative you will have access to:
  • Assessment
  • Training and coaching
  • National certification

For further information, see the MAVA website: http://www.mavanetwork.org/serviceenterprise
Summary

Act like a leader to be influential in your organization.

Use powerful language to describe what your volunteer program does.

Use tools like self-assessment to build your program’s quality and credibility.

Have strong case statements for decision makers about the value of your program and investing in volunteers.
Questions?