



Micro-volunteering

Time is a limited resource for everyone. Micro-volunteering allows volunteers to serve your chapter with as much or as little time as they can afford. It is a great way to engage new members or grow involvement for existing members.

What is micro-volunteering?

Short-term, one-time, low-commitment tasks volunteers can do to assist the chapter.

Why use micro-volunteering?

Help your chapter reach a new volunteer pool. Micro-volunteering is a tool your chapter can use to revitalize your volunteers, engage members, and reinvigorate your local chapter membership.

Benefits of micro-volunteering for a chapter:

- Build relationships
- Increase and create new engagement opportunities
- Cultivate new supporters
- Build chapter awareness
- Increase the number of people who advocate for your chapter
- Create a sense of community
- Provide flexibility—enables people who might be excluded from traditional volunteering to participate.
- Allow volunteers to make a difference without an extended time commitment
- Increase opportunities to recruit volunteers from your branches
- A larger pool of volunteer talent will bring new, diverse perspectives, voices, recruiting assistance, and influence to your chapter.
- Volunteers become more comfortable using micro-volunteering to make larger commitments to committee or board service.

Tips for micro-volunteering

- Make the assignments useful but fun.
- Make the assignments engaging and interactive.

- Provide simple instructions along with your task.
- When the task is complete, ask volunteers if they want to stay in touch.
- Provide a forum or network for individuals who have participated to communicate. Encourage communication and feedback amongst the group.

Examples of successful micro-volunteering are:

- Greeters at chapter events
- Registration desk volunteers
- Taking pictures at your events
- Recording video of your event or take photos
- Taking headshots of chapter officers
- Serve as a speaker host and greet speakers
- Record a discussion at a session round table
- Create or manage your social media page (Facebook, Twitter, LinkedIn)
- Serve as a moderator
- Rating conference sessions/potential topics
- Search for speakers related to a topic area
- Respond to social media posts
- Serve as a judge
- Provide a testimonial
- Testify or present on behalf of the association to legislative or regulatory body
- Contact your government representative
- Campus liaison
- Guest speaker at a college or high school class
- Give presentations at sister organizations
- Writing reviews for books
- Guest blogger or contributor (write newsletter article)
- Speak or present a paper
- Participate in expert panel or report
- Moderate or facilitate discussion groups
- Review proposals for conferences or projects
- Submit paper or manuscript for publication
- Write proposals/grant applications or business plans
- Review accreditation or certification applications
- YouTube Tuesdays—members share tips and information via short video clips
- Provide professional advice
- Provide mentoring, coaching, tutoring for members
- Recruit a member
- Get out the vote—share the buzz to drive member voting
- Day of service—invite/encourage members to volunteer in their community
- Call on new members to say “hi” and “welcome to the group”
- Be a new member buddy (one-time at an event or short-term job)
- Host a member meet-up