

The background features a light purple-to-blue gradient. Scattered across the surface are numerous water droplets of various sizes, some with soft shadows. In the center, a faint, light-colored globe is visible behind the text.


# INCREASING VOLUNTEERS THROUGH ALTERNATIVE PROGRAM/PARTNERSHIP DEVELOPMENT

CULTIVATING DIVERSE VOLUNTEERS

# THIS IS ME



- ❑ MASTER'S – JOHNS HOPKINS UNIVERSITY – MARKETING
- ❑ BACHELOR'S – HOWARD UNIVERSITY – COMMUNICATIONS
- ❑ CERTIFIED ADMINISTRATOR OF VOLUNTEER SERVICES (CAVS)
- ❑ EMPLOYMENT (SELECTIVE)
  - ❑ REGIONAL ONE HEALTH – MANAGER, COMMUNITY AFFAIRS AND ENGAGEMENT
  - ❑ QUANTUM COMPANIES – DIRECTOR, MARKETING AND PROMOTIONS
  - ❑ GIANT FOOD STORES – PROMOTIONS MANAGER
  - ❑ AMERICAN CHEMICAL SOCIETY – ASSISTANT PRODUCT MANAGER

The background features a light purple-to-blue gradient. Scattered across the surface are numerous water droplets of various sizes, some with highlights and shadows, giving them a 3D appearance. In the center, there is a faint, large, light-colored circular graphic that resembles a stylized sun or a lens flare.

**WHAT DO YOU DO TO  
ENCOURAGE VOLUNTEERS TO  
CHOOSE YOU?**

# WHERE DO YOU BEGIN?

- KNOW YOUR MARKET-AREA
- KNOW YOUR SYSTEM
- KNOW YOUR PATIENT
- PUT IT ALL TOGETHER

# WHAT IS YOUR MARKET-AREA?

- THE DEFINED OPERATING AREA FOR YOUR HEALTH SYSTEM
  - DEMOGRAPHICS
  - SOCIO-ECONOMICS
  - RELIGION
  - CULTURE
  - ETHNICITY
  - EDUCATION LEVELS
  - COMPETITION



# MEMPHIS MARKET-AREA

- MEMPHIS MARKET-AREA
  - 15.04 UNINSURED
  - 20.2% LIVING BELOW THE POVERTY LINE
  - 70% GRADUATE FROM HIGH SCHOOL (ON-TIME)
  - FEDERALLY QUALIFIED HEALTH CENTERS – 12 IN SHELBY COUNTY (1 PER 100,000)
  - PREDOMINATELY AFRICAN-AMERICAN
  - COMPETITION INCLUDES: BAPTIST, METHODIST, ST. JUDE, TENET, AND MORE!!!

# WHO IS YOUR HEALTH SYSTEM?

- THE PROFILE OF YOUR HEALTH SYSTEM
  - EMPLOYEES
  - PATIENTS
  - SERVICES OFFERED



# MY HEALTH SYSTEM

- THE PROFILE OF MY HEALTH SYSTEM
  - EMPLOYEES
    - PREDOMINANTLY AFRICAN-AMERICAN
  - PATIENTS
    - PREDOMINANTLY AFRICAN-AMERICAN, LOW-INCOME/MIDDLE INCOME
  - SERVICES OFFERED
    - TRAUMA, NICU, BURN CENTER, HIV/AIDS, SICKLE CELL (EXPANDING SERVICES)



# WHO IS YOUR PATIENT?

- PROFILE OF YOUR PATIENT
  - AGE
  - CULTURE
  - ETHNICITY
  - DIAGNOSIS
  - SOCIO-ECONOMIC
  - LANGUAGE
  - PHYSICAL ABILITY
  - RELIGION



# HOW DO YOU PUT IT ALL TOGETHER?

- VOLUNTEER ROLES
  - DIFFERENTIATES YOUR CENTER FROM OTHER CENTERS
    - EVOLUTION OF VOLUNTEERING – ONE SIZE DOES NOT FIT ALL
  - INCREASES PATIENT SATISFACTION
  - INCREASES VOLUNTEER RETENTION
  - INCREASES VOLUNTEER VOLUME
  - MAY DEVELOP BETTER PIPELINE TO EMPLOYMENT

# PARTNERSHIP OPPORTUNITIES

- AT MY CENTER
  - SOAR PEER COUNSELORS
  - LACTATION COUNSELORS
  - NEW ADULT (18 – 26 YEAR-OLDS) CAREER PROGRAMS
  - LOCAL GOVERNMENT YOUTH DEVELOP PROGRAMS (PAID OPPORTUNITIES)
  - SPANISH-SPEAKING VOLUNTEERS
  - VOLUNTEERS OF VARIOUS PHYSICAL ABILITY
  - EX-VETERAN VOLUNTEERS
  - SENIOR VOLUNTEERS (PARTNERED WITH SENIOR RE-EDUCATION PROGRAMS)

# EXAMPLES

- SOAR PEER COUNSELOR

SOAR PROGRAM IS DESIGNED BY THE PHOENIX SOCIETY FOR BURN SURVIVORS WHICH CONNECTS BURN SURVIVORS FROM ALL AROUND THE WORLD. SOAR IS AN ACRONYM THAT STANDS FOR “SURVIVORS OFFERING ASSISTANCE IN RECOVERY.”

IT IS A PEER-MENTORING PROGRAM. BURN SURVIVORS ARE TRAINED TO BE PEER MENTORS. EACH COUNSELOR IS PAIRED WITH A PATIENT.



# EXAMPLES

- LACTATION COUNSELOR

IN THIS CAPACITY VOLUNTEERS WILL EDUCATE AND SUPPORT BREASTFEEDING/PUMPING MOTHERS. VOLUNTEER MAY ASSIST WITH SETTING UP BREAST PUMPS UNDER THE DIRECTION OF A LACTATION CONSULTANT. VOLUNTEER WILL REFER PATIENTS TO ON-DUTY LACTATION CONSULTANT FOR FURTHER EDUCATION AND HANDS ON SUPPORT. VOLUNTEER MAY HELP WITH OFFICE DUTIES-MAKING COPIES AND PATIENT FOLLOW UP CALLS.

# RECOMMENDATIONS

- IDENTIFY DEPARTMENTS WITH LOW/NO PLACEMENTS
- IDENTIFY DEPARTMENTS WITH LOW SUPPORT
- IDENTIFY NEW SERVICES
- IDENTIFY NEW MANAGERS/DIRECTORS
- IDENTIFY COMMUNITY PARTNERS

# RECOMMENDATIONS CONT.

- DON'T TRY TO DO TOO MUCH AT ONE TIME – CULTURE SHOCK CAN DETER YOU
- PICK A PARTNER – DEVELOP A PLAN – TRACK AND USE RESULTS TO PROMOTE TO NEXT PARTNER (INTERNAL/EXTERNAL PARTNERS)
- BUILD SLOWLY SLOWLY SLOWLY



INDIVIDUALS ARE UNIQUE, AND  
IN THAT THERE IS VALUE.





The background features a vertical gradient from light purple at the top to light blue at the bottom. Scattered throughout are several realistic water droplets of various sizes, some with highlights and shadows. A large, faint, light-colored circular graphic is centered in the upper half of the image.

**QUESTIONS???**