

Volunteer NKY: Vision – Vision Development Process

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This document outlines a process to develop a Volunteer Vision and Goals for an organization, either customer and supply-side. It can be used self-service, with 1:1 coaching support or in a workshop setting.

PRE-WORK (SELF-INQUIRY):

- **What are my beliefs about volunteering?**

-See page 14 of Leading the Way to Successful Volunteer Involvement for self-inquiry questions.

- **What is the value of volunteers for our organization?**

-See pages 16-18 for 12 questions.

- **Optional: Misc Reading**

-[Breaking through the Glass Ceiling for Volunteers](#) by Susan Ellis on EnergizeInc.com. Fully capable people may already be serving in your existing volunteer corps and ready to be promoted to a higher level of volunteering for the organization.

-[The Just-a-Volunteer Syndrome](#) by Susan Ellis on EnergizeInc.com.

GETTING STARTED (CREATE A DRAFT).

- **What is a vision?**

-Discuss Vision. Discuss the difference between [Vision and Mission](#).

- **Develop a Vision draft.**

-Share examples.

- **Develop Goals draft.**

-Discuss [SMART Goals](#).

ALIGNMENT (GET OTHERS ONBOARD):

- **Develop an engagement plan.**

-How will you engage others in your organization in finalizing the Vision and Goals? Consider the Staff, Board and Volunteers.

-How will the Vision and Goals be integrated with the organization's Strategic Plan?

IMPLEMENTATION (MAKE IT HAPPEN):

- **Communication plan.**

-Consider updates to signs, newsletters, handbooks, role descriptions, etc.

- **Support plan.**

-What other actions are required to move toward the Vision and Goals?

-Guide to Expanding Volunteer Engagement P 165

-See Best Practices Template.