

inventive approach to volunteer engagement Volunteer Engagement 2.0: Ideas and Insights Changing the World shows you many of the innovative approaches to engaging volunteers that are reshaping nonprofits, volunteer programs, and communities around the world—and how you can bring these changes to your own organization. Curated and edited by VolunteerMatch, the Web's most popular volunteer engagement network, these transformative strategies and practices are already being used by innovative nonprofit, government, and business sector leaders in volunteering—and they represent many of the future trends in volunteerism. This insightful collection contains actionable advice on strengthening volunteering at your organization as well as broader explorations on the nature of opening organizations to volunteers to show you how to create a new volunteerism model that supports your organization's mission and programs. Among other things, you'll learn how to attract millennials and baby boomers to your cause, the best ways to partner with corporate and pro bono volunteer programs, why micro volunteering may be the future of online giving, what's new in national service, why your supporters are a largely untapped goldmine of fundraising success, and what trends will drive volunteering in the future. For more than 15 years VolunteerMatch has had unprecedented access to leading innovators in the nonprofit, government, and corporate sectors. In this book, you'll share that access as you explore the ideas, strategies, and insights that will boost volunteer engagement today and in the future. Learn what trends and ideas are reshaping volunteer engagement today. Reconsider your volunteer model to reflect your organization's mission. Find out what the leading thinkers predict will drive volunteering in the future. Optimize volunteer recruitment, screening, orientation, and training. Understand and cater to the motivations of your volunteers. The world of volunteering is changing and there has never been a better moment to engage the time and talent of those who support your cause. How will your nonprofit grow and thrive with the help of volunteers? Volunteer Engagement 2.0: Ideas and Insights Changing the World provides the innovation and inspiration, you just need to supply the action.

From the Back Cover An Expert-Led Guide to Transforming Volunteering for Lasting Impact Striking a balance between actionable strategy and broad discussion of the issues surrounding volunteerism, Volunteer Engagement 2.0 helps readers craft a volunteer program that reflects the organization's mission and approaches daily management needs with an eye toward the future. Track the history of volunteerism, and the social, cultural, and technological shifts that will shape its future. Keep current volunteers on board, and engage more donors, supporters, and effective board members. Utilize new tools and trends including social media, microvolunteering, virtual volunteering, and hackathons. Recruit corporate partners, adopt skilled volunteers, and identify Pro Bono resources. Quantify and evaluate a volunteer program's effectiveness, and adjust the strategy going forward. Distilling the latest research and insight from industry leaders, Volunteer Engagement 2.0 is a must-read resource for anyone responsible for volunteer engagement, recruitment, and management. Contributors include: Greg Baldwin, Jennifer R. Bennett, CVA, Mike Bright, Katherine H. Campbell, CVA, Carla Campbell Lehn, CVA, Jayne Cravens, Linda Davis, David Styers, Robert Egger, Susan J. Ellis, Aria Finger, Meg Garlinghouse, Alison Dorsey, Alethea Hannemann, Scott Henderson, Evan Hochberg, Mei Cobb, Tobi Johnson, MA, CVA, Beth Kanter, John L. Lipp, Kelly Moran, Taylor Mallia, Angela Parker, Chris Jarvis, Dr. Sarah Jane Rehnborg, CVA, Holly Ross, Amy Sample Ward, Amy Smith, Sue Carter, Kahl, Wendy Spencer, Beth Steinhorn, Mark Surman, Joe Waters, Deirdre White, Amanda MacArthur. VolunteerMatch believes everyone should have the chance to make a difference. As the Web's most popular volunteer engagement network, the organization has connected millions of people with a great place to volunteer and helped tens of thousands of organizations better leverage volunteers to create real impact. Visit www.volunteermatch.org for more information. About the Author VolunteerMatch believes everyone should have the chance to make a difference. As the Web's most popular volunteer engagement network, the organization has connected millions of people with a great place to volunteer and helped tens of thousands of organizations better leverage volunteers to create real impact. Visit www.volunteermatch.org for more information. Robert J. Rosenthal is a consultant for social change and sustainable development with more than 15 years of experience helping nonprofits, corporations and social enterprises connect with audiences, design programs, and communicate impact. Until 2014, he headed communications for VolunteerMatch, the Web's largest volunteer engagement network. Robert is an active writer and trainer, and frequently speaks to audiences about fundraising, brand building, public relations, cause marketing, social media and corporate social responsibility. He is on Twitter at @socialgoodR.