Engaging ALSes ...

Valuing and Engaging Volunteers in At–Large and Working Groups within ICANN ...
Engaged volunteers brings us:–

- the highly desirable diversity (including in points of view) to our work.
- Help improve/maintain our organisational reputation.
- Can become passionate ambassadors for At-Large the RALOs and ALAC as well as of course ICANN
Build a Volunteer–Centric Culture

Find ways to create an inclusive volunteer culture:–

- orientation / ‘on boarding’.
- regular outreach and in-reach activities
- inclusive networking event(s) online, virtual and F2F
- measure, communicate and acknowledge the value our volunteers bring to us.
Why do volunteers contribute or not:
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- Volunteers sacrifice one of the most valuable things they have ‘their “spare” time’ and frequently are more emotionally connected / active with their volunteer roles than with their day to day non volunteer activities.

- This means that the motivation and management of volunteers needs to be ‘subtly different’ to that used in employed or mandated contexts.
Why do volunteers contribute or not:-

- One study for the UPS Foundation showed that two-fifths of volunteers stopped doing so because of one or more ‘poor volunteer management practices’ i.e.
  - Poor or ineffectual ‘follow through’.
  - Forgetting to thank them / show appreciation.
  - Poor or ineffectual communications.
  - Lack of support or training.
  - Unclear roles, goals or purpose.
  - Cost including out-of-pocket expenses.
There are different styles to volunteering and we can use them all... Diversity counts...

- Many of today’s volunteers want to make defined ‘short term commitments’ and not become “bogged down” in long term assignments and endless meetings.
- Usually value opportunities to interact.

- Make sure you match people and tasks correctly...
- Ensure time commitments and expectations are clear for all tasks.
- Provide support... ...
- Consider variety in tasks offered => single days of service, episodic activities, specific goal(s)

Demonstrate Flexibility and Creativity...

All need VMx. Application, training, recognition etc.,
Tell your volunteers and ALSes how much you appreciate the time they are committing and how much their efforts contribute to our work and outcomes.

Always ask volunteers to help in specific and actionable ways.

Inspire where possible, by using real world examples and real people examples of how their work will help.

Stay connected and keep in touch, ensuring communication goes both ways...

Develop a sense of ‘community’ for your volunteers and ALSes

Share success and outcomes thanking people helps but showing them how they helped is even better.
And now the matter of Work Groups etc.,

- Identify Carefully and match the right volunteers to be ‘fit for purpose’.
- Remember different WG’s/WT’s’s ST’s’s DT’s operate differently at different levels within ICANN => match wisely and well
- Respect diversity and what that means in a WG.
- Use Support => staff support in In–Service Teg, as well as Mentoring, and Peer Support.
- Consider the ‘soft entry’ approach and the useful role of Participants as opposed to Members in many WG’s