



BREAKOUT SESSION

VOLUNTEER MANAGEMENT: BUILDING STRONGER COMMUNITIES THROUGH ENGAGEMENT

Amanda McDaniel, Levitt AMP Shenandoah Junction

Spike McGuire, Levitt AMP Carson City

Laura Mullen, Levitt Shell Sioux Falls

Becki Zaglifa, Levitt AMP Shenandoah Junction

Moderated by Kimberly James, Levitt Foundation

Speakers



Amanda McDaniel

*Levitt AMP
Shenandoah Junction*



Spike McGuire

*Levitt AMP
Carson City*



Laura Mullen

*Levitt Shell
Sioux Falls*



Becki Zaglifa

*Levitt AMP
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Kimberly James

Levitt Foundation



Becki Zaglifa
Community Development Manager
Jefferson County Parks and Recreation
The AMP at Sam Michaels Park



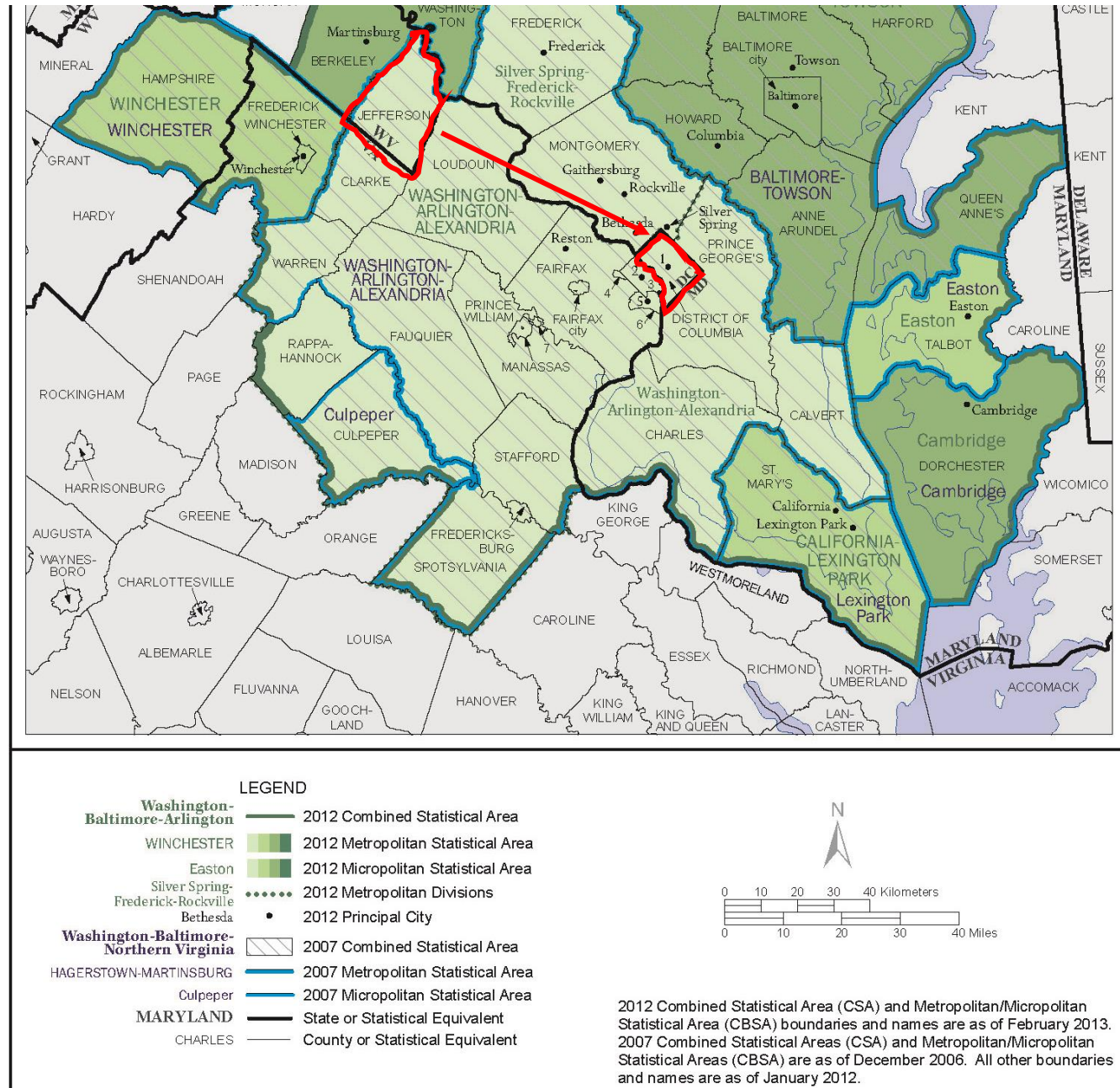


Shenandoah Junction is in the middle of Jefferson County in the Eastern Panhandle of West Virginia.

Population of 1200 in Shenandoah Junction, 59,000 in Jefferson County.

We are located just 50 miles northwest of Washington DC.

We are a bedroom community for primarily federal workers. Fifty-two percent of the residents in Jefferson County commute, on average, 37.2 miles to work and 8.26% of the workforce in Jefferson County are “super commuters” traveling in-excess of 90 minutes. The commutes take them outside of our community and into other places for work and play.





The AMP stage was built in 2018.
We received the Levitt Foundation Grant
in 2019.

First concert in 2021, 2025 will be our 5th
summer.

Concert attendance: 200-500

Levitt Concerts tend to attract a more
diverse audience from farther distances
than any other programming in our parks.



Challenges

- JC Parks and Recreation is a government component unit, that holds its own 501c3.
- The department is viewed as a “service” with the perception that taxes are paid so services are owed.
- People were happy to pitch in as needed, but weekly commitment was a challenge.
- Presenting broad messages from the stage were not reaching people the same way a personal conversation was able to reach people.





Getting outside the Parks & Rec Box

- Levitt Foundation Convening invitation for three people to attend opened new possibilities.
- Direct, specific ask beyond our circle.
- Beth Brent was an acquaintance who I knew has experience in community activism, fundraising, and collaboration.



Amanda McDaniel

Shenandoah Planing Mill, Owner

Levitt AMP Shenandoah Junction Sponsor

Levitt AMP Shenandoah Junction Volunteer Coordinator



Breaking Thru

Personal Connections and
targeted requests
were KEY gaining momentum.



First Steps

- Starting Small to Manage Logistical Tasks
- Clear Identification of volunteer roles





Levitt AMP Shenandoah Junction Music Series

Looking ahead...

Building Relationships →

Public Engagement →

Ownership →

Pride →

=

Organic Growth

Brewery Arts Center Carson City, NV



Population | 58,306

Average Attendance | 2,000

Total Volunteers | 30

Per Concert | 18



© Tony Dellacioppa

Volunteer Positions

Coordinated by Patricia Best

- Merch/Check In | 3 Volunteers
- Green Room | 2 Volunteers
- Bartenders | 4 Volunteers
- ID Check | 2 Volunteers
- Kids Area | 2 Volunteers
- Security | 2 Volunteers
- Medical | 1 Volunteer
- Flex | 2 Volunteers



Possible Partnerships

Engaging with employers

Kohl's Corporation fosters a culture of giving by encourage associates nationwide to contribute their time and talent to local eligible nonprofit organizations. With every qualifying event, Kohl's provides a monetary reward to the benefiting organization in support of these volunteer efforts.



Know The Laws

- Volunteers can't accept tips
- Volunteers must hold any required licenses or certifications for their specific volunteer activities to be fully protected
- Non-profits have a responsibility to ensure volunteers are properly trained, supervised, and informed about their roles and potential risks associated with their volunteer activities



Arm With Information

- BAC offers trainings before each concert season
- ID Checkers and bartenders are safe serve certified
- Create SOPs and quick info sheets for each volunteer station
- Be clear who is in charge of each volunteer station
- Communication and chain of command are essential



Appreciation Is Key!

Fostering a sense of community is essential to ensure returning volunteers.

BAC hosts an annual appreciation party for Levitt volunteers.

Not only does this express the gratitude of our organization, it also gives the crew an additional chance to bond after the concert season has ended.



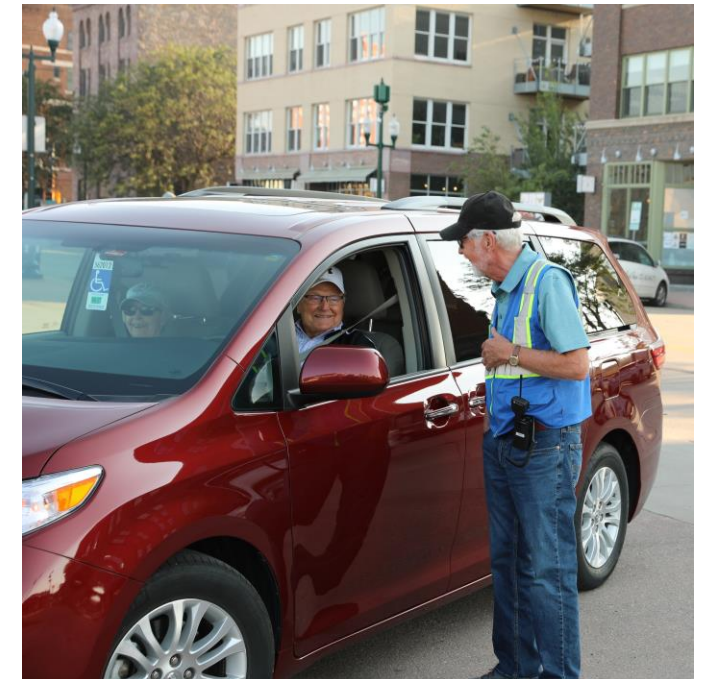


- ▶ **Laura Mullen, Director of Volunteer Engagement and Administrative Assistant**
- ▶ **Sioux Falls, South Dakota, Population over 300,000**
- ▶ **Attendance ranges 1000 to 7000 – Avg. 1,863**
- ▶ **50 concerts – 4 Festivals – 3 Camps - Special Events**



Volunteer Roles:

- 20 – 24 Volunteers per concert
- Greeters and Big Blue information, concessions, and merchandise sales volunteers
- Parking lot monitors
- Festival and special event assistance



Organizing Volunteers

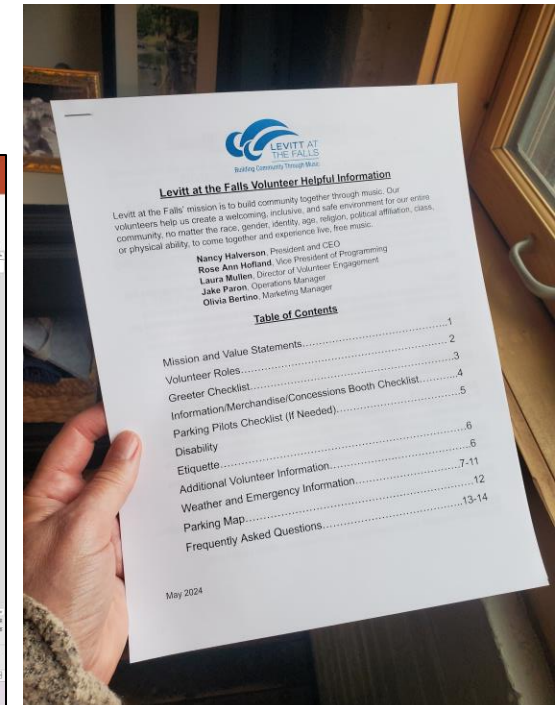
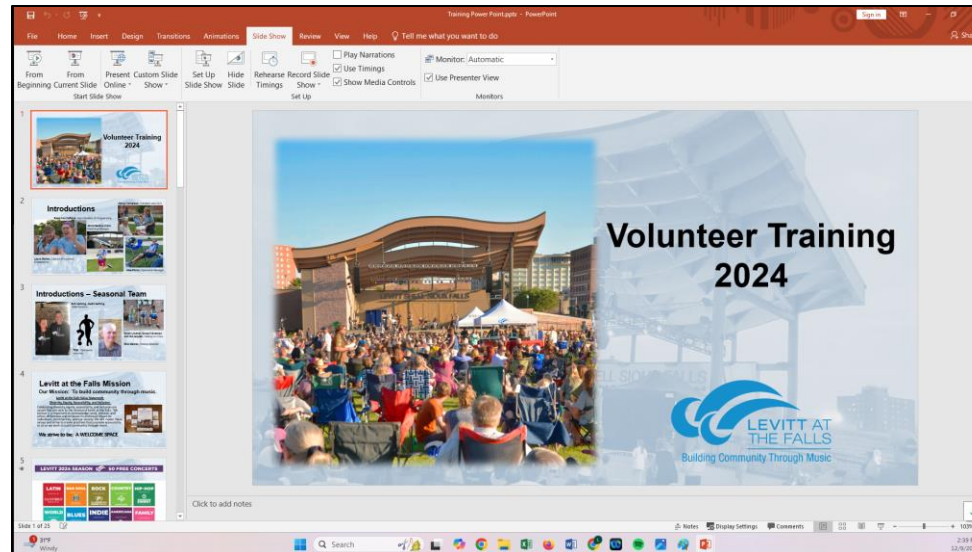
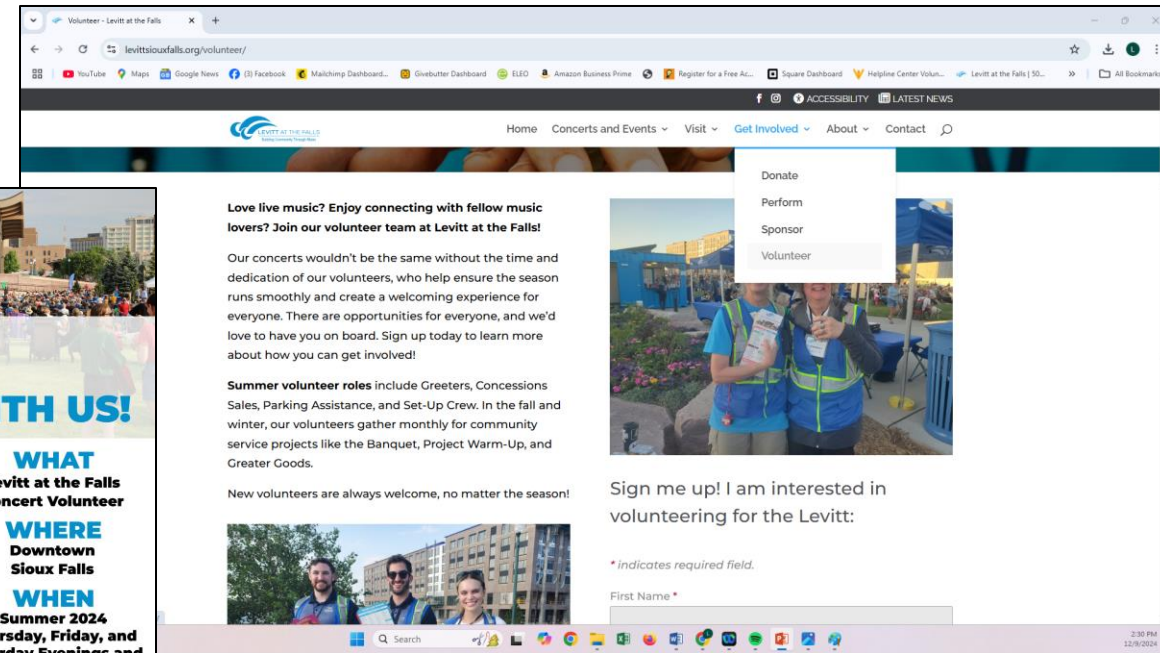
► Recruiting

- Personal asks – Bring a family member or friend, sponsors can group volunteer-team building

- Website and social media

► Training

- 2 evening, 1 daytime training before season
- Onsite training after official trainings are over
- Handbook and Powerpoint provided for visual learners



Appreciation Efforts

- ▶ Verbal thank you from staff
- ▶ Board Ambassador verbal thanks
- ▶ Caramels!
- ▶ Handwritten thank you end of season
- ▶ Thank you dinner and bingo night
- ▶ Surveys



Building Volunteer Community

- ▶ No one volunteers alone
- ▶ Levitt Hype Team
- ▶ Levitt Service Squad



So many organizations think of volunteers as free labor used to get big jobs or projects completed. Yes, they are grateful and thankful, however, volunteers are just extra bodies for a project.

Volunteers actually have a vested interest in seeing the organization they are volunteering with succeed. That relationship starts by showing care and concern for the volunteers. -Lisa D.

Questions?



LUNCH

BON APPÉTIT!