



Corporate Volunteers

(& why you want to engage them)

Jenny Beatty

FIRST World Championship conferences
Thursday April 24, 2014 *12–12:45pm

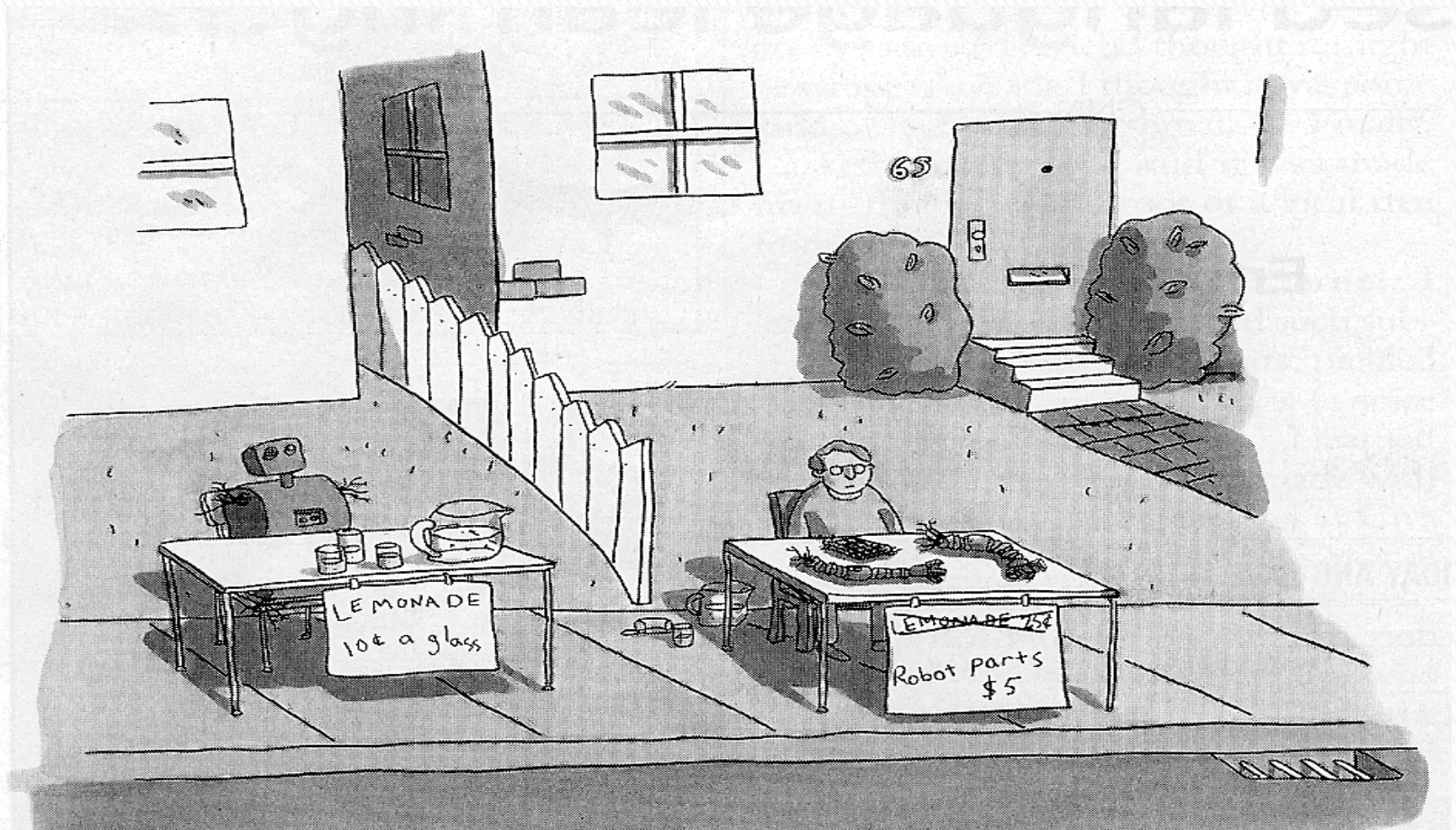
What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.” – Pericles



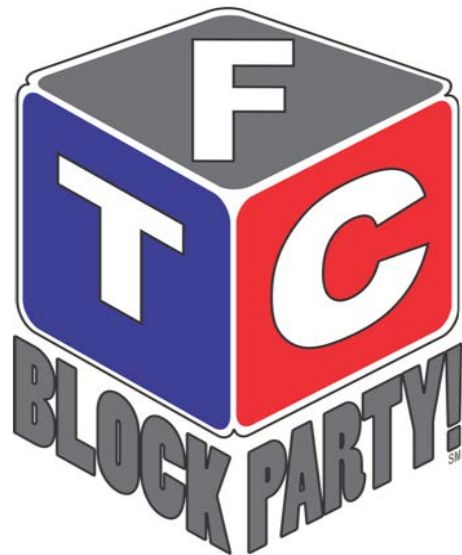
Drinking from the firehose of awesomeness



Robotics competitions



FIRST progression of programs



“A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go but ought to be.”

– Rosalynn Carter, Former First Lady of the United States





This is what I have learned

- ▶ People WANT to volunteer for FIRST.
- ▶ Recruitment
- ▶ Understanding the culture
- ▶ Positions
- ▶ Coordinating volunteers
- ▶ Recognition



Recruitment is terrifying to many volunteer coordinators





Targeted Recruitment



Recruitment: Identifying corporations



Companies with Employee Matching Gift
and Volunteer Grant Programs

Corporate partnerships help children in need



Booz
Allen





Time off to volunteer

- ▶ 20% of employers give a bank of paid time off for volunteering

Recruitment: Identify the right person in the right office

- ▶ Corporate Citizenship
- ▶ Corporate Social Responsibility
- ▶ Community Involvement



Recruitment – Sources of Volunteers–Service Groups



Photo by Jenny Beatty

Recruitment: What's In It For Them (WIIFT)?



WIIFT – Skilled volunteers

- ▶ FIRST programs offer lots of opportunities

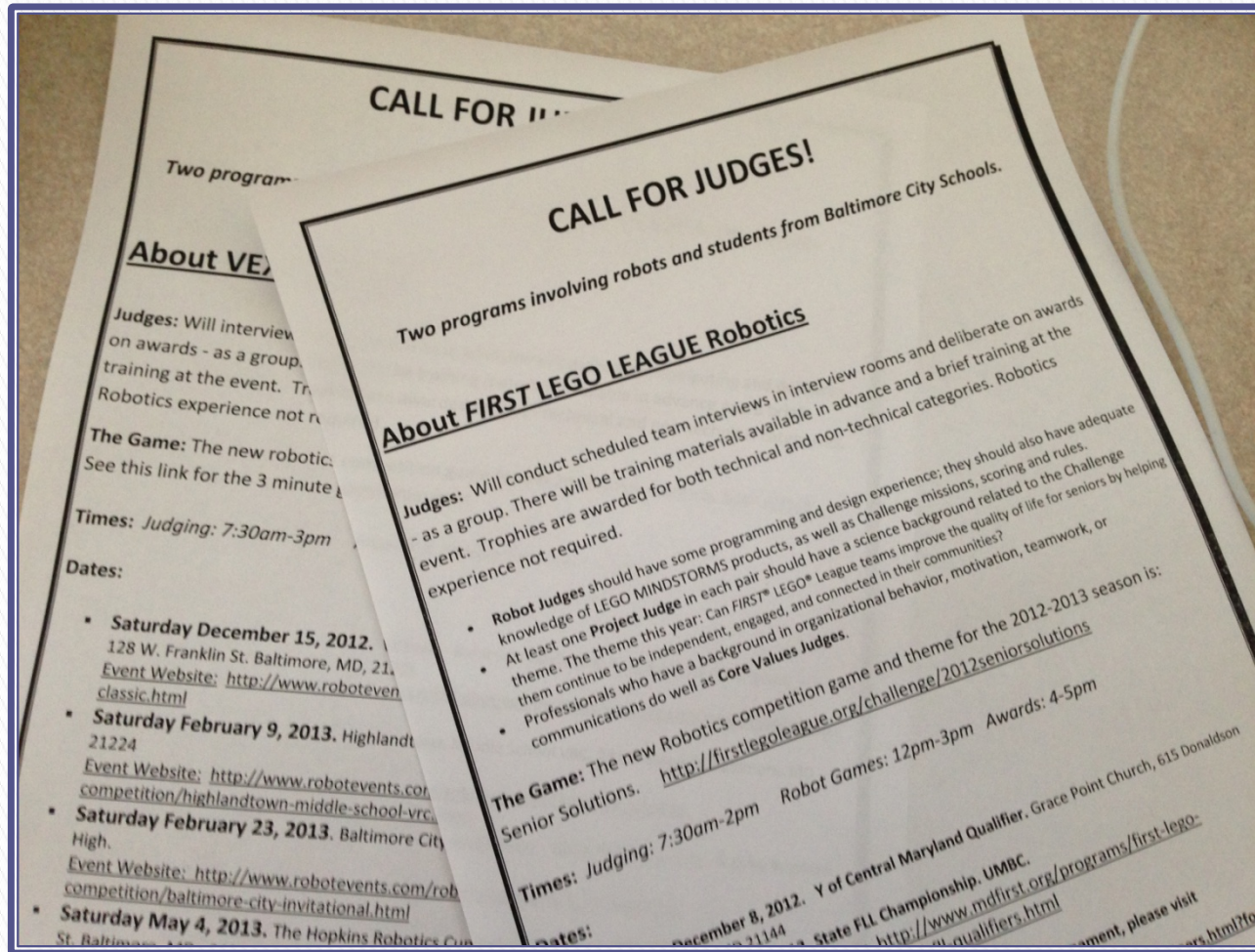




Recruitment: Corporate Volunteer Councils (CVCs)



Recruitment – Recruitment Flyers



Recruitment: Calendar flyer



2013-14 Maryland FIRST Events

*The best way to learn about FIRST is to attend our events.
See the next generation of technology innovators at work, and be inspired to participate.*

Program	Events
FIRST Robotics Competition (Ages 14-18) To volunteer for an FRC event, click here: www.mdfirst.org/volunteer-frc	<ul style="list-style-type: none"> • Apr. 3-5, 2014: Chesapeake Regional, Comcast Center, University of Maryland, College Park • Mar. 20-22, 2014: Virginia Regional, VCU Siegal Center, Richmond • Mar. 27-29, 2014: Greater Washington DC Regional, Patriot Center, George Mason University, Fairfax
FIRST Tech Challenge (Ages 12-18) To volunteer for a Maryland FTC event, click here: www.mdfirst.org/volunteer-ftc	Regional Qualification Tournaments <ul style="list-style-type: none"> • Dec. 15, 2013: Sidwell Friends School, Washington DC • Jan. 11, 2014: US Naval Academy, Annapolis, MD • Jan. 12, 2014: US Naval Academy, Annapolis, MD • Jan. 25, 2014: Universities at Shady Grove, Rockville, MD • Feb. 8, 2014: Marriotts Ridge High School, Marriottsville, MD • Feb. 9, 2014: Marriotts Ridge High School, Marriottsville, MD State Championship • Feb. 22, 2014: JHU Applied Physics Lab, Laurel
FIRST LEGO League (Ages 9-14) To volunteer for a Maryland FLL event, click here: www.mdfirst.org/volunteer-fll	Regional Qualification Tournaments <ul style="list-style-type: none"> • Dec. 7, 2013: SURVICE Engineering, Belcamp • Dec. 7, 2013: The Woods Academy, Bethesda • Dec. 7, 2013: College of Southern Maryland, Leonardtown • Dec. 14, 2013: Anne Arundel Community College, Arnold • Dec. 14, 2013: Northern Garrett High School, Accident • Dec. 14, 2013: Salisbury Middle School, Salisbury • Dec. 15, 2013: South River High School, Edgewater • Dec. 15, 2013: Glenelg Country School, Ellicott City • Jan. 4, 2014: JHU Applied Physics Lab, Laurel • Jan. 11, 2014: Marriotts Ridge High School, Marriottsville • Jan. 12, 2014: Universities at Shady Grove, Rockville • Jan. 18, 2014: Aberdeen Proving Ground, Aberdeen • Jan. 18, 2014: Girl Scouts of Central Maryland, Baltimore • Jan. 25, 2014: Weinberg Center Y, Baltimore • Jan. 25, 2014: 29th Street Community Center, Baltimore • Jan. 25, 2014: Carroll Community College, Westminster • Feb. 1, 2014: UMBC, Catonsville • Feb. 1, 2014: UMBC, Catonsville State Championship • Mar. 1, 2014: UMBC Retriever Activities Center, Catonsville

All events are free and open to the public. Details are subject to change.
Please check the Events page at MarylandFIRST.org for latest information and more details.
If you have questions, please contact us at info@mdfirst.org.

Coordinating: Understand their culture



Positions: Events





There is often money available

- ▶ Dollars for Doers
- ▶ Often a budget available



Coordinating – Before you host volunteers

WHAT
YOU
NEED
TO
KNOW?



Recognition: Motivation

- ▶ David McClelland's research – different values
- ▶ Achievement-oriented
- ▶ Affiliation-oriented
- ▶ Power-oriented



Recognition: Affiliation-oriented



Those who say it cannot be
done should not interrupt the
person doing it. Chinese proverb

Photo by Jenny Beatty

Thanks for being part of the The Capital Clash team.



Photo by Jenny Beatty

Recognition: Achievement-oriented



Recognition: Power-oriented



Sure big trophies are nice, but



Sincere thanks are even nicer





Follow up survey



Survey: ☒

Excellent: ☐

Good: ☐

Fair: ☐

Poor: ☐

The Value of Volunteer Time

- ▶ The estimated value of volunteer time for 2013 is **\$22.14 per hour**.

(more than twice the minimum wage)



- ▶ www.volunteeringinamerica.gov
- ▶ www.independentsector.org

Great websites



blue
avocad

*practical, provocative and fun
food-for-thought for nonprofits*





Annual Meeting:
Friday April 25 10a-12
Room 255





Links to share

I will post this
presentation
on:



www.firstnemo.org

► Resources Page