MICRO-VOLUNTEERING OPPORTUNITIES...

to increase member engagement at the Chapter level

APWA

IT'S QUICK!

You can use your own unique skills to make a difference!

Overcome these obstacles with micro-volunteering!

HAVE YOU HEARD?

"I want to volunteer but I just don't have the time?"

OR

"I don't need another commitment right now."

What is micro-volunteering?

Time is limited but people want to help. Micro-volunteering allows volunteers to serve your chapter with as much or as little time as they can afford.

Micro-volunteering can be done in small bursts or periods of time.

Why use micro-volunteering?

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

Benefits of micro-volunteering for a chapter:

- Builds relationships
- Increases and creates new engagement opportunities
- Cultivates new supporters
- Builds chapter awareness
- Increases the number of people who advocate for your chapter
- Creates a sense of community
- Flexibility – enables people who might be excluded from traditional volunteering to participate.

- Allows volunteers to make a difference without an extended time commitment
- Increases opportunities to reach out to your branches for volunteers
- A larger pool of volunteer talent will bring new, diverse perspectives, voices, recruiting assistance, and influence to your chapter.
- Volunteers will become more comfortable using micro-volunteering to make larger commitments to committee or board service.

If you have any questions please contact Jill Wilbeck, APWA Chapter Relations Manager at **jwilbeck@apwa.net.**

HOW CAN YOUR CHAPTER USE MICRO-VOLUNTEERING?

Since micro-volunteering focuses on tasks that can be completed in a shorter time frame, your chapter can utilize opportunities that will engage more members.

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, reach out to volunteers to ask if they want to stay in touch
- Provide a forum or network for individuals that have participated to communicate – encourage communication and feedback amongst the group

Examples of successful micro-volunteering are:

- Greeters at your chapter events
- Registration desk volunteers
- Taking pictures at your events
- Videotape your event
- Taking headshots of your chapter officers
- Serve as table moderators
- Serve as a speaker host – greet speakers and make sure they have what they need
- Photo, video, and blogging
- 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 topic area
- Respond to social media posts
- Serve a as a judge
- Provide a testimonial
- Testify or present on behalf of the association to legislative or regulatory body
- Contact your 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 & 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 member 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

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