Training Goals

- Knowledge of the Office of Volunteer Relations and the resources we offer

- Ability to post a quality volunteer opportunity on Ohio State VolunteerMatch

- Learn best practices for posting and marketing volunteer opportunities
Introduction to the
Office of Volunteer Relations

- Answers the question, “How do I get involved?”
- Provides a one-stop-shop website to post and find volunteer opportunities at or with Ohio State: volunteer.osu.edu
- Seeks to make connections between volunteers and opportunities (alumni, retirees, fans, friends, anyone who wants to get involved with Ohio State)
- Seeks to be a resource for volunteers and volunteer managers
My club or society needs volunteers. How do I get started?

Step 1: Visit Ohio State VolunteerMatch at volunteer.osu.edu

Step 2: Create an account and sign in

Step 3: Identify what your volunteer opportunity is (i.e. a trash pick up at the park) and post it using the Suggest tool

Step 4: Email additional information to the Regional Engagement Officer (REO) (clubs) or Craig Little (societies) for review and approval.

Step 5: Once approved, your posting is live and you can start marketing your opportunity and recruiting volunteers.
Signing up for a volunteer opportunity with Ohio State is easy!

Two easy ways to get started. Either sign in first or search for an opportunity.

Go to volunteer.osu.edu and click the “Sign In” button in the upper right hand corner.

OR you can just click the Sign Up button on an opportunity and it will take you to the log in page.

Buckeyes Give: Fiesta Bowl service project

THE OHIO STATE UNIVERSITY ALUMNI ASSOCIATION, INC.
There are two sign-in options. Choose the one that describes you. *Non-alumni are welcome to volunteer too!* Choose the option on the left.

Welcome, Buckeye!

Please login using one of these methods. For assistance contact Customer Service at 800-762-5646 or osuaa@osu.edu.

Alumni who graduated *before 2015* and non-alumni friends

Login with your existing account or create a new one

Alumni and Friends Login

Alumni who graduated *in or after 2015*, faculty, staff and students

Login with your "name.n" Ohio State username

Ohio State Web Login
Instructions for **non-alumni** and grads before 2015

If you don’t have an account with the Alumni Association or can’t remember, click on **New user registration**.
Many non-alumni who have engaged with Ohio State through events or games already have an account, so everyone will be asked to **Search for your record.**

Required: You only need to enter **First name, Last name and email address**

You DO NOT need to enter **Alumni ID or Degree year.**
If you do not already have an account, click to create a new user profile.

Then enter your information and create a username & password.
If you have an account but it’s not activated, you will click on My Record to select and activate your account.

If you already have an account but don’t know your password, you will need to reset your password.
Alumni who graduated in or after 2015, faculty, staff and students, log in with your name.
After you log in, it may take you to this page. Click on Ohio State VolunteerMatch which will bring you back to the home page.
You know you’re logged in when you see your name in the top right corner.
Step 3: Click on Your Activities located on the white tool bar.
Then click the **Suggest** button
Next click on **Suggest a new opportunity**
Then complete the opportunity information form.
Tell volunteers everything they need to know about your Opportunity!

After you've provided the core information, you can customize your listing further and take advantage of bonus features.

• **Example:** Park Clean Up volunteer opportunity

• **Title** – What is the name of the opportunity (i.e. OSU Alumni Park Clean-up)

• **Select a campaign** - from the drop down menu (i.e. The OSU Alumni Association) - IMPORTANT: You must select your college or unit from the drop down menu or the administrator will not be notified of your suggested volunteer opportunity.

• **Add location** – do you have to be in one location to participate in the opportunity or can you do it from any location (**virtual**)
• **Add address** – if you click **one location** you will be prompted to give the address information

• **Add date and time** – will the opportunity happen on a specific date or is it ongoing? If you click **specific date** you will be prompted to give the date information

• **Put in the number of volunteers needed for the project** - (i.e. 16 or an unlimited number because the park is so large)

• **Add a detailed description of the event** - (i.e. – Alumni participants will be assigned a partner and an area in the park. They are responsible for picking up all trash and litter in that area and placing it in the garbage bags that are provided. Once their area is clean they need to bring the garbage bags to a designated area and help load them on the truck for disposal. A volunteer t-shirt will be provided, but each volunteer must bring their own gloves.)

• **Choose up to 6 specific skills volunteers need for this project** – or you don’t have to list any
• **Requirements for the opportunity** – (i.e. drivers license, training, background check, specific age limit) - The best practice would be to provide the most complete information possible.

• **Is there a time commitment** – (i.e. 4 hour commitment required)

• **Add any other requirements** – (i.e. must bring your own gloves)

• **Benefiting Non-profit** – *Always default to NO for this selection*

• **List cause areas (up to 3) from the drop down menu provided** (i.e. community & environment) – people who may not know about your opportunity specifically can find your project if they are interested in those two causes.

• **Does this opportunity accommodate special groups** – (i.e. kids, teens, 55+ or groups)
  Tell the opportunity anything else you think is important
Your volunteer opportunity has been submitted! Now what?

REOs (clubs) or Craig Little (societies) will receive a notification to review and approve your volunteer opportunity BUT they need a little more information to make your volunteer opportunity really great.

**Step 4:** Compose an email to your REO or Craig with the information on this check list.

They will add this additional information for you to make your posting more robust and customized to your needs.
Example customization

Here is a sample of the default greeting volunteers receive after they sign up for your opportunity:

The subject line, text in the body & the hyperlink and text connected to the green button can all be customized to provide your volunteers with the information they need to have a great experience volunteering with you!
Your opportunity is approved & posted!

Now what?
Step 5: Market your opportunity and recruit volunteers

You will receive and email, like this, confirming that you are the Admin on your opportunity.

Click “View Volunteers” to manage your list of participants
This is what the Manage Participants page looks like.

MENTOR YOUNG ALUMNI IN CENTRAL OHIO
THE OHIO STATE UNIVERSITY ALUMNI ASSOCIATION, INC.

ADD TO WAITLIST  EDIT

Location
2200 Olentangy River Rd
Columbus, OH 43210

Date
Tue, Oct 28, 2014 to
Tue, Jun 23, 2015
6:00 pm - 8:00 pm

Opportunity Leader
Rouqayya Rehmatullah
rehmatullah_2@osu.edu
(614) 292-6881

Attendance
All 49 spaces filled
49 people on the waitlist

ATTENDING (40)

<table>
<thead>
<tr>
<th>NAME</th>
<th>ATTENDANCE STATUS</th>
<th>SIGNUP METHOD</th>
<th>SIGNED UP BY</th>
<th>QUESTION STATUS</th>
<th>TRACKED HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jessica Adler</td>
<td>Attending (confirmed)</td>
<td>Self</td>
<td>Complete</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Jason Allichin</td>
<td>Attending (confirmed)</td>
<td>Self</td>
<td>Complete</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Nathan Ames</td>
<td>Attending (confirmed)</td>
<td>Self</td>
<td>Complete</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Actions Key
- Track Hours
- Edit Attendance
- Email
- Export to Excel
You can also access the **Manage Participants** page directly by logging into VolunteerMatch.

Then click the **Your Activities** tab.

Then click the **megaphone icon** (which will only be visible if you are an Admin).
Managing Participants: Attendee List

Through the Manage Participants interface, you can gather information about each participant’s signup (how and who signed them up, if they’ve confirmed), see if they’ve completed their questions, add or remove participants, send emails to groups or track hours for attendees.

### Attendance View

Through this filter, you can view the different lists for your program. Your default view will show attending. To view waitlisted or removed attendees, click on the appropriate list.

### Sort & Filter

Click the gray arrow to sort or filter based on the available options. Once you select an option, the list will automatically update.

### Select & Take Bulk Action

Check the top box to select all volunteers or select individuals to take bulk actions (icons at top right):
- Change attendance (remove, move to waitlist)
- Email selected participants
- Track hours for volunteers

### Questions Status

If the volunteer has answered all of their signup questions, this will show “complete”. If not, this column will show “incomplete.”

### Status

The column shows 3 statuses:
- **Attending (confirmed)**: a volunteer who signed themselves up or has confirmed.
- **Attending (not confirmed)**: a volunteer who was signed up by someone else & has not yet confirmed.
- **Attending (ext. guest)**: a guest who was signed up by someone else and doesn’t have access to confirm.

Additional statuses will show in other views or in export:
- **Removed**: not attending
- **Waitlist**: on the waitlist

### Signup Method

Shows how the volunteer was added to the project:
- **Self**: signed up themselves.
- **Admin**: an admin assigned them to the project from the participants page.
- **Host**: signed up using Guest Signup.
Marketing your project is **key** to volunteer recruitment success.

Every volunteer opportunity has its own **unique** link.

Copy the URL from your opportunity sign-up page and include it in all of your communications – newsletters, social media & email to get the word out.

*How do you plan to reach your potential volunteers?*
The Volunteer Experience on VolunteerMatch

- Volunteers can browse opportunities without signing in – searchable by keyword, location or cause area.
- When a volunteer finds an opportunity they want to signup for, they will be prompted to sign-in or create an account.
- They will go through the same sign up process reviewed on pages 4-6
- Once logged in volunteers can review their Profile information. Contact information updates can be sent to membership@osu.edu or by calling 800.762.5646
- Volunteers with profiles can also set up Opportunity Alerts based on their location or interests.
Best Practices for volunteer recruitment

- Choose an engaging **title** for your opportunity that will attract a volunteer’s attention and compel them to volunteer with you.

- Make your **description** as detailed as possible, so volunteers know exactly what to expect and what is expected of them.

- **Marketing** your opportunity is key to successful recruitment. If you post your opportunity on VolunteerMatch but your target audience doesn’t see it, you won’t get many volunteers. Create a simple marketing plan for your recruitment efforts.

- On the day of your event, **provide the best volunteer experience possible**. Clear expectations from the beginning, coupled with advanced planning and back up plans go a long way toward making a great experience for your volunteers.

- Always remember to say **Thank you** to your volunteers.
Best Practices for social media engagement

Use university hashtags and handles to be a part of the conversation

Hashtags:
• #BuckeyeForLife is the hashtag we use for alumni
• #BuckeyesGive is used to showcase how Buckeyes give their time, talent and treasures

Handles:
• On Twitter: @OhioState and @OhioStateAlumni
• On Facebook: /osu and /osuAA
• On Instagram: @TheOhioStateUniversity

Contact Michelle Morgan at Morgan.1001@osu.edu
The Office of Volunteer Relations is here to serve you and provides the following resources:

- A free website to advertise opportunities and recruit volunteers – **volunteer.osu.edu**
- Training webinars and materials
- Our expertise to help with best practices and troubleshooting
- General marketing and promotion of Ohio State VolunteerMatch via a multitude of outlets

Questions?
Michell Domke – domke.8@osu.edu
Nadine Holmes – holmes.115@osu.edu