

# Volunteers & Leadership Councils

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# Volunteers - are they worth your time?



# Volunteers

- Who are they?
  - Parishioners or support community members
  - Students paying back scholarships
  - Local parents
  - Potential or existing BENEFACTORS
- ENGAGEMENT leads to INVESTMENT

# Volunteers

- Capitalizing on volunteer opportunities
- Avoiding volunteer fatigue
  - Have a volunteer sign up ONLY for the opportunities for which somebody will actually follow up
  - Insist your staff at a minimum send an email thanking volunteers for signing up
  - Volunteer appreciation

# Where do you utilize your most high value volunteers?

On your organizations' Leadership Council

Utilize other volunteer opportunities and committees to determine if a volunteer would be a good candidate for your Leadership Council

# Leadership Council Purpose

- A Leadership Council is comprised of committed volunteers passionate about your ministry who are willing to work on high-level strategy and help network with prospective donors and partners
- They guide long term vision and goals and keep staff accountable to them
- They lend resources and talents to help fulfill your mission

# Inviting your top benefactors, prospects and allies achieves:

- Credibility
- Fresh ideas
- Accountability
- Time with your best supporters
- Investment in your organization

# Composing your Leadership Council

- People of great faith, affluence and influence who are passionate about your mission
- High level representatives from university and diocese
- Student representatives
- Diversity in backgrounds and skills
- The right Chair



# Logistics

- Membership
- # of Meetings
- Terms
- Attendance

# Sample Agenda

- Opening prayer
- Introduction of new members and/or visitors
- Approval of minutes
- Follow up on action items from last meeting
- Directors Report/Pulse of the Ministry
- Student presentation
- Development Report
- Finance Report
- Key decisions to be made
- Next steps
- Closing prayer

# Avoiding meetings that could be done over email



"ALL THOSE IN FAVOR OF HAVING ANCHOVIES ON OUR PIZZA WILL SIGNIFY BY SAYING AYE."

# Leadership Council Case Study



CATHOLIC CAMPUS MINISTRY  
AT THE COLLEGE OF WILLIAM & MARY

# W&M Leadership Council ca. 2015

- Same 10 members who had been on since 2004
  - All local community members - some big supporters, some not
  - Ex officio seats for Pres. and VP of Student Leadership Board
- 9-10 meetings/year
- Same few discussion topics cycled through
  - Benefit Gala
  - Endowment
  - Relationship with Local Parish
- Drain on staff energy and resources with very little return

# W&M Leadership Council ca. 2015

- Meeting Format (1 Hour):
  - Welcome and Opening Prayer – 5 mins.
  - Business (approve minutes from previous meeting) – 5 mins.
  - Finance Update – 10 mins.
  - Development Update – 10 mins.
  - Programming Update – 10 mins.
  - Open Discussion – 15 mins.
  - Final Business and Closing Prayer – 5 mins.

# W&M Leadership Council ca. 2016

- Invited some new membership, but did not cycle anyone off
- Moved to Quarterly Council meetings
- Addition of two Committees, each of which also meets quarterly
  - Development
  - Finance
- Added expectation of annual giving
- Same basic meeting format
- Most helpful and motivated member still frustrated...
- Staff still generally frustrated with lack of added value from Council...

# W&M Leadership Council ca. 2017

- Return to By-Laws; made some edits
  - Membership terms
  - Annual giving threshold of \$1,000/year
- Importance of WHO is around the table – targets set for new member diversity (esp. diversity of constituency)
  - Alumni
  - Parents
  - Faculty/Staff
  - Administration
  - Community/Parish
  - Diocesan Leadership



# W&M Leadership Council ca. 2017

- Intentional focus on membership terms
  - Lengthened some terms to avoid too much turnover
  - Invited some members to renew
  - Did not invite some others to renew – positive, gratitude-filled approach
- Clear expectations laid out for new (and old!) members
  - Philanthropic giving to CCM (min. \$1,000/year) and willingness to assist Development Dir. in setting up meetings and making asks
  - 75% attendance at meetings (in person or teleconference)
  - Preparation for L.C. and subcommittee meetings through review of advance materials sent and preparation of notes and questions in advance of discussion
  - Membership on subcommittee
  - Sponsor, bring a table, or contribute a live-auction item to Benefit Gala

# W&M Leadership Council ca. 2017

- New Quarterly Meeting Format:
  - Opening Prayer (2-3 mins)
  - Council / Membership Business (5-10 mins)
  - Updates on Old Business (5-10 mins)
  - Subcommittee Reports (3-5 mins each)
  - Student Testimony (5-10 mins)
  - Discussion Topic (45-60 mins)
  - Review of member action items from meeting (2-3 mins)
  - Closing Prayer (2-3 mins)
- Discussion Topic: Topic and preparatory info sent in advance

# W&M Leadership Council ca. 2017

- Addition of Annual Retreat
  - ½ Day (incl. Breakfast and Lunch)
  - Facilitated by someone other than staff
  - Purpose: clarifying vision and translating into short-medium-term goals
- Past year retreat format:
  - Prep: Staff research visits to three peer-institutions outside of Diocese
  - Part 1: Information sharing from visits
  - Part 2: Discussion of trends and common threads
  - Part 3: Brainstorm and ranking exercise for next 12 month priorities
  - Post: Synthesize chosen goals into a concise working document

# Maximizing your Council

- Involve them in your decisions, if not in making them, in giving advice before you proceed
- Keep them informed
- Use them to set long and short term goals for your ministry
- Place responsibility for assuring goals are met on the Council
- Have a healthy rotation of members

# Utilize your Council's skills & resources

- They want their participation to make a difference
- Ask them to make connections to others
- Ask them to lend the marketing/IT/HR resources of their businesses if you need them
- Give them tasks like prospect qualification

# Sample decisions for LC's

- Goal setting
  - How does your ministry define success
  - How can you measure that success
  - Annual goals
  - Long term goals
- Staffing
  - How are staff evaluated
  - Is supervision effective
  - Are responsibilities appropriately allocated
  - Is compensation adequate
- Programming
  - What standards do you set for programs such as each semester must have social, retreat, service, small group, on campus opportunities etc
  - Are resources appropriately allocated for programming
- Finance
  - How to utilize bequests
  - How to address budget surplus and shortfalls

# Listen to your Council

- Invite them to suggest agenda items
- Survey them on satisfaction





# Questions?

What is your experience?