

The Secrets To Tapping into the Hidden Volunteer Market

Danita A. Scott LLC



Our Goal Today



**Understand and define
your unique volunteer
culture**

**Create a roadmap to
enhancing and
strengthen
your volunteer culture**

**Tools for enhancing
your attracting the
right volunteers**

Danita A. Scott M.S.

Non-Profit Consultant

**Professional
Development Coach**

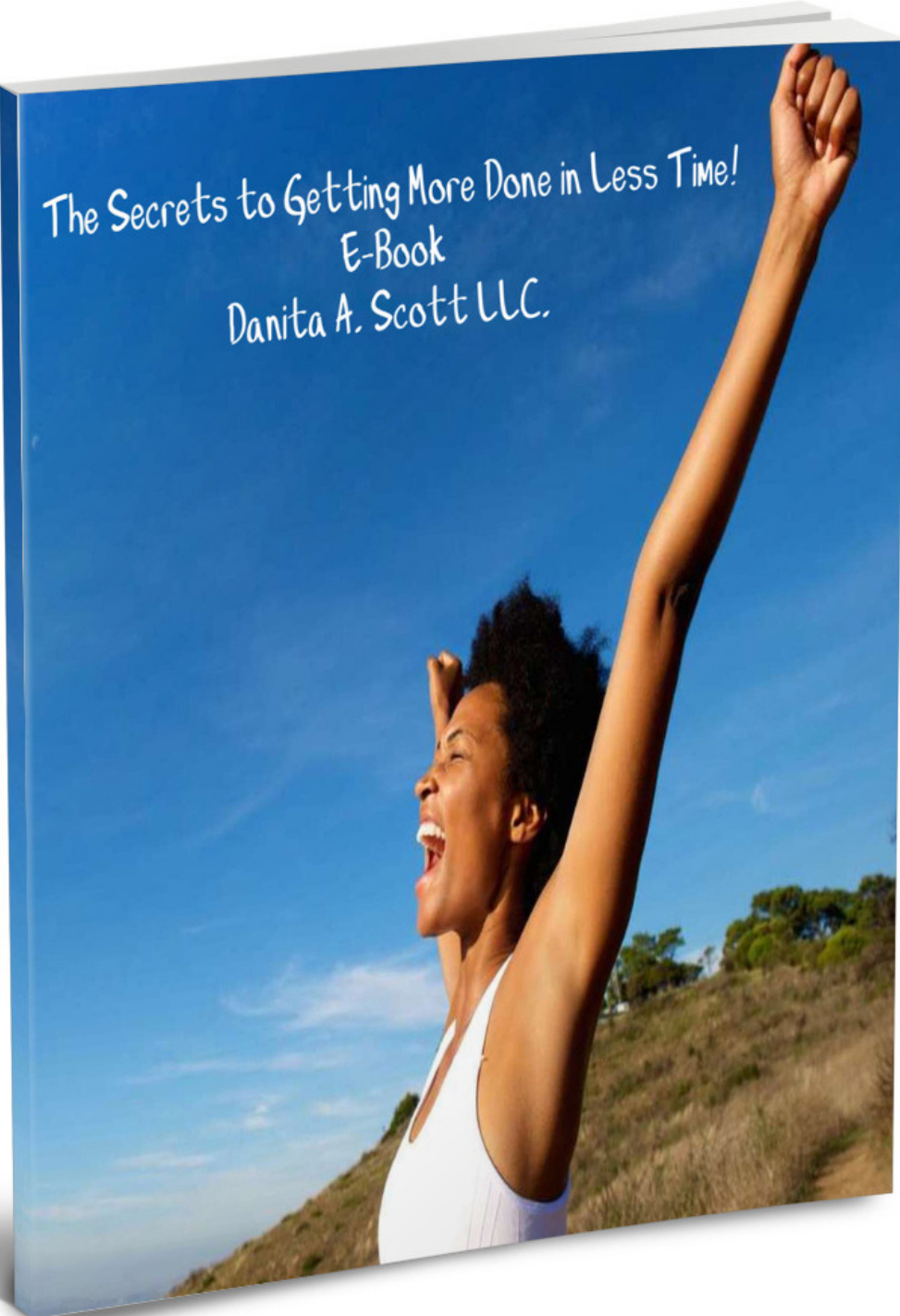
**National Leadership
and Management Trainer**

Author of Three Books

**Masters in Training and
Performance
Improvement**

**Former CASA staff
member**





The Secrets to Getting More Done in Less Time!
E-Book
Danita A. Scott LLC.

**Want a copy of the
slides?**

**Text DANITA to
444999**

**My Gift to you
Get More Done Today
E-book!**

Who is Great at Multi-Tasking?



When I say CASA Volunteer....

What comes to mind?

When you think of your ideal volunteer...

What comes to mind?



Your Volunteer Brand

**What people say about your branch of CASA are
or when you are not present**



**Start
with
WHY?**





ROADMAP

Creating a Ideal
Volunteer Road Map

What is your unique
community
volunteer culture?



**WHY DO
WE CARE?**

**WHAT IS ON
THE LINE?**



TOOLS

POWERFUL STORIES

AUTHENTICITY

CREATE YOUR IDEAL VOLUNTEER PROFILE

ASK THE CASA CHILDREN

SOCIAL MEDIA



**Decide on
your Powerful
Story**

Authenticity Wins



**CREATE YOUR IDEAL
VOLUNTEER PROFILE**



What are the common factors?

What do they do for fun?

What is the average Age?

Who best relates to the foster children in your community?

Who is likely to enjoy the work of a CASA?





Ask the children



Use Social Media to your Advantage





Takes time to build a Community Volunteer Image but only minutes to break it



**Its Ok to say NO the people that are
not the right fit.**



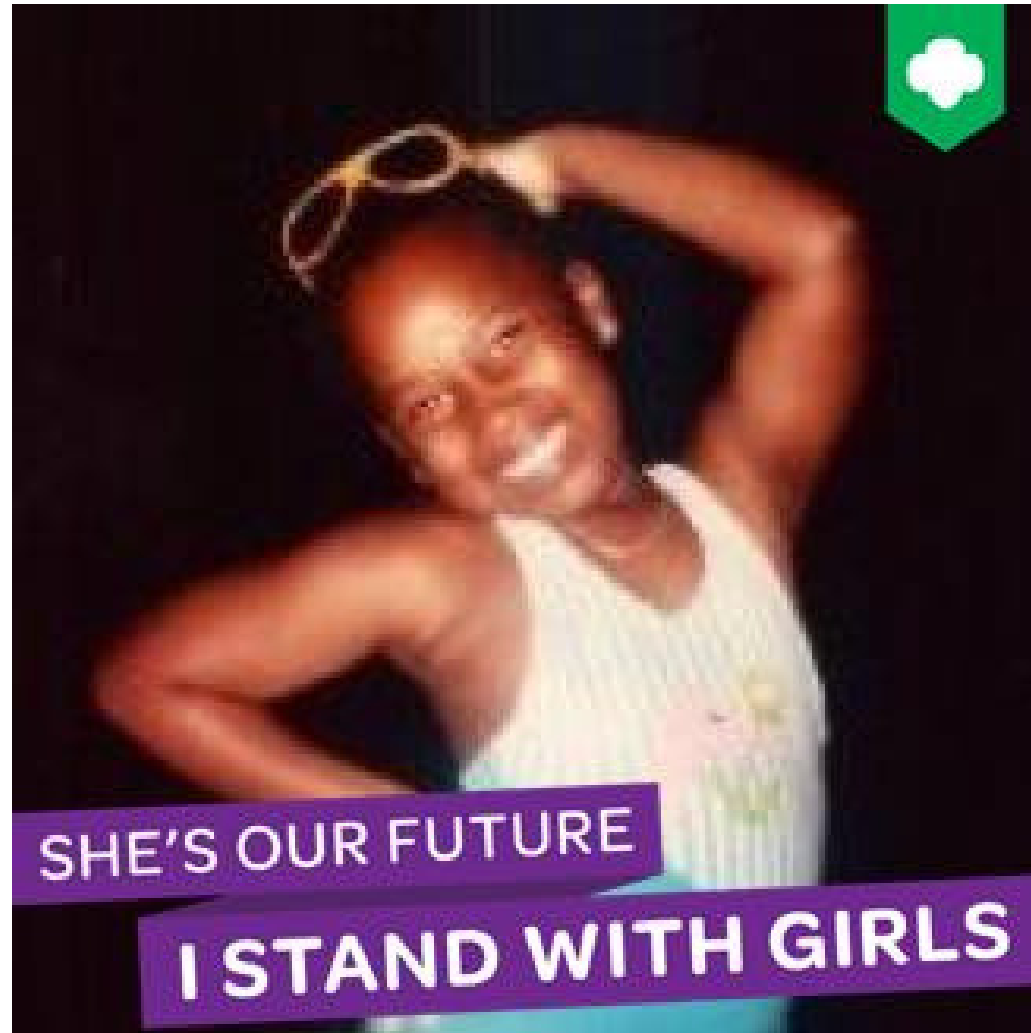
Recap:

**Define your unique
volunteer culture**

**Create a roadmap to
enhancing and
strengthen your
volunteer culture**

**Tools for enhancing
your attracting the
right volunteers**

Questions?





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