



Volunteer Cultivation & Stewardship – Overview 2023-2024

In Support of Goals 1 & 2 Annual Plans

	June/July – September (Quarter 1)	October-December (Quarter 2)	January-March (Quarter 3)	April- June (Quarter 4)
<p>Cultivation</p> <p>Raise awareness of CFL and our mission through recruiting and educating volunteers, community partners, businesses, etc.</p> <p>Staff and ambassadors supporting outreach & learning strategies.</p>	<ul style="list-style-type: none"> • Preliminary understanding of volunteer recruitment needs for the year • Update existing volunteer outreach materials • Establish a process for existing volunteers to update their applications/volunteer interests and availability • Review and refine best practices for volunteer lifecycle (i.e., application, screening, onboarding, placement, etc.) and data-tracking for all volunteer roles <p>Outreach & Recruitment:</p> <ul style="list-style-type: none"> • Identify places to share volunteer opportunities (i.e., local publications, community newsletters) • Connect with social groups, community associations, and businesses. • Identify various Points of Entry (ongoing learning 101s, Community Open House, Expos); priority on mentor and entrepreneurship recruitment • Ongoing learning sessions with support of ambassadors <p>Opportunities to Learn:</p> <ul style="list-style-type: none"> • Revise existing Champions 101 presentation to appropriate storyline that can be shared during the appropriate outreach activities (social groups, community associations, businesses, etc.) • Make revisions as needed to the subsequent learning sessions (Entrepreneurship 101, Mentoring 101) • Create a schedule of learning sessions (in-person and virtual) <p>*Note: Cultivation of volunteers, community partners, etc.</p>	<ul style="list-style-type: none"> • Mid-year check on volunteer needs for the remainder of the year • Assess and make any necessary updates to volunteer outreach materials <p>Outreach & Recruitment:</p> <ul style="list-style-type: none"> • Recruitment of individuals through various Points of Entry (ongoing learning 101s, Community Open House, Expos); priority on mentor and entrepreneurship recruitment • Share volunteer opportunities in outlets as identified (i.e., local publications, community newsletters) • Connect with social groups, community associations, and businesses. • Ongoing learning sessions with support of ambassadors. <p>Champions Volunteer Open House:</p> <ul style="list-style-type: none"> • October/November (morning/mid-day) • Open to current volunteers/donors to learn about the various ways to get involved as a volunteer in 2025-2026 to support students and educators • Opportunity to bring a friend • Promoted via e-news and printed ad (NDN) • Location: CFL office 	<p>Outreach & Recruitment:</p> <ul style="list-style-type: none"> • Recruitment of individuals through various Points of Entry (learning 101s, GNL Education Day, Leadership Collier Education Day, Community Roundtable); priority on mentor recruitment • Share volunteer opportunities in outlets as identified (i.e., local publications, community newsletters) • Connect with social groups, community associations, and businesses • Ongoing learning sessions with support of ambassadors <p>Community Roundtable(s):</p> <ul style="list-style-type: none"> • January - April (evening) • Gathering of community members, students, parents, educators, and administrators to learn about key issues and opportunities (parent engagement, students being “life ready”, etc.) • Volunteer Conversation Leaders support respectful and inclusive conversations allowing us to learn from one another and to build the relationships to foster collaboration • E-invite sent to general distribution list, shared via social channels 	<ul style="list-style-type: none"> • Reflect on effectiveness of Points of Entry (learning 101s, etc.) <p>Outreach & Recruitment:</p> <ul style="list-style-type: none"> • Ongoing learning sessions with support of ambassadors <p>Summer Social: (tentative)</p> <ul style="list-style-type: none"> • June (evening) • Appeal to working professionals, opportunity to bring a friend • Targeted e-invite sent to year-round volunteers • Location: TBD
<p>Engagement & Retention</p> <p>Focused on volunteer training & support, and continuously</p>	<ul style="list-style-type: none"> • Develop a schedule of learning and networking opportunities for volunteers (orientations, trainings, webinars, cafés) in conjunction with Student and Educator Programs plans 	<ul style="list-style-type: none"> • Implement ongoing learning and networking opportunities for volunteer and mentor (orientations, trainings, webinars, cafés) in conjunction with Student and Educator Programs Plans 	<ul style="list-style-type: none"> • Implement ongoing learning and networking opportunities for volunteer and mentor (orientations, trainings, webinars, cafés) in conjunction with Student and Educator Programs Plans • As volunteer experiences conclude, implement exit survey to collect 	<ul style="list-style-type: none"> • Ongoing learning and networking opportunities for volunteer and mentor (orientations, trainings, webinars, cafés) in conjunction with Student and Educator Programs Plans • As volunteer experiences conclude, implement exit survey to collect feedback,



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<p>engaging community partners and businesses in alignment with Programs plan.</p>	<ul style="list-style-type: none"> • In collaboration with the Programs teams, develop orientation and training plan for all volunteers • Develop a model for continuous feedback of volunteer experiences • As volunteer experiences conclude, implement exit survey to collect feedback, reassess volunteer interest, and provide feedback to Programs teams (ongoing) • Identify experienced TSIC mentors willing to be matched with new mentors of rising 9th grade students <ul style="list-style-type: none"> • Will serve as a resource to new mentors <p>*Note: Engagement & Retention of volunteers, community partners, etc.</p>	<ul style="list-style-type: none"> • Support Programs team to ensure new and existing volunteers have completed appropriate orientation and training • As volunteer experiences conclude, implement exit survey to collect feedback, reassess volunteer interest, and provide feedback to Programs teams (ongoing) 	<p>feedback, reassess volunteer interest, and provide feedback to Programs teams (ongoing)</p> <ul style="list-style-type: none"> • Connect experienced TSIC mentors with new TSIC mentors of rising 9th grade students and encourage participation in various engagement activities <ul style="list-style-type: none"> • Experienced mentors will support CFL Staff in regular communication to mentors on things to know, new mentorship information, start of school year orientations, etc. 	<p>reassess volunteer interest, and provide feedback to Programs teams (ongoing)</p> <ul style="list-style-type: none"> • Identify volunteers returning to fulfill roles during the next school year. • Identify volunteers not returning and why.
<p>Stewardship Staff and Ambassadors supporting recognition and thank you strategies</p>	<ul style="list-style-type: none"> • All staff reminder of standard volunteer thank you strategies through staff and committee chair support • Work in conjunction with Development to integrate donor and volunteer cultivation strategies • Highlight Volunteer stories/testimony in collaboration with Development team for marketing/communication (blog posts, social media, etc.) • Develop appropriate thank you/welcome strategy to connect with new volunteers <p>*Note: Stewardship of volunteers, community partners, etc.</p>	<ul style="list-style-type: none"> • Mid-year thank you letter (how we are doing, plans for the remainder of the year, how volunteers/donors can be involved) • Staff or Committee Chairs handwriting thank you notes to volunteers after completed role • Highlight Volunteer stories/testimony in collaboration with Development team for marketing/communication (blog posts, social media, etc.) <p>Community Appreciation Activity:</p> <ul style="list-style-type: none"> • October/November (weekend morning) • Community-based volunteer activity to engage donors, volunteers, alumni, students and families, i.e. food-packing, beach cleanup, etc. • E-invite sent to general distribution list • Location: TBD 	<ul style="list-style-type: none"> • Highlight Volunteer stories/testimony in collaboration with Development team for marketing/communication (blog posts, social media, etc.) • Plan for end of year volunteer recognition event and volunteer appreciation week <p>Ambassador Reception:</p> <ul style="list-style-type: none"> • January/February (evening) • Open to current volunteers for a chance to preview what's coming through Spring (volunteer opportunities, events, etc.) • Opportunity to bring a friend (pending capacity) • Targeted e-invite sent to current volunteers • Location: Provence 	<ul style="list-style-type: none"> • End-of-Year Donor and Volunteer Thank You letter (what we've accomplished together, year in review) • Staff or Committee Chairs handwriting thank you notes to volunteers after completed role • Highlight Volunteer stories/testimony within General Newsletter; with emphasis on Volunteer Appreciation Week (social media and eNews highlights) • Volunteer recognition through AFP • Plan for end of year volunteer recognition event <p>Volunteer Appreciation Lunch:</p> <ul style="list-style-type: none"> • April (morning), during week of National Volunteer Appreciation Week • Celebration for current volunteers • Targeted e-invite sent to 2025-2026 volunteers • Location: Players Club & Spa