

# Final Deliverable

Spring 2022 Consulting Project

April 20, 2022



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# Project Overview

## About UC SCNO

Students Consulting for Nonprofit Organizations (SCNO) at the University of Cincinnati is a student-run organization that provides pro bono consulting for nonprofits in the Cincinnati area. SCNO provides clients with meaningful strategic consulting to achieve significant results in the community, while simultaneously fostering opportunities for students to develop professional skills and gain practical consulting experience. Through ten weeks of intensive research and development, student teams work with non-profits to develop action-items that aim to achieve the development goals of the nonprofit client.

In order to meet the highest standards of results, SCNO draws its talent from a diverse background of students, ranging from finance, to engineering, to medical sciences. This cross-collaboration of expertise allows our consultants to not only develop a wide breadth of solutions across fields, but also delve deeply into each specific sub-solution, drawing upon individual strengths.

SCNO is a national organization founded in 2000 at the University of Arizona. As of 2017, there are over 30 chapters around the country at schools such as Ohio State, Northwestern, Johns Hopkins, Vanderbilt. SCNO was founded at the University of Cincinnati in 2016.

Today, SCNO is quickly becoming one of the most engaging and dynamic student groups on campus, offering students from all colleges the opportunity to apply their academic and personal experiences to better the community through voluntary consulting engagements.

In 2017, SCNO was recognized with the prestigious **Student Organization of the Year** at the University of Cincinnati by the Student Activities Board.



# Team Member Bios

**Our team consists of 6 students from diverse majors across UC's campus. We have enjoyed working with Reviv this semester and hope that the nonprofit is able to leverage our work to continue growing and expanding your presence and powerful work.**

## Tanvi Sumit, Lead Consultant

Tanvi is currently a second year studying Medical Sciences on the pre-medicine track with a minor in Economics. She joined SCNO to help improve the nonprofit community through consulting. This is her third project with SCNO. Other than consulting, she spends time completing research at Cincinnati Children's Hospital and is a ROAR Tour Guide for UC.

## Evelyn Overstreet, Consultant

Evelyn is currently a first year student studying Finance and Marketing in the Lindner College of Business at UC. She joined SCNO so she could utilize her business knowledge to assist the nonprofit community of Cincinnati, a big passion of hers. Other than consulting, she spends time volunteering with the Boys and Girls Club, is a member of the Chi Omega Sorority, and is also a Lindner Ambassador here at UC.

## Karishma Ponkshe, Consultant

Karishma is currently a third year student studying Medical Sciences and Interdisciplinary Studies. This is her 3rd year with SCNO and she has enjoyed the variety of exposure by working with different nonprofits. Outside of SCNO she is involved in the Student Activities Board, MedSci Ambassadors, Arts and Sciences Tribunal, volunteering at Crossroads Health Clinic and working as a Medical Assistant.

## Kate Walsh, Consultant

Kate Walsh is a 2nd year student studying Real Estate in the Lindner College of Business. This is Kate's second semester consulting in SCNO. She joined SCNO to improve her problem-solving skills and give back to the local community. Outside of SCNO, she is involved in Delta Sigma Pi Professional Business Fraternity and the UC Real Estate Association.

## Sydney Grill, Consultant

Sydney Grill is a fourth year student studying Marketing in the Lindner College of Business. She joined SCNO as a second year and has loved serving as a consultant for various nonprofits in the Cincinnati area throughout her time in SCNO. Outside of SCNO, Sydney is a passionate member of Camp Kesem at UC, a nonprofit that supports children through and beyond a parent's cancer. She is also a member of Kappa Kappa Gamma and Rho Lambda.

## Olivia Messina, Consultant

Olivia Messina is a first year student studying Criminal Justice in the College of Education, Criminal Justice, and Human Services. She is in her second semester as a consultant in SCNO. She joined SCNO to learn about the consulting side of nonprofit work and to improve her problem-solving and nonprofit management skills. Outside of SCNO, Olivia is heavily involved in the UC swim club, UC boxing club, UC Criminal Justice Society, and is a member of the University Honors Program. She is also the founder of a nonprofit organization.

Throughout the semester we also had the help and guidance from Melissa Newman. Melissa is a professor at UC and a past employee of a local nonprofit. Melissa was a great mentor who shared advice with us about our research and presentation for Reviv.

## Project Scope

Reviv has partnered up with SCNO in an attempt to increase their presence and impact in the community. The organization would like to improve social media usage and begin to engage with the community through online fundraising and marketing campaigns. Reviv has been given grants and backing for their fundraising opportunities, but now need assistance with finding ways to raise awareness online.

The Reviv SCNO Team is challenged with assisting with social media and online marketing techniques that can increase fundraising and spread awareness. This marketing-based project will be an opportunity to explore how non-profit organizations can use social media networks to communicate with the community. Some key questions to ask when looking at this project are: “How can Reviv broaden their reach through social media? How often should content be posted? What are the best platforms to use for fundraising? What form of social media content planning can be used by the organization in the future? How does Reviv use the online platform to get tangible fundraising results?”

# Project Overview

In order to achieve the purpose of this project, our team has spent the past ten weeks doing extensive research on marketing, social media campaigns, increasing manpower, and increasing donations. We have identified several ways to spread awareness about Reviv through social media. Volunteers have been chosen as the main source of manpower and large gift donors have been found to bring in the most funding for nonprofits. With this large project scope we have divided up the project into three main categories.

Our Focus Areas:

- Social Media Analysis and Campaign
- Volunteer Database
- Donor Retention

One aspect to keep in mind is that the scope and ask of this project spanned multiple categories and had a wide breadth of topics presented on. Therefore, we have created a maturity model to highlight the priority of our recommendations. Ideally, they could all be implemented, but in order to make sure the organization isn't overburdened, a timeline is necessary for execution. The most important task is to increase manpower to allow for our further plans to be feasible. Volunteers are an uncostly way to quickly achieve our goals while also involving the community more. We have come up with several ways to involve volunteers and how to create a volunteer database. Next, both marketing and fundraising will allow for there to be more awareness of the organization throughout our community and give your organization the funding to continue running. We believe that the focus of these different aspects are crucial to the success of Reviv. By honing in on these different areas we hope to provide Reviv with a way to expand their reach to more patients and their families.

# Volunteering

## 2.1 College Capstone

One of the goals presented in the abstract was community connections and based on our initial conversation we concluded that Reviv wanted a creative way to engage outside their current community in their day-to-day operation and functioning of the organization.

One way to increase these community connections is to target college students in the area such as the University of Cincinnati, Northern Kentucky University, and other colleges in the surrounding area. Many senior students in these universities are required to do a capstone (often spanning over 2 semesters) with a commitment of up to 10 hours per week. We would recommend a position that is either part time or full time if possible by this organization so that you are able to have one person in charge of these new initiatives we are recommending.

Having a separate position that is in charge of not only the volunteers but the tracking system and engagement as well would be beneficial for this organization. One unique set-up with students completing a college capstone is that they often create a project or goal at the beginning of the semester with the organization they are partnering with. Any one of the initiatives that we are recommending can be spearheaded by a student and tailored to a 5 month time frame. For example, the capstone student could focus on current volunteer engagement and setting up all the preliminary steps for the volunteering tracking program.

With all of these new recommendations we are providing comes many admin and added work so if Reviv has the funds, we would recommend creating a part-time position that would be in charge in facilitating the increase in manpower/volunteers onboarded. This part time position would even allow them to manage some of the donor cultivation and social media strategies we have mentioned.

## 2.2 Volunteer Internship Program

The idea for creating a Reviv Volunteer Internship Program came from the ask of the organization to find a way to keep volunteers on for a longer time and how to increase the number of volunteers. It also was modeled off of other successful volunteer internship programs in the Greater Cincinnati area.

The application could be modeled very similarly to the volunteer interest form with a few added elements. The online application would include three elements: basic applicant



information/contact information, a short essay response which could include why the applicant wants to volunteer with this organization, and a page where they could watch volunteer onboarding videos and ask questions about the process. The second portion would include after their application gets processed and they come in for some in-person on boarding and training. Reviv can choose the requirements of entry (age, etc) and commitment they would want their volunteers to sign on to. Some similar programs require volunteers to commit “3 rotations” of time which ends up being a year.

By framing the opportunity as an internship in which volunteers will get to learn certain tasks and contribute to the purpose as a whole it will entice more volunteers to join and apply. This application plus a blurb about the program could be sent out to colleges and highschools around the area which is what other similar programs have done. Many undergraduate and graduate students who are looking for volunteering opportunities or a way to get involved in the Greater Cincinnati community will be inclined to apply and commit to this new program type model. If this program were to be implemented, we would recommend having an already existing volunteering or preferably the part/full time position mentioned about being a volunteer coordinator due to all the moving elements.

### **2.3 Volunteer Tracking**

Gaining and retaining volunteers is vital to the work of Reviv. Our team has created an online database to improve the organization and tracking of volunteers. The Google Sheets database is generated using information collected from a Google Form. The Google Form is completed by current volunteers as a way to sign in and indicate their continued interest in volunteering for Reviv. Additionally, it is completed by new people to indicate their interest in becoming a volunteer for Reviv. Using the form editor’s “Send” function, form-specific coding can be generated to be embedded on the Reviv website under the ‘Volunteer’ tab. This location for the form would be best for promotion.

The image shows a Google Form titled "Interested in Volunteering?". The form is divided into two main sections. The left section contains contact information fields: "First and Last Name", "Email", "Phone number", and a radio button question "Are you a returning volunteer?". The right section, titled "Volunteer Options", lists six options: 1. Family Support Volunteer, 2. Administrative Volunteer, 3. Fundraising Volunteer, 4. Events Volunteer, 5. Youth Advisory Board, and 6. Sidekicks Team. Below the list is a checkbox question "What volunteer options are you interested in doing?" and a text area for "Do you have any questions, comments, or concerns?". At the bottom, there are "Back", "Next", and "Clear form" buttons.

The form asks for basic contact information including name, email, phone number, etc. Reviv’s different volunteer areas are also outlined so individuals can express interest in specific activities. This aspect of the form helps to best personalize a volunteer’s experience so that it matches their skillset and preferred area of assistance.

The Google Sheets database has the collected data for each of the questions on the corresponding Google Form and allows for data to be sorted depending on the question at hand. This sheet is automatically sorted by Timestamp (most recent), but can be sorted manually for specific information. For example, if trying to find returning volunteers in the database, by clicking on and highlighting all of column G, going to Data -> Sort Sheet -> Sort Sheet by Column G (Z to A), those who responded Yes (indicating they are a returning volunteer) will be moved to the top of the spreadsheet (sorting sheet by Column G (A to Z) will put new potential volunteers on the top). Essentially, the Google Sheets database allows for the sorting of volunteers based on the current volunteer need of Reviv. Database maintenance will be required annually or semi-annually to ensure data is fresh and to clean out repeated information from returning volunteers who fill out the form multiple times.

Volunteer Application (Responses) ☆ ☰ ☰  
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1	A	B	C	D	E	F	G	H	I
Timestamp	First and Last Name	Email	Phone number	What volunteer options are you interested in doing? Please select at least one of the following options.		Do you have any questions, comments, or concerns?	Are you over 18 years old?	Parent or Guardian Signature	Are you a returning volunteer
2	4/3/2022 16:01:13	Test	test@test.com	(123) 456-7890	Family Support Volunteer, Events Volunteer		Yes		Yes
3									
4									
5									
6									

With the sorted data, Reviv can either contact potential volunteers individually or contacts can be copied and compiled into a mass outreach email. The flexibility of the application form will allow Reviv to match their needs to the best fitting volunteers.

**2.4 Pre-onboarding Volunteer Guide**

To increase volunteer retention and improve onboarding, we created a comprehensive pre-onboarding guide. This guide outlines important information regarding Reviv’s volunteer areas and provides information about ideal qualities for a volunteer in these areas. If a volunteer is uncertain about which area is best suited for them, the guide’s purpose is to explain what that each volunteer experience could entail. Returning volunteers seeking a new experience can access the guide and learn more about the different facets of Reviv. There are also common traits of an effective volunteer across any form of service. These qualities are also outlined to best prepare volunteers for their experience at Reviv. The Volunteer guide is located at the end of the deliverable.

Volunteer Instructions



**Thank you for your interest in volunteering for Reviv!**

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# Marketing

## Social Media Analysis and Campaign

Reviv's main goal is to bridge gaps, build community, and bring hope within the lives of families who have a child that receives a life-altering diagnosis. With 1.3 million patients in Cincinnati Children's Hospital per year, Reviv's scope of impact is massive. In order to best build community within this vulnerable population, SCNO suggests capitalizing on social media efforts in order to better engage current volunteers and retain new volunteers as well as broaden their reach to patients that are not currently in the Reviv community. We have built out a social media implementation plan in which time needed to implement is calculated on a monthly basis. While we realize this is a large time commitment, we have created phases of prioritization for implementation. Ultimately, we believe that these social media campaigns will collectively work together to support Reviv's current 6,000 families and help build a volunteer network to support thousands of more families in need in the years to come.

## Volunteer Engagement

### Phase 1:

- Monthly Livestream with a family
  - 1 livestream a month
    - plan - 10 min
    - Livestream, interview, and questions- 30 min
  - **Total: 40 min/month**

### Description:

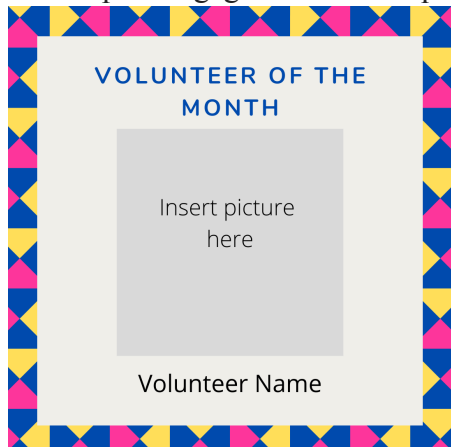
Our idea of a monthly livestream will allow Reviv to inform their followers more about their organization and offer them highlights about the amazing work they have been up to. Since it is only once a month, it is relatively low time commitment and therefore in phase one of our marketing plan. With a livestream, the host will need to plan quick talking points and potential interview candidates. We envision this happening in the office or in the Reviv room. The livestream would be around thirty minutes. This would include an introduction, an overview of Reviv, a tour of the room, potential interview with a family, and time for a Q&A. In total, this would be around a 40 min time commitment per month.

- Volunteer of the Month Highlight
  - 1 volunteer/ month
    - Reach out to them + get information/pictures - 30 minutes
    - Create post using template - 10 minutes
    - Replying to comments and post engagement - 20 minutes
  - **Total: 1 hour/month**

### Description:

Our next idea connects with our highest priority plan of this project volunteering. In order to boost the morale of volunteers and give more tangible appreciation to those who assist Reviv the most, we want to implement a volunteer of the month highlight. Firstly, you would need to reach out to the volunteer to get information about them, a quote from them, and pictures of them completing service with Reviv. We allotted around 30 minutes for that email chain or conversation. Next, you will need to create the post. Below we have included a template of an

example post. After posting, we have allotted 20 minutes, for replying to comments and keeping track of post engagement. This equates to a time commitment of around 1 hour a month.



## Phase 2:

- Education Series
  - 1 new education topic every 2 weeks
    - Choose aspect of Reviv, gather info to highlight on series - 25 min
    - Create post - 10 min
    - Maintain post (upkeep comments) - 30 min
      - **Total: 2 hours and 10 min/month**

## Description:

As we shift into phase two, the time commitments are increasing but also potential reach to donors, volunteers, and families. This education series would focus on a part of Reviv that maybe users did not know about, a family or disease that needs attention, or any other topic of relevant importance and would take place every two weeks. Focusing on a Reviv specific topic, you would need to select and plan a short description. Next, you would need to transfer that information into a post. Lastly, Reviv would need to maintain the post by replying to comments, answering questions, and tracking engagement. This would be a total time commitment of around 2 hours and 10 min a month.

- Specific Reviv Hashtag Campaigns
  - Create hashtag - 30 min
    - Make a hashtag promotional graphic - 10 min
    - Post hashtag - 5 min
  - Spread awareness for hashtag - 1 hour/week
    - Reach out to 10 individuals (families, volunteers, outside of community prospects)
      - **Total: 4 hours and 45 min/month**

## Description:

Our next idea is to implement a Reviv hashtag campaign. This, done correctly, could spread the message of Reviv with a high level of effectiveness. You would first need to come up with a hashtag and make a promotional graphic for it. Then you would post it to all of your social media platforms. This would take around 30 minutes. Next, is the most important aspect: spreading awareness for the hashtag. Reach out to 10 or more individuals per week of the

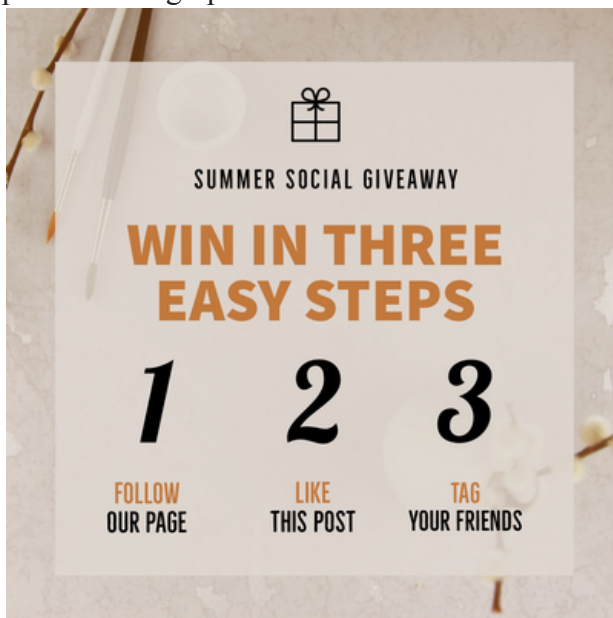
monthly campaign (volunteers, families, ect) and ask that they post what Reviv means to them with this hashtag. After spreading the hashtag on personal accounts, Reviv will hopefully see a major follower increase. Since this is a more intensive monthly campaign, the time commitment is around 4 hours and 45 min per month.

### Phase 3:

- Instagram Giveaways
  - 1 free reviv merch item given away per month
    - Create the post - 20 minutes
    - Monitoring and promoting - 20 minutes/week
    - Choose and promote winner - 30 minutes
      - **Total: 2 hours and 30 min/month**

### Description:

In order to further engage users on social media, we suggest implementing Instagram Giveaways in phase three of the volunteer engagement campaign. This will consist of creating posts that highlight one free Reviv merch item to be given away per month. Users looking to enter can do so by following the Reviv account, tagging friends in the comments below the post and also re-posting the highlight to their story. In doing so, more people will become aware of Reviv and click into the profile to learn more! Please see below for an example giveaway promotional graphic.

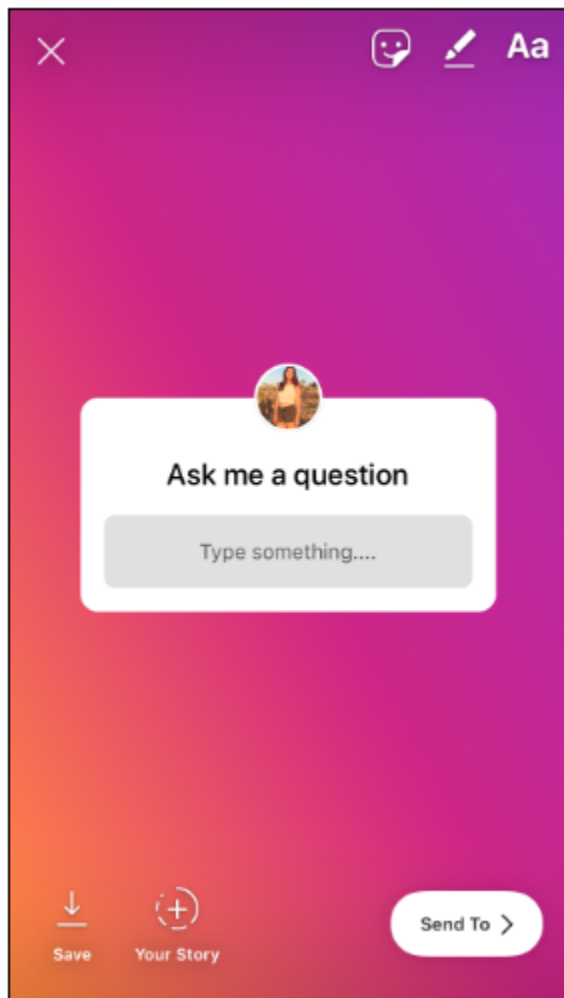


- Weekly Q&A Highlight
  - Minimum answering 3 questions per week- 30 min
    - Create initial post to get questions- 10 minutes
      - **Total: 2 hours and 40 min/month**

### Description:

The next component of phase 3 includes a weekly question and answer highlight on the Reviv Instagram story that will allow followers to ask anything they want and give Reviv the opportunity to answer these questions publicly so that anyone else with the same question can

also benefit from the answer. We believe it would be sufficient to start by answering 3 questions per week. Please see below for an example of the Instagram Highlight. In the weeks after, Reviv could ask, “What volunteer opportunities are you looking for”, “How has Reviv changed your life”, “What Reviv community members are you thankful for and why”.



## Patient Outreach

### Phase: 1

- Highlighting service done for patients “Family of the Month”
  - 1 family a month
    - Meet with family and get quotes- 15 min
    - Create post- 20 min
    - **Total: 35 min/month**

### Description:

In the first phase of the patient outreach campaign is the family of the month initiative. This monthly highlight will allow Reviv to meet with one of the families impacted by their organization and highlight them on social media accounts. In doing so, more people can see what Reviv is all about and how real families' lives are uplifted by their services. The highlighted families can then share the post on their page and help families in similar situations learn about

the services that Reviv offers.

### **Phase 2:**

- Spreading their mission through hospital support groups
  - Spread the word (and reach) of the organization to prospective families - reach out to 5 prospective families a month
    - Locate prospects from hospital support groups - 30 min
    - Gain referrals from current families - 30 min
      - Reach out to 5 families and maintain relations - 30 min
      - **Total: 1 hour and 30 min/month**

### **Description:**

In phase two of patient outreach, we wanted to quantify how Reviv could reach out to potential families through support groups and referrals. Firstly, Reviv would need to locate prospects from hospital support groups. We suggest looking at facebook groups or groups through Cincinnati Children's. After collecting these names, we also suggest talking to current or past families that Reviv helps/helped and ask for referrals of families they know that are struggling. For the search process we have allotted around one hour. Next, we suggest reaching out to five families and maintaining relations through email or a potential meeting. By utilizing this approach, Reviv could expand its outreach in Cincinnati. The time commitment would be around an hour and a half per month.

### **Campaign Tool**

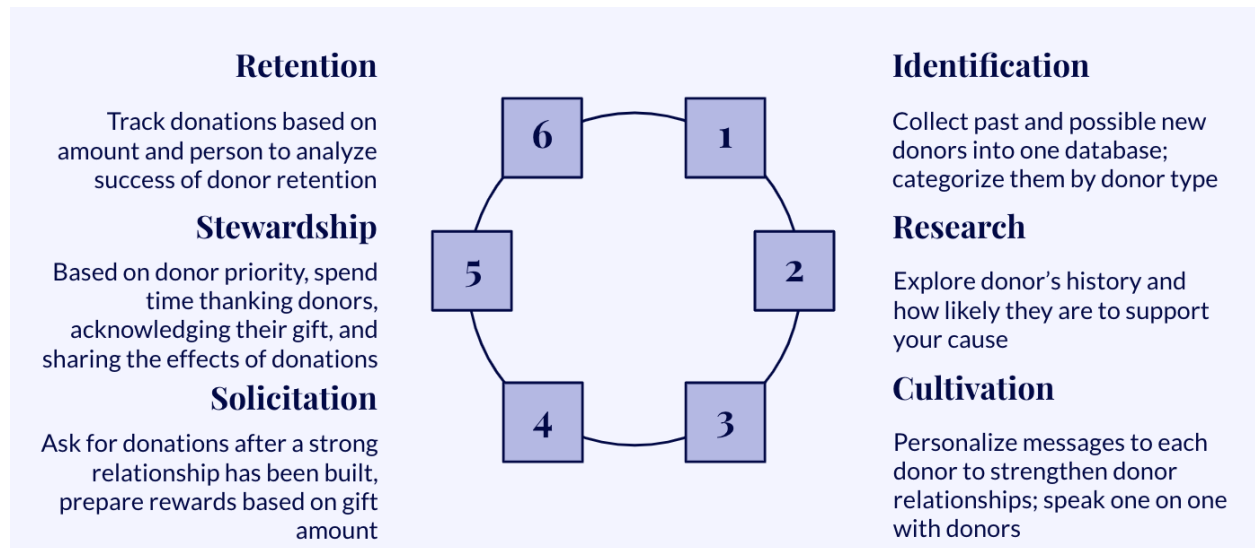
- Buffer
  - Plans Campaigns in advance
  - Measures performance of each post
  - Tracks growth of campaign
  - Analyzes results for future campaigns

**Description:** Buffer is a social media tool that we have chosen as the best supportive program to achieve each of these campaigns. Buffer markets itself as the most intuitive, affordable, and authentic way to reach more people on social media. By utilizing an account with Buffer, Reviv will be able to plan campaigns in advance which will help with allocation of time resources when implementing each campaign. Reviv can also measure performance of each post in order to see which campaigns gain the most traction and capitalize on these campaigns in the future.



# Donor Retention

## Donor Retention Cycle



The donor retention cycle above states the general process of how to find donors, create a relationship, ask for donations, and then continue the relationships with donors. By following this cycle, large gift donations can be acquired by cultivating a strong relationship showing the donor the impact of your organization.

First, start by properly identifying possible donors and creating a document listing their contact information. Include past donors and the amounts they donated. Take advantage of social media to find new donors. Look for people who may have donated large sums of money in the past, or have similar experiences with what your foundation helps with. Also, networking at Reviv events with attendees can help you get a better idea of who is involved with your organization and if there is anyone who wants to increase their involvement with you. Don't forget to list any families you may have helped; they may want to give back to Reviv in the future. Organize the list by amount donated to prioritize research and cultivation in future steps.

Next, begin researching high priority possible donors by looking at their history of donations, who they've donated to, and how involved they are with other nonprofits. Researching donors will help you get a better sense of the probability of receiving a donation.

Cultivation will take the longest time since this is when you will be building a relationship with possible donors. Invite donors to your foundation events, give them 1 on 1 tours of your facilities, and explain how impactful your organization is. Personalize the messages sent to each possible donor through email or mail to let them know they are important to you and

Reviv. Let possible donors become more involved with the organization to gain their trust that their money will be put to good use.

Solicitation will be the most challenging part of the cycle because this is when you begin asking donors for donations. With larger sums of money, complete this in person and have a reward prepared based on the donation amount. Share your thanks to those involved for being a part of the organization even if a donation is not immediately received. Responses saying no just mean the relationship with your donor is not strong enough yet, so continue strengthening that relationship.

**\$1-\$100**

Send a thank you email

**\$100-\$250**

Inclusion of a name and quote from a patient/family in the thank you email

**\$250-\$500**

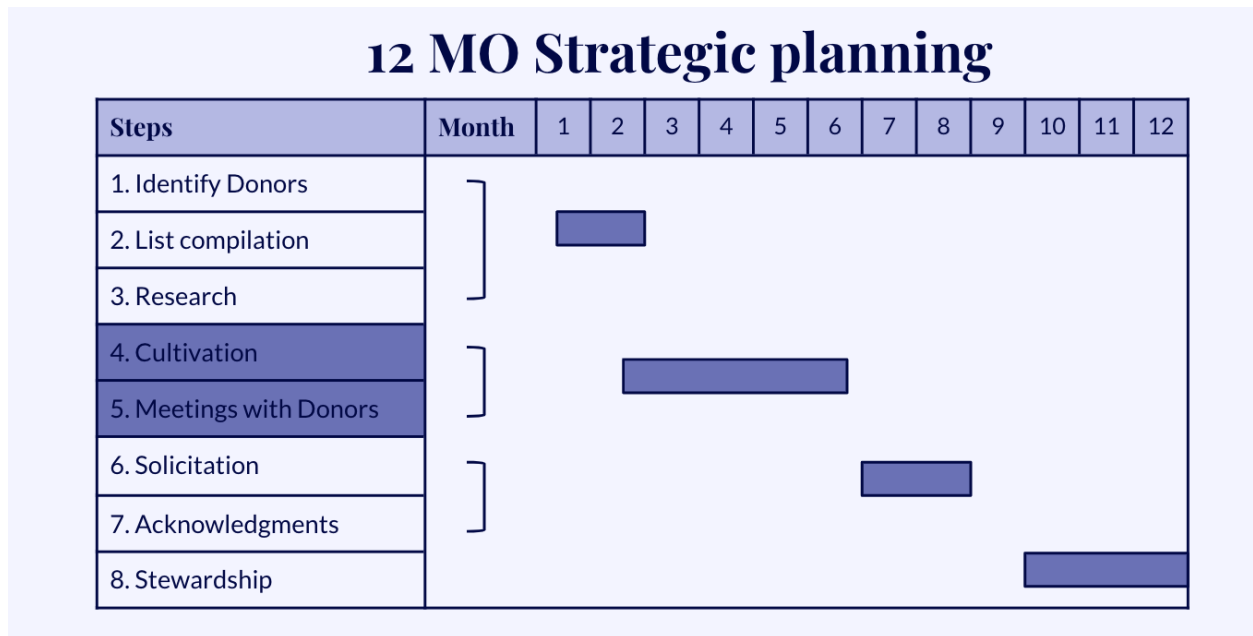
Offer tour of the Reviv room

**\$500+**

Include an artwork from a patient made in the Reviv room as art therapy

After solicitation don't stop caring for your donor relationships. Stewardship refers to continuing to nurture your relationships by showing them the impact of their donations or thanking them personally with a customized card and gift. This step will allow for further donations to possibly be given. Data analysis is also a key step to understanding how successful your donor retention plan is and can help you understand what needs to be fixed or who to target in the future. Make edits to your plan for future donors based on what worked well initially.

## 12 Month Strategic Planning



Above we have a general timeline to keep your donor retention cycle on track over a year. When cultivating the relationship, show interest in sharing what the foundation does with possible donors through social media and in person events. For this plan to be put into action, it will be necessary to have workers whose main job is working on the donor retention plan. Hire a part time employee or find a few volunteers who seem interested in creating donor relationships so that each time they come to the Reviv office, there is a committed person who will be able to complete this job.

## Conclusion

In conclusion, we hope that this deliverable gives Reviv the ideas and steps to bring awareness to the organization, increase funding, and increase manpower to impact families in the Cincinnati area. Each section above has been thoroughly researched and revised by our advisors to make these improvements doable. The next steps for your organization can lead in several directions with the information we have provided, but we recommend having future consulting teams expand on each section of the above deliverables. Another possibility could be to begin having employees or volunteers focusing on each section of this deliverable to become experts in carrying out our plans above. Thank you for allowing us to work with Reviv this past semester.

# Volunteer Instructions



**Thank you for your interest in volunteering for Reviv!**

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# Reviv Introduction

“Bridging gaps, building community and bringing hope”

We provide **personalized care** and **emotional support** to families with a child who receives a life-altering or life-threatening diagnosis.

## Reviv’s Areas of Support:

### Family Support

Families can be matched with a Family Support Worker who supports a family throughout their child’s medical journey. This individual can be a constant from hospital to home and everything in between.

### Bedside Hospital Support

Your Family Support Worker can be additional support to your child at the hospital to provide moments of bedside support for your family.

### Home Support

Your Family Support Worker can provide home support visits to help with meal planning, appointment scheduling, light housework, or other needs identified in your support plan.

### Bereavement Support

You are not alone in any step of your journey with your child. Our entire team and Family Support Workers are specially trained to walk with you as you navigate all stages of grief and bereavement.

### Reviv Room

The purpose of the Reviv Room is to give this renewal to families as they seek the best medical care for their child. Whether you are in from out of town, or have time between your child’s appointments, the Reviv Room is a space to allow kids to be kids and for adults to recharge.

### High Five Foods

Provides families with meals in the hospital, local grocery gift cards or home food delivery from local food pantry partners.

### Refuel

Provides families with transportation needs, typically in the form of fuel gift cards.

### Reviv and Shine

Provides short term hotel stays for families traveling from out of town for their child’s medical appointments.

## **Reviv's Areas to Volunteer:**

### **Family Support Worker**

Develop a unique one on one relationship with a family. As an additional support person to a family, you will work to help create and bring to life the families' personalized care plan. This could include activities with siblings, bedside visits with the patient, light housekeeping and meal prep.

### **Administrative Volunteer**

Work from home to thank donors, survey families and perform other computer-based tasks.

### **Fundraising Volunteer**

Host a bake sale, set up a lemonade stand or do a Facebook fundraiser to support the mission of Reviv.

### **Events Volunteer**

Help us meet our fundraising goals by volunteering to help plan and manage our annual ball and other events hosted by Reviv.

### **Youth Advisory Board**

Join our Youth Advisory Board! Work with your peers to support our mission.

### **Sidekicks Team**

Our newest program! We'll need those who have basic sewing abilities to bring Doodles to life.

## What volunteer area is best for me?

### Ideal characteristics of a Family Support Worker

An ideal volunteer in this area possesses strong listening and communication skills. A volunteer should be able to build relationships with people of all ages including adults and young children. In this role, it is important to be flexible as a family's personalized care plan could fluctuate frequently. This volunteer would be skilled at dealing with challenges and remains calm under high pressure or stressful situations.

### Ideal characteristics of an Administrative Worker

An ideal volunteer in this area possesses interpersonal skills. This includes written and verbal communication and confidence to reach out to strangers. A volunteer in this role is organized and operates in a timely manner to complete tasks. This includes contacting donors within appropriate time windows and the upkeep of other technological based tasks.

### Ideal characteristics of a Fundraising Volunteer

An ideal volunteer in this area possesses passion for Reviv that can be easily communicated to others. A volunteer would genuinely be interested in people's stories and would be thorough in building relationships with donors. This includes being optimistic and a good listener when interacting with others. Volunteers can be creative in this role and present various ways to fundraise for Reviv.

### Ideal characteristics of an Events Volunteer

An ideal volunteer in this area possesses strategic planning skills that would assist Reviv in managing events coordinated by Reviv. This includes communication skills, adaptability, and attention to detail. A volunteer in this role is energetic and passionate about creating a positive environment for others at events.

# How to be an Effective Volunteer

## Passion

When volunteering for any organization, it is important to radiate passion for their cause and mission. Be open about your personal draw to the organization and why you have dedicated time to helping serve their mission. Passion will back your motivation if you come across challenges during your time volunteering.

## Communication

The most effective volunteer experience will include forms of verbal and written communication. While volunteering, it is typical to communicate with individuals from different aspects of the organization. This could be employees, other volunteers, donors, guests, or sponsors.

## Flexibility

Unexpected challenges often arise during any volunteer position. Flexibility is important so that volunteers can quickly adapt to any moving pieces within a volunteering experience. This trait is especially valuable in team settings when multiple people work together on a project, event, etc.

## Patience

Goals and tasks take time to complete when you are volunteering in any position. Patience is often needed in communication with others and will help reflect a detail-oriented, consistent effort from volunteers,

## Reliability

Being dependable is a key trait of all effective volunteers. Reliable volunteers put forth their best effort to meet prior commitments. If a volunteer encounters a scheduling conflict, they will communicate their absence beforehand. Reliable volunteers are committed to the organization they serve and are dedicated to service.