



Metrocare
SERVICES

PATHWAY TO CREATING AN AUXILIARY

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Why in the world would you want an Auxiliary?

- More people to worry about
- Hard to control members
- Need hours of attention
- Volunteers getting in your way at work
- Volunteers calling and dropping by without appointments

Because volunteers can enhance your mission

1. Open doors in your community for your agency
2. Be candid in identifying trends and priorities you may not see
3. Provide validation for your agency
4. Advocate with elected officials or decision makers with more credibility than staff
5. Be ambassadors or cheerleaders for your mission and agency in the community

Understanding Human Needs

- Psychologist Abraham Maslow created a hierarchy of needs
- All humans share the same basic needs
- There are some needs that are of a higher priority than others
- Understanding these needs helps us understand why people do what they do...including volunteering

Five Human Needs

NEED	EXAMPLE	YOUR AGENCY
1. Physiological	Shelter	Base Salary
2. Security	Stability	Pension Plan/Retirement
3. Belonging	Friendship/Family	Friends at work
4. Esteem	Status	Job Title
5. Self Actualization	Achievement	Challenge

When does one begin desiring to volunteer?

- After you pass the top two basic needs, the reasons for volunteering can begin
- It is not what you are offering or selling, it is what the volunteer is buying

Reasons People Volunteer

1. Their employer encourages community service
 - Corporations need to be good community citizens
 - People may be given release time for projects
 - Many businesses make monetary contributions to agencies for which their employees volunteer

Reasons People Volunteer

2. They desire to develop skills or expertise
 - Learn new skills without entering academic classes
 - Build a resume of experiences to qualify for certain jobs

Reasons People Volunteer

3. They desire to build personal relationships
 - Meet people in a new community
 - Meet people with like interests or desires

Reasons People Volunteer

4. They have a desire for status
 - Have a need or desire for prestige or power
 - Want to be connected to an agency or project

Reasons People Volunteer

5. They have a desire to make a difference
 - Want to help fulfill a mission
 - Care about the organization
 - Care about their community

Reasons People Volunteer

6. THEY WERE ASKED

You can offer a lot to a volunteer

- **STATUS** – Connection to an institution of value
- **BELONGING** – Part of a group or fellowship
- **CHALLENGE** – Feeling of satisfaction, making a difference for others and feeling rewarded for reaching a goal

What can a volunteer do?

1. Office work
2. Prepare mailings
3. File
4. Phone bank
5. Research
6. Assist with special events
7. Assist with special projects
8. Fundraise

Gathering volunteers into an Auxiliary

Definition of Auxiliary:

1. Organization acting in a supporting role
2. Group giving assistance
3. Chapter of individuals supplementing current activity

All the little details

- Are you a 501.c.3?
- What do you want them to do?
- Who will supervise the auxiliary?
- Who trains them or guides them?
- Is there going to be any money involved?
- Are you charging a membership fee?
- Who maintains the roster of names?

More details

- Will the auxiliary have officers?
- If so, how many and their responsibilities?
- How do you grow or maintain the membership?
- How will you correspond with the group?

Developing Auxiliary Leadership

- Be intentional in recruiting
 1. Look for current supporters of your agency
 2. Create a small circle of individuals agreeing to help launch the auxiliary
 3. Look for individuals with varied talents and varied influence in your community

Initial Meeting

1. Interesting location (residence, restaurant, etc)
2. Enticing guest of honor
3. List of hostesses or hosts

Agenda for Meeting

1. Plan something fun – tour of home or shop
2. Ice breaker to start meeting
3. Introduce special guests
4. Keynote speaker
5. Volunteer invite guests to join
6. Pass out membership cards

Thanking volunteers

- No one is required by any obligation to give time or talent to your organization
- Most volunteers give of their time based on the organization's performance and potential
- No one wants to bail out a sinking ship
- But all want to be recognized for the contribution they made to your agency

Develop a recognition program

- Determine a budget in advance
- Identify those whom you wish to recognize/reward
- Determine when you wish to provide recognition:
 - Ongoing
 - Annually
 - At a special event

Gifts for the volunteers

- Make a list of what you plan to buy
- Determine the quantity
- Place order, allowing plenty of time for back orders or delays
- Keep a record of every gift you give, when presented, to whom, and where it was presented

The best gifts are personalized

- The best recognition is always personalized
- The personalization can be your volunteer or your agency
- Dating an item--- dates it and prevents use at another time
- Do not go overboard or your volunteer may think your agency's funding may be misused

Creative ideas for gifts

1. T-shirt with agency logo
2. Baseball cap with agency logo
3. Charm/charm bracelet
4. Framed photo of volunteer
5. 50 sheets of personalized note cards
6. Tickets to an event
7. Small framed certificate
8. Thank you written by client of your agency

Why in the world would you
want an auxiliary?

Because they will bring your agency
much, much more
than you can ever imagine!



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