



# Engaging your Supporters

**Building an Experience**

**Cairn Reisch, CVA**

# Welcome & Introductions

- ✓ Reflection
- ✓ Define “Experience”
- ✓ Make a Plan
- ✓ Find What Matters
- ✓ What does this look like in practice?

# Reflection

---



**Who do you consider a supporter?**

**How do you currently engage them  
in your mission?**

# Reflection



**What would “success” look like if you were able to have all supporters engaged in your mission?**

**What are 1-2 words you hear from folks struggling to find their place in your organization?**

# Engagement Goal



## Committed

Wanting to stay with the organization and feeling passionate about its mission



## Contributing

Motivated to help the organization succeed



## Captivated

Feeling energized and looking forward to coming to work



## **Defining “Experience”**

Creating a holistic sensory experience to build an all-rounding relationship.

The ultimate goal is to elicit positive emotions and feelings.

**It looks...**

**It feels...**

**It sounds...**

# Reflection



Including board members, corporations, as well as episodic & informal volunteers

## Fill-in the Blank:

How did \_\_\_\_\_ make you feel?

What did \_\_\_\_\_ look like?

What did \_\_\_\_\_ sound like?



# Make a Plan

---



**Step 1)** Set a purpose.

**Step 2)** Commit to 2-4 core areas.

**Step 3)** Make a plan

**Step 4)** Execute!

**What are 1-2 words you want people to say from their time with you?**



# Make a Plan



**Give examples of what you currently do to achieve these words.**

**What gets the highest engagement from all supporters?**

# Find What Matters

---

**“We can’t be everything for everyone” but what do you want to be?**

Joyful Giving      Network/Community Connection      World Changing  
Talent Incubation      Leadership Development  
Health, Wellness & Happiness

Write down 2-4 core areas that you want to accomplish, consider your values and service areas.

# What does this look like in practice?

## Write it down!

### Quick Tips:

- ✓ Make your words a part of your daily routine.
- ✓ Share them with your coworkers and leadership volunteers.
- ✓ Add to your tracking or management tools to create alignment in all activities you do at the organization.
- ✓ Update and reflect annually to see if they still resonate.



# What does this look like in practice?

---

**Recruit based off these ideals, this is what will make you different!**

## **Quick Tips:**

- ✓ Include an overview statement before the job description.
- ✓ Focus not only on the good but what they will get out of the experience.
- ✓ Feature current supporters sharing their story.

# What does this look like in practice?

## Review program materials, do they align with your goals?

### Quick Tips:

- ✓ You don't have to rush to tackle everything at once, by building this into your routine you can update per usual review periods.
- ✓ Ask for input from key supporters, do they "feel" what you want them to? What makes them "feel" that way?
- ✓ Get your coworkers involved! How do they impact supporters? Are there areas of overlap that you can partner with them on?

MEAL DELIVERY JOB DESCRIPTION										
<b>Volunteer Reports to:</b> Volunteer Coordinator <b>Summary:</b> Meal Delivery Volunteers pick up prepared meals from Evanston Hospital, Three Crowns Park, Francis Hospital or other food providers and deliver meals to homebound clients residing in Evanston, Skokie, Wilmette, Winnetka, Kenilworth, East Glenview, and East Northfield <b>Essential Duties and Responsibilities</b>										

  

Volunteer Satisfaction Survey										
Please circle the number that corresponds with your level of agreement. Strongly Disagree = 1   Disagree = 5   Strongly Agree = 10										
1. Overall, I am satisfied as a volunteer of ABC Church.      1 2 3 4 5 6 7 8 9 10										
2. ABC Church cares about its volunteers.      1 2 3 4 5 6 7 8 9 10										
3. I receive the information I need regarding my volunteer role.      1 2 3 4 5 6 7 8 9 10										
4. My volunteer supervisor is helpful.      1 2 3 4 5 6 7 8 9 10										
5. My volunteer job description is clear.      1 2 3 4 5 6 7 8 9 10										
6. I have received the training I need.      1 2 3 4 5 6 7 8 9 10										
7. I feel I am part of a team.      1 2 3 4 5 6 7 8 9 10										
8. Managers confront volunteers.      1 2 3 4 5 6 7 8 9 10										
9. I believe our mission and vision.      1 2 3 4 5 6 7 8 9 10										
10. I am provided opportunities for growth.      1 2 3 4 5 6 7 8 9 10										
11. My volunteer supervisor is fair.      1 2 3 4 5 6 7 8 9 10										
12. I intend to continue volunteering.      1 2 3 4 5 6 7 8 9 10										

  

[Date]

Dear [name],

Thank you for coming to the office today to meet with [program staff name and VS staff name] to discuss an incident that took place during the [insert situation where incident took place].

To reiterate our discussion, the incident I am referring to took place on [date] when you [insert behavior that happened and ramifications]

As was stated [either in the meeting referenced above or at the time of the event], the [organization name] takes their responsibility for [x] very seriously.

While I appreciate the fact that this may have been the result of [x – explain if there was a perception that we 'misunderstood if not start with The bottom line..], the bottom line is the behavior resulted in the loss of trust and credibility with the [insert department name] staff



# Let's connect!

**Cairn Reisch, CVA**



SoulofaCairn.com



@soulofacairn



soulofacairn@gmail.com

