



EST. 1996

Volunteer Guardianship
ONE ON ONE, INC.



Not Just for One Day

Using Volunteers for Longer-Term Commitments



Goal

Inspire ways to recruit and maintain volunteers who are willing and able to make a long-term volunteer commitment.



About Volunteer Guardianship One On One

Our Mission

**To provide trained volunteers to serve as guardians for incapacitated adults
who do not have family or friends to serve in this role.**

- Founded in 1996 to meet the need of a patient in the hospital with dementia who could not be discharged without a guardian; established as a 501c3 private non-profit in 2000.
- Governed by an eleven-member multidisciplinary Board of Trustees comprised of professionals from the legal, medical, financial, social work, geriatric care, data analysis, and funeral service fields.
- Serving Hunterdon, Warren, Somerset, Morris, Mercer, Middlesex, Monmouth, and Union Counties.



WHAT DO WE ASK OF OUR VOLUNTEERS?

A guardian is a person or agency appointed by a court to act on behalf of an individual to assure provision for the health, safety and welfare of the individual and to protect his or her rights in accordance with the judgment of guardianship.

We ask for a one-year commitment.

The court must relieve the volunteer of their legal guardianship responsibilities.



*Sounds like a lot for a
volunteer to take on!*

Empowering Volunteers

Send the message that almost anyone with the desire, with appropriate training and support from the agency, could be capable of fulfilling this volunteer role.

Help them see that they can do this.



HELP THEM SEE THEMSELVES IN THIS ROLE

- **Target people who ...**
 - ... have already done this for their own loved ones. They already know they can do it
 - ... have volunteered for your agency on a short-term basis. They have now developed a “volunteer identity.”
 - ... have professional skills that parallel some guardian responsibilities (i.e. medical, legal, or financial fields).
- **While you're at it ...**
 - ... Have current or past volunteer guardians participate in outreach. *If he/she can do it, maybe I can too.*
 - ... Provide significant training and information before they make the final commitment (the court hearing).



So, they can see
themselves in the role...

but do they want to?

What motivates our volunteers?

EMOTIONAL- Internal

Extreme reward- go deep with one person- power to make a difference, hands on

Erickson's Stages of Development across the Lifespan.

Spiritual- all souls matter

Values...Social Justice- human dignity

Feel good about yourself, self-motivation from success, intrinsic

Transforming negative energy

Community with others

Immediate gratification- see the difference from your efforts immediately

PRACTICAL- External

Paying it Forward

Maintain active cognitive engagement

Using lived experience

Social cred- people are amazed that there are others willing to do this

Erikson's Psychosocial Stages 7 & 8

Middle age 30-64 years	Generativity vs. stagnation	Care	Contribute to society and be part of a family
Old age 65 onward	Integrity vs. despair	Wisdom	Assess and make sense of life and meaning of contributions

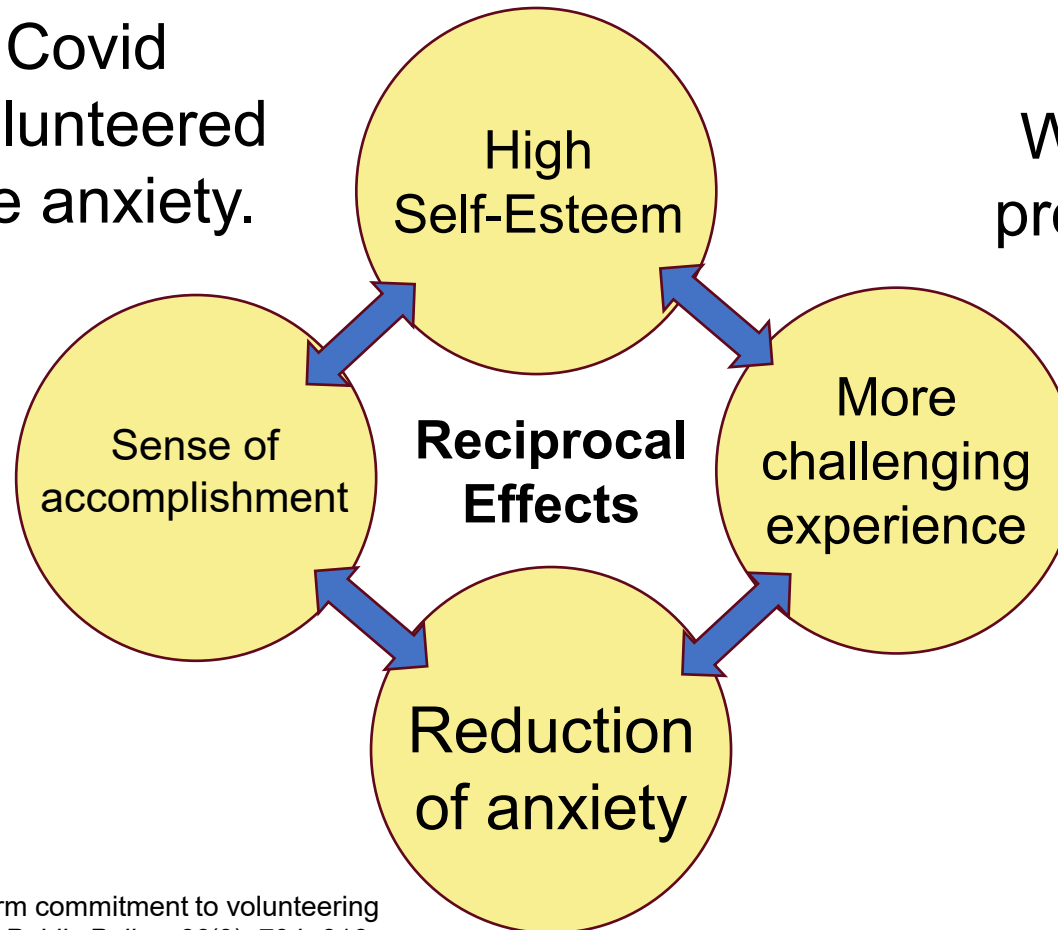
Integrity is said to consist of the ability to look back on one's life with a feeling of satisfaction, peace and gratitude for all that has been given and received.

If a person sees their life as unproductive or feel that they did not accomplish their life goals, they may become dissatisfied with life and develop what Erikson calls despair, often leading to depression and hopelessness.

What Motivates People to Volunteer (cont'd):

A study done during Covid found that people volunteered as one way to relieve anxiety.

What's more anxiety-producing than aging?!



MISSION ALIGNMENT

- People who value the work you do.
- Our mission: To provide **compassionate one-on-one** guardianship services to legally incapacitated adults through the education, oversight, and support of **dedicated** volunteers.
- Our values: Everyone has value and deserves dignity. Relationships are integral for enhancing quality of life.
- **What is your mission** and how can you find people that align with what you do; your values and vision?

SHARED TRAITS WE HAVE OBSERVED

- ✓ Want to make a difference in someone's life
- ✓ Want to help someone who "cannot help themselves" - large impact
- ✓ Exhibit compassion and purpose
- ✓ Want to continue to learn and to be challenged

FROM THE VOLUNTEERS

- Short videos, of people describing why they volunteer
- https://www.youtube.com/watch?v=VArBuDbB_24
- <https://www.youtube.com/watch?v=0nuzduBC9Oo>
- <https://www.youtube.com/watch?v=fbEdet8aFV8>

Volunteer Guardian

Testimony from Kent

<https://youtu.be/MSTHgWTkEew>





So, they might want to ...

but how do we find them?

MESSAGING

- **Story telling- what makes you unique?**
 - Vignettes- put a face to the person being served/helped
 - Testimonial- From the mouth of the volunteers. Why did they do it?
- **Photographs**
 - A picture is worth a thousand words...
- **Defining and reporting on success**
 - How will the volunteer really make a difference?
- **Other motivators- speak to those areas that motivate people (for example)**
 - Cognitive challenge
 - Community building
 - Skill development or use of existing skills
 - Inherent value

VIRTUAL RECRUITMENT

Social Media...Facebook, Instagram, LinkedIn, etc.

Post often with different content to keep the interest

Use the medium frequented by your target volunteer

Press Releases

People still read! Local papers/online publications, radio stations, etc.

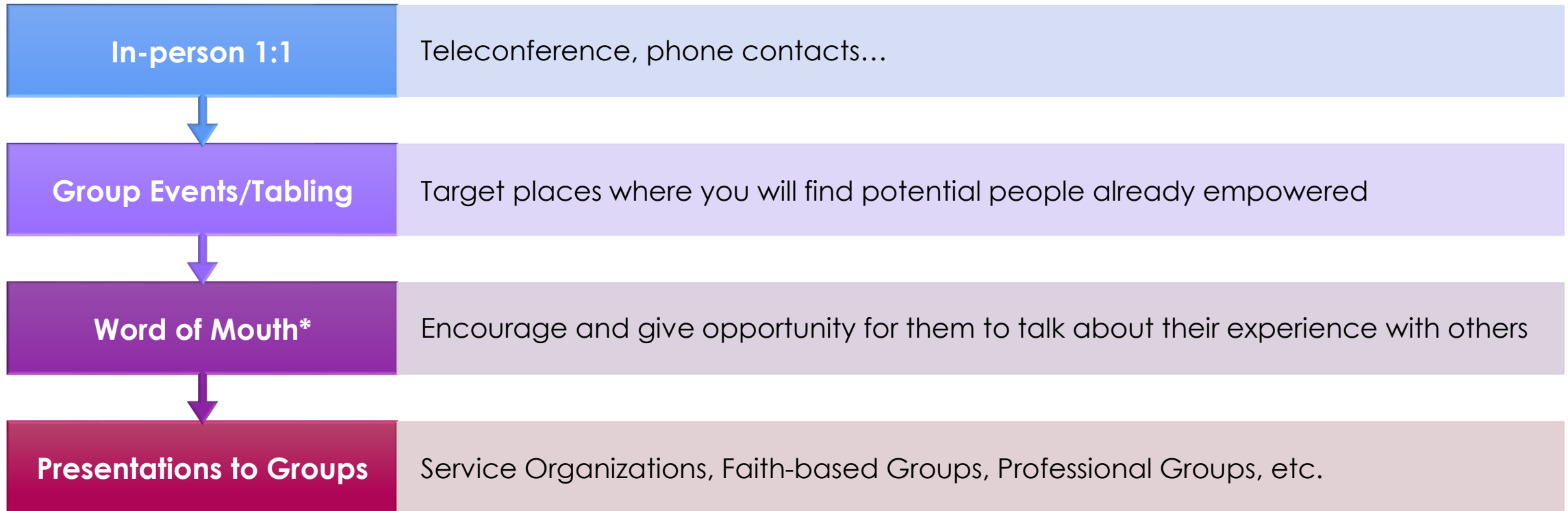
Online Search Engines

Volunteer Match, United Ways...

Agency Communication

Email blasts, newsletters, website

PERSONAL RECRUITMENT



WORD OF MOUTH - VOLUNTEERS

Why People Are Talking

YOU	ME	US
It's about your organization & services	It makes them feel good or important	It's about feeling connected to the group
<ul style="list-style-type: none">• They love you & your cause• You've given them something to talk about• You've made it easy to share	<ul style="list-style-type: none">• They feel smart• They feel important• They want to help• They want to express themselves	<ul style="list-style-type: none">• They are part of your volunteer "family"• They belong to your community• They are part of a team• They are 'insiders'



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WORD OF MOUTH, OTHERS

- **If they are having a good experience, they will want to share it with others.**
- **Help give them that opportunity!**
- **Involving current volunteers in recruitment efforts**
 - Testimonials- video, quotes
 - Outreach events- public speaking to group, table at community event, etc.
 - Shared social media- post and invite them to share and comment
- **Who are your Ambassadors** (besides the volunteers)?
 - Clients/consumers (people who benefit from your services and their families)
 - Staff
 - Board of Directors/Trustees
 - Community partners
 - Expose them to volunteers/clients to make it more personal
- **The Pitch/Elevator Speech** “short enough to share with someone in an elevator”
 - Staff and board know and be able to recite the elevator speech



So, you found them...

how do we keep them?

SUCCESSFUL ONBOARDING

Building relationships

- ✓ Multiple Touch Points are important
 - Phone calls, emails, texts, and several in person meetings
- ✓ Reciprocal process
 - Volunteer interest grows as they learn more about our organization and guardianship
 - VG learns more about their skills/strengths/motivations to appropriately match them with IP
- ✓ Building Trust
 - They trust the organization to support them in their efforts

Reminder...what motivates our volunteers?

EMOTIONAL- Internal

Are they making a difference?

Do they feel good about what they are doing?

Do they feel productive?

Do they feel it meets an emotional need?

Have they built community?

Are they seeing positive impact of their efforts?

PRACTICAL- External

Have they been able to use their skills and knowledge?

Are they proud of what they do?

RETENTION

Address why they volunteered in the first place

- **Helped someone**
 - Agency/staff points out ways that they improved someone's life, how and why they made a difference
- **Feel successful, feel good about themselves, they did a good job**
 - Agency/staff supports them in their efforts- address any issues as soon as they arise
 - Connection to Resources/Expertise
- **Building a sense of belonging and community**
 - Agency provides opportunities to come together with other volunteers
- **Social/public recognition**
 - Provide opportunity for both private and public recognition of efforts

Evaluation Of Efforts And Outcomes

- **Learn from recruitment/volunteer retention patterns**
 - Where and how did we find volunteers that lasted?
 - Who volunteers again, who does not and why?
 - Who dropped out and when and why?
- **Ask them**
 - Annual satisfaction survey soliciting input on onboarding (did they feel prepared) and actual experience (did they feel supported by the organization, how satisfied are they with the experience)
 - Make it anonymous, nice people sometimes have a hard time being critical

QUESTIONS?

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