

Volunteer Leadership Toolkit

Multiply Your Impact with Purpose-Driven Engagement

Thank you for joining us for OVI's webinar — your presence and passion mean so much. As a token of our appreciation and a step toward multiplying your impact, we're thrilled to share this Volunteer Leadership Toolkit with you.

1. Skills-Mapping Template

Objective: Help organizations and volunteers identify and match skills to mission-aligned needs.

Instructions: Use this table to assess your volunteer base or your own skillset. Check all that apply, then brainstorm matching roles.

Skill/Experience	Example Roles	Volunteer Match
Project Management	Event coordination, donor tracking	
Graphic Design	Marketing materials, social posts	
Teaching or Coaching	Community outreach, docent work	
Social Media	Campaign planning, platform management	
Data Entry / Analysis	CRM support, survey collection	
Fundraising	Grant writing, event fundraising	
Public Speaking	Event emceeing, donor tours	
Writing / Editing	Newsletters, grant proposals	
Multilingual	Translation, outreach	

Next step: Have a 15-minute check-in with each volunteer or team leader to map their top 3 skills.

2. Purpose Alignment Guide

Objective: Ensure every volunteer role supports both the mission and personal fulfillment.

Three Quick Prompts:

1. *How does this role connect to our core mission?*
2. *What personal value or passion does it tap into?*
3. *What impact will the volunteer see or feel as a result?*

Mini Framework:

- **Mission-Aligned** = Supports programmatic goals or operational needs
- **Personally Meaningful** = Reflects the volunteer's interests or values
- **Measurable Impact** = Leads to visible outcomes or community change

Next step: Ask volunteers to complete this alignment check with you when onboarding or redesigning roles.

3. Role Reinvention Cheatsheet

Objective: Upgrade traditional roles to better leverage modern skills and passions.

Traditional Role	Reinvented Version	Why It Works
Usher	Audience Engagement Ambassador	Empowers volunteer to welcome, inform, and gather feedback
Ticket Booth	Patron Experience Lead	Allows for personalized donor recognition or storytelling
Flyer Distributor	Digital Outreach Coordinator	Aligns with digital marketing skills; higher impact reach
Costume Mender	Wardrobe Storyteller	Can include sharing stories online or at events
Office Support	Volunteer Project Lead	Encourages ownership of a specific outcome

Tip: Ask, "What else could this role be if we focused on strengths, not just tasks?"

4. Leadership Conversation Starters

Objective: Help leaders open meaningful dialogue with volunteers.

Use these prompts during check-ins, orientations, or annual reviews:

1. What are you most proud of contributing so far?
2. Is there a skill or interest you haven't had a chance to use yet?
3. What kind of impact are you hoping to make here?
4. How supported do you feel in your current role?
5. If you could design your ideal role, what would it look like?

Next step: Use these as a springboard to co-create new opportunities or refine existing ones.

5. Volunteer Multiplier Action Plan

Objective: Empower volunteers and leaders to make purpose-aligned changes within 30 days.

Complete the following questions:

- **One thing I can do this week to elevate a volunteer's experience:**
- **One volunteer who might be underutilized and worth reconnecting with:**
- **One meeting I will schedule to explore alignment of skills and roles:**
- **One idea I can test to reimagine or elevate a current role:**
- **What "multiplying impact" means to me:**

Next step: Set a calendar reminder for a 30-day reflection and impact review.

Thank you for investing your time and energy in reimagining what's possible.
Together, we can multiply the mission.