



Introduction to Volunteer & Coalition Member Engagement

December 4, 2014

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Winifred Quinn, PhD

Director, Advocacy & Consumer Affairs Center to Champion Nursing in America



www.campaignforaction.org/webinars

Have you ever had any volunteer engagement or management training?

- A. Yes
- B. No

Agenda & Presenters

- Introduction of the topic (Susan Reinhard)
- Volunteer engagement themes what we've learned from you so far? (Sue Hassmiller)
- Examples from Texas & California (Alexia Green & Mary Dickow)
- Volunteer engagement overview (Terry Edwards)
- Q&A (Win, Sue, Susan, Alexia, Mary, Terry)
- Resources, next steps & adjourn (Susan)

Susan Reinhard, PhD, RN, FAAN Senior Vice President & Director, AARP Public Policy Institute; Chief Strategist, Center to Champion Nursing in America



Participants will:

- Share successes and learn about opportunities for enhancing volunteer engagement.
- Identify factors associated with effective volunteer and coalition member engagement.
- Provide information about how we can develop and deliver effective technical assistance in this area.

Susan B. Hassmiller, PhD, RN, FAAN

RWJF Senior Adviser for Nursing; Director, Future of Nursing: *Campaign for Action*



Does your Action Coalition have a plan for volunteer and coalition member engagement?

- A. Yes
- B. No

Themes

Themes

- Structure
- What's in it for me?
- Recruitment, retention, succession planning.

Common Threads

 Leadership & communication



Sharing Successes and Opportunities for Growth

Alexia Green, RN, PhD, FAAN

Professor and Dean Emeritus, Texas Tech University Health Science Center Mary Dickow, MPA, FAAN Statewide Director California Action Coalition







Alexia Green, RN, PhD, FAAN

Professor and Dean Emeritus, Texas Tech University Health Science Center

www.CAactioncoalition.org

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AN UPDATE FROM THE STATEWIDE DIRECTOR Statewide Director Mary Dickow provides a monthly update of activies and progress for the California Action Coalition and the Future of Nursing...

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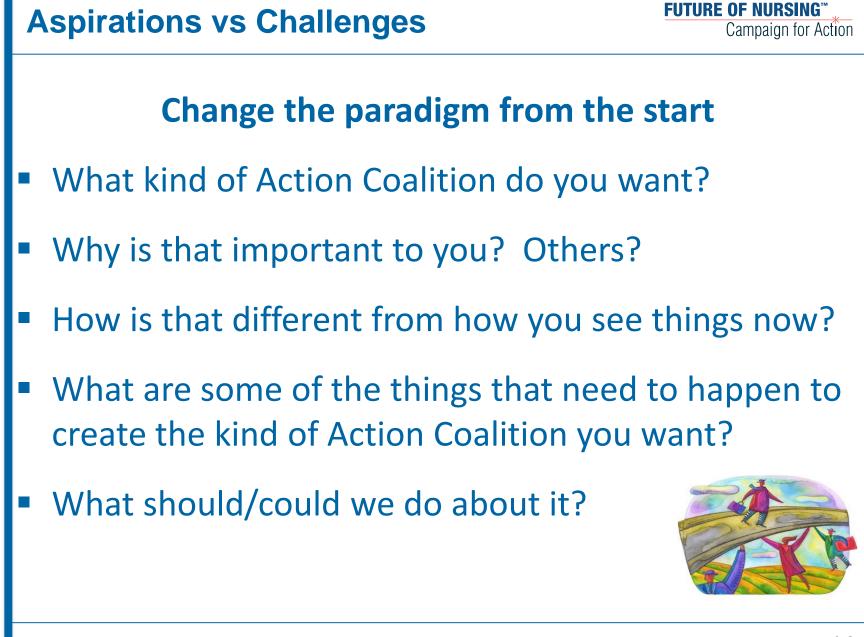


Factors that Enhance Volunteer & Coalition Member Engagement Success





Terry Edwards Advisor for Innovation Office of Volunteerism and Services AARP





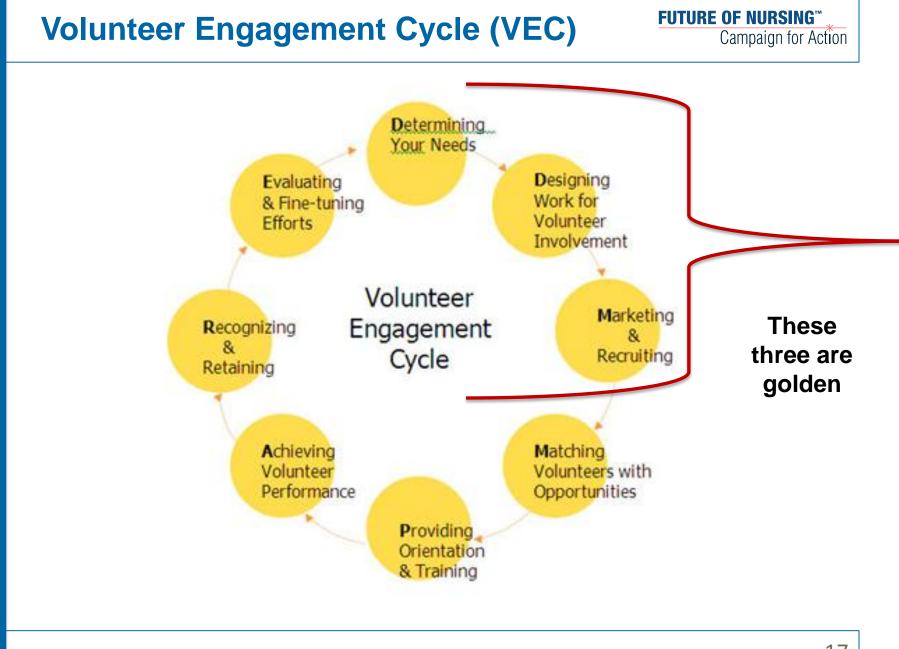
Success Factors

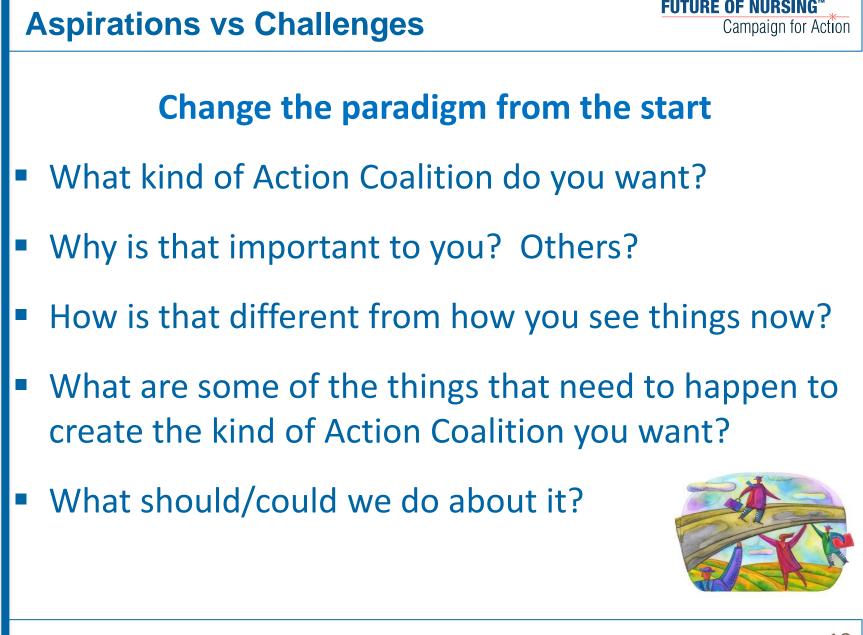
- 1. Set clear focus
- 2. Prepare for success
- 3. Explore mutual aspirations
- 4. Target head and heart
- 5. Take measured steps
- 6. Celebrate positive impact
- 7. Encourage fresh innovations
- 8. Provide consistent connections
- 9. Honor engagement stages



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Questions or Comments?

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Campaign Resources

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