

Membership Matrix

VOLUME 5, ISSUE 1

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SPECIAL POINTS OF INTEREST:

- National statistics on volunteering
- Membership Matrix is looking for a new editor
- How to create a Position Description
- Ensure that your members are getting what they are looking for from their volunteer experience.

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Why We Volunteer

With another new Kin year upon us, we are renewing our efforts to recruit and retain new members in our clubs. When developing a recruitment plan for your club, it may help to keep in mind the reasons why people choose to volunteer and why they choose not to.

In 2000, Volunteer Canada conducted the National Survey of Giving, Volunteering and Participating. The results of this survey play an important role in how we shape our recruitment and retention efforts.

Why Do People Volunteer?

- ◆ To help a cause they believe in (95%)
- ◆ To use their skills and experience (81%)
- ◆ They are personally affected by the cause (69%)

- ◆ To explore their own strengths (57%)
- ◆ To improve job opportunities (23%)
- ◆ To meet people
- ◆ To gain a sense of personal achievement
- ◆ To have fun

If your club was to keep these motivations in mind, how would you change the focus of your recruiting efforts. What aspects of Kin membership would you emphasize?

Why People Don't Volunteer.

- ◆ Do not have the necessary time (69%)
- ◆ Unwilling to make a year-round commitment (46%)
- ◆ Give money instead of time

- ◆ (38%)
- ◆ Were not personally asked (37%)
- ◆ Already made a contribution to volunteering (22%)
- ◆ Do not know how to become involved (20%)

How can we overcome these barriers to recruitment? Does your club need to look at the traditional model and consider changes that would remove some of these obstacles for new members?

For more information on this survey please visit:
www.givingandvolunteering.ca



Wanted: Matrix Editor

Do you have experience with desktop publishing or have an interest in learning a bit about the field? Do you love gathering information? Do you have a passion for building the membership of our Association?

If your answer is yes, we have a position for you!

This is the fourth year of publication for the Membership Matrix. We would like to thank Richard Kimura for his dedication to

producing a quality publication which has provided essential tools for clubs to focus their efforts on retention and recruitment.

Richard has now taken on a new challenge – Chair of the National Membership Committee. As a result, Richard is stepping down as editor of the Membership Matrix.

If you are interested in a new challenge and would like to dis-

cuss this opportunity, please contact Debbie Moxam at dmoaxam@kincanada.ca or 1-800-742-5546 ext.207



Creating a Position Description



“Recruiting before designing jobs is rather like trying to dance before the music begins. The possibility of ending out of step is very good indeed.”

Your club has decided to start a new project. There is lots of work to be done and everyone in your club is eager to pitch in and help – really it can happen!

We are familiar with making the list of tasks and finding volunteers to complete the tasks. But, are we equipping these volunteers with the information they need when deciding if they can actually fulfill their commitment? How many

times have we been left disappointed and angered by a club member that hasn't pulled their weight or hasn't done everything that was expected of them? We need to step back and consider if we made those expectations clear to that volunteer.

A written position description will ensure that the project has been well thought out and that there are clear expectations and opportunity for feedback. This will go a long way in avoiding misunderstandings and hard feelings within our clubs.

Position Description Template

Adapted from A Matter of Design—Volunteer Canada

1. Assignment
2. Purpose of the Assignment
3. Tasks
4. Time Commitment (specify deadlines, where appropriate). Expected number of hours. Firm vs. flexible time
5. Skill Requirements
6. Training and Skill Development
7. Supervision—who the volunteer reports to. Feedback mechanisms
8. Authority/Decision-Making
9. Working Conditions. Where/what's provided, physical provisions
10. Benefits—what will the volunteer gain
11. Date/Volunteer Signature/Supervisor Signature

Resources At Your Fingertips

This is a new section that we are adding to the Membership Matrix for the 2008-09 Kin year. There are amazing resources available to us through the Internet – watch this section each month for links to sites that will offer you a wealth of information that can be used

to strengthen and grow your club.

If you come across any sites that you would like to share with your fellow Kin, please contact Debbie Moxam at dmoxxam@kincanada.ca and we will make every effort to include the link in the next issue of the Membership Ma-

trix..

Did you know that there are many sites dedicated to volunteerism in Canada? Take a look at www.volunteer.ca or www.imaginecanada.ca

Read about the Canadian Code for Volunteer Involvement at www.volunteer.ca/en/can-code

VOLUNTEER CANADA
BÉNÉVOLES CANADA



Volunteer Window of Work

A few years ago the National Membership Committee conducted a survey to find out why members leave our Association. The answers are as varied as the members who chose to leave but when we sat down to analyze them, they could be grouped into three main categories

- 1) Burnout
- 2) Conflict
- 3) Not getting what they expected from their volunteer experience

These are key areas have been the National Membership Committee in their forward planning. If we are going to retain the members we have worked so hard to recruit, we need to make sure that these areas have been addressed. However,

that doesn't mean that we can stop at presenting a seminar on burnout or conflict resolution. These concerns require our constant attention.

Today, let's focus on area #3 – *Not getting what they expected from their volunteer experience*. What are you doing in your club to learn exactly what it is that your members are expecting? Do you bring in new members and plug them into the existing holes in your club and expect them to fall in line with everyone else? Or, do you find out why they joined, what their strengths are and what they want to gain from their membership?

The Window of Work is a simple tool that can be used with new and seasoned members alike to determine the elements that will make

each member's experience a positive one. The idea is to have each member fill out one of these "windows" and have the club executive review all of the results. I think you might find some of the responses very interesting.

The feedback you receive from the "windows" will help the club when planning events and fundraisers. It will supply you with ideas on who to approach when a certain task needs doing – and who not to approach. All in all, this kind of tool will give you "window" into the expectations of your members and will help you to ensure that you are not losing members because they are *not getting what they expected from their volunteer experience*.

<p>1. Wise Whys</p>	<p>2. Glad Gifts</p>
<p>3. Quests</p>	<p>4. Taboos</p>

Instructions:

Window 1: In the first pane of this window under "Wise Whys," write down why you decided to become a Kin member.

Window 2: Under "Glad Gifts," list any talents, skills, hobbies, etc., you do well and that you enjoy doing. If you do it and like it, list it!

Window 3: The third pane is for listing your "Quests": those things you yearn to learn more about, or skills you would like to develop.

Window 4: In the fourth pane list what you don't like or what you never want to be asked to do. We call these "Taboos."



Figures and Stats

As of Sept. 30, 2008, there were 316 Kinsmen Clubs, 184 Kinette Clubs and 26 Kin Clubs registered at Kin Canada National Headquarters, bringing the total number of clubs to 526. The number of Active, Active Life and Associate Members in the Association was 6,947.

Contact Us!

The Matrix would like any articles that you have that would make great stories for this newsletter. Or, if you have a fantastic program for membership, we would be happy to print it. Please e-mail us at dmoxam@kincanada.ca

National Membership Committee

The members of the National Membership Committee are ready, willing and able to assist you with any membership questions or concerns that you may have. Please feel free to contact any member with your inquiries.

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Meet Your District Membership Director

- ◆ I have been a member of Kin for 15 years
- ◆ I have held all club positions with the exception of Treasurer. I am also a Charter Member of the Kin Club of Valley East
- ◆ In 1996-97 was D.G. of Algoma Rainbow
- ◆ 1997-98 Vice Governor
- ◆ 1998-99 Kinette Governor
- ◆ I have my Maple Leaf, Outstanding Maple Leaf, Gem, Founders Award for Achievement and will have my 2nd Gem Award before Christmas
- ◆ For personal reasons I chose to leave Kin, but after four years of absence I decided to come back because of the void I felt not being involved in Kin.
- ◆ I will be married to Darrin Bolger for 20 years this coming April and we have three wonderful children, and the best behaved Husky ever.
- ◆ My goal is to see District 8 increase its membership by 50 members from its Sept 30/08 stats and Charter the Kin Club of Elliot Lake.



Jeanine Bolger
District 8 Membership Director
Kin Club of Valley East