BCHW MEMBERSHIP DEVELOPMENT

DEVELOPING LEADERSHIP

 IN THE CHAPTERS AND BCHW

HOW DO WE REACH OUT TO THE PROSPECTIVE LEADERS (7)

Things we can do to make contact with prospective leaders

Once we have identified our prospective leaders, where they are, what resistance we may encounter, the benefits of leadership and have the materials we need then we must make contact. There are several ways to do this with individuals and in groups. All of our communication should resonate with them and align with their goals and priorities. We want our prospective leaders to see the value of leadership so that they are excited about being part of the leadership team.

It is very important that there is a good fit between a volunteer and the responsibilities. We do not want to try to fit a round peg in a square hole. This will result in poor performance, the responsibilities not being performed and a dissatisfied member. Always consider the alternatives of waiting for the right volunteer or combining responsibilities, even for a short time.

Our contacts can be direct by talking to an individual which is the most effective means. They can also be indirect in which we are talking, or writing, to a group.

Which of the following methods of reaching out to prospective leaders do you currently use or would like to use in the future?

Use the newsletter and meeting announcements to indicate that volunteer opportunities exist

Include members in BCHW Leadership Training

Be familiar with individual members

Identify the specific skills, talents, abilities and interests a specific volunteer opportunity require (see job description)

Identify the specific skills, talents, abilities and interests of individual members (see member survey)

Review the individual’s past work history and participation in the chapter

Talk to an individual in private where you are not hurried and have the opportunity to exchange ideas

Expose the prospective leader to the job by including them beforehand (i.e. BCHW board meeting, volunteer hour collection, scheduling a ride or work party, participation on a committee)

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Opportunity to divide a volunteer opportunity (see job description) into more than one part

Provide mentor to help walk the person through the job responsibilities and be available for questions

Provide written material so that the individual understands the responsibilities and commitment (see job description)

Provide the tools the volunteer will need (i.e. volunteer hour instructions, passwords, contacts, work party tools, business card, fliers, videos, history of an event or job, etc.)

**Follow-up with previous contacts**

**Obtain their commitment and clear understanding of what the volunteer opportunity entails**

**Follow up on work progress to encourage, answer questions, provide support and identify problems**