

# Growing Your Main Street Volunteer Garden:

## Volunteer Development Trends & Techniques

Friday June 11

9:00 a.m. to 4:30 p.m.

Wells Fargo Bank Building, 101 South Main Street,  
4th Floor Employee Lounge, Belen

These days, good volunteers don't just sprout up. They're carefully cultivated by master volunteer "gardeners" - people who can select the right variety of volunteer, plant the seeds of volunteerism, cultivate a variety of volunteers, and "fertilize" the garden by providing volunteers with what they want and need to be most productive for the organization. Whether you're a Main Street manager or a volunteer leader, plan to attend the 2010 New Mexico MainStreet Organization Institute to learn how to be a volunteer gardener and harvest a bumper crop of volunteers to support your Main Street organization—regardless of weather conditions.

### Agenda:

I. Welcome & Introductions

II. Discussion of Volunteer Trends - Local & National

III. What Motivates Volunteers (audience discussion)

IV. The stages involved in the process of volunteer

V. Assessing your capacity for volunteer development

- a. Is your MS organization making good use of current volunteers?
- b. Are you acting as a leader or a labor force?

VI. Tools to get ready for recruitment

- a. Materials
- b. Tracking systems
- c. Policies & Procedures

*Lunch (on your own)*

VII. Techniques to Identify Volunteers

- a. How to plan volunteer assignments and tasks
  - i. Job descriptions
  - ii. Implementation plans
  - iii. Skills definition
- b. Where to look for volunteers
  - i. Groups & organizations
  - ii. Individuals
  - iii. Building inclusion by approaching new/ different populations

VIII. Techniques to Recruit Volunteers

- a. The questions prospective volunteers want answered before volunteering
- b. How to best present volunteer opportunities to get "yes!"

IX. Techniques to Recognize & Retain Volunteers

- a. The importance of recognition for retention
- b. Ways to recognize volunteers
- c. Sure-fire ways to chase away volunteers (what not to do)

X. Lingerin Questions

## Presenters:

**Norma Ramirez de Miess**, Program Officer, National Trust Main Street Center, has worked in Main Street for nearly 10 years, first as a Main Street executive director in Elgin, Illinois and then across the U.S. and internationally for the National Trust Main Street Center. Norma specializes in strengthening Main Street organizations' value by creating benefit, developing relationships and partnerships, and targeted volunteerism, including engaging diverse populations.

**Nick Rudolph**, Business District Specialist, Baltimore Main Streets, has an extensive volunteer development background, having spent several years with the national AmeriCorps program and now working closely with Baltimore's 10 neighborhood Main Street districts. Nick has worked in both urban and rural settings and is a regular presenter on volunteer development issues in his region and at the National Main Streets conference.

**Stephanie Redman**, New Mexico MainStreet Organization Program Associate, has more than 20 years' experience in helping local MainStreet organizations identify and achieve their dreams. She provides organizational development services (including volunteer development) to all 23 local MainStreet organizations in New Mexico and also consults with and advises Main Street organizations outside of New Mexico.

## Registration Information

Registration is free for the volunteers and staff of local Main Street organizations affiliated with New Mexico MainStreet. Registration is \$50 for all other participants. **Please register by June 4.** Make check out to Friends of New Mexico MainStreet.

### **Economic Development Department**

*New Mexico MainStreet*

*Joseph Montoya Building*

*PO Box 20003, Santa Fe, NM 87504*

**Registration is online at:**

**<http://nmmainstreet.org/mainstreet/institutes.php>**

## Questions?

Contact Meghan Bayer at 505-827-5650 or [meghan.bayer@state.nm.us](mailto:meghan.bayer@state.nm.us)

*Or*

Stephanie Redman at 505-715-6785 or [stephanie.redman@gmail.com](mailto:stephanie.redman@gmail.com)



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