

# Volunteer Journey Plan

## iLRN Volunteer Plan

Today's Subject :  
Rough Draft

2023



## Core Elements



### People

We need a clear pathway to build relationships and understanding of how we can all work together including:

**Applications, Interviews, & Organization Charts**



### Practices

We need practices that are clearly defined in "living documents" that are accessible to staff & volunteers alike. These should include:

**Recruitment, Retention, Recognition, ROI & Risk Management**



### Programs

We need to offer avenues for volunteers to gain the training and experiences that benefit us & fulfil their needs as volunteers. This should include:

**Job Descriptions, Learning Pathways, Leadership Opportunities**

*"Volunteers do not necessarily have the time; they have the heart."* – Elizabeth Andrew

### Organizing Information & People:

Create an organization chart to help volunteers understand their role and their connection to others in the organization.

The chart should include a means of contacting those in connected roles. This will provide a lifeline when the volunteer is wondering "Who can I reach out to with questions about XYZ?"



## People

## Practices

### RECRUITMENT

- Reach out to those who expressed an interest in volunteering previously through Discord or other channels.
- Do outreach to schools, organizations & companies interested or deeply invested in immersive learning activities.
- Follow best practices for Social Media post engagement (time of day, trending topics, etc.)

### RETENTION

- Interview potential volunteers to understand their needs, where they best fit within activities, and what they know/will need to know to be successful.
- Create training pathways that include the rule of 3's (explain, train, remind).
- Keep in touch with volunteers with regular interactions (newsletters, virtual meetups or training opportunities)

### RECOGNITION

- Celebrate volunteer's achievements and efforts during conferences & during down time with newsletter/social media shoutouts.
- Create opportunities for volunteers to get together for virtual social gatherings or team building activities.
- Send Thank You notes to volunteers after events.

### ROI

- Create surveys or invite volunteers to focus groups to discuss/evaluate their experience as volunteers.
- Create a space for participants to discuss their likes/dislikes. Use NLP tools to do sentiment analysis.
- Find ways to share quantitative and qualitative data regarding volunteers' positive impact on iLRN.

### RISK MANAGEMENT

- Revise handbook to set clear expectations regarding conduct/conflict resolution.
- Create a process for screening volunteers or having difficult discussions when things don't go as planned.
- Create a Memorandum of Understanding (MOU) to ensure everyone is on the same page at the outset.



## Five R's

# Programs



## Pro bono

Specific, skilled jobs done by professionals of many kinds for the benefit of iLRN.



## Student

Tasks suited to students looking for mentorship or an opportunity to practice skills they are learning.



## Drop-in

Relatively low-commitment opportunities that allow volunteers to participate on a floating/flexible basis.



## User Journey Map for an iLRN Volunteer

**Phase 1:** Awareness and Interest

**Phase 2:** Volunteer Registration

**Phase 3:** Onboarding and Training

**Phase 4:** Project Assignment

**Phase 5:** Volunteering Experience

**Phase 6:** Recognition and Feedback

**Phase 7:** Long-term Engagement

**Phase 8:** Advocate and Ambassador



# Phase 1-4

## Awareness & Interest



- a. Sam discovers iLRN through social media, a friend's recommendation, or an online search for volunteer opportunities.
- b. She visits the iLRN's website to learn more about their mission, projects, and how she can contribute as a virtual or in-person volunteer.
- c. Sam is impressed by the variety of educational programs and technology-related projects available in the Volunteer Welcome video, sparking her interest to get involved.

## Volunteer Registration



- a. Sam decides to register as a volunteer on the organization's website, where she provides her contact information and selects her preference for volunteering roles.
- b. During the registration process, she completes a brief survey about her skills, interests, and availability, allowing the organization to match her with suitable projects.
- c. After registering, Sam receives a welcome email with additional information about the organization and the next steps.

## Onboarding and Training



- a. For virtual volunteering, Sam is directed to an online onboarding platform that introduces her to the organization's values, policies, and available resources.
- b. She undergoes specific training tailored to her chosen project, learning about the educational tools and technologies she will be using to support events.
- c. If she is in person, she participate in an orientation session, where they receive training on the tools and protocols used for their specific duties during the conference.

## Project Assignment



- a. The volunteer coordinator matches Sam with an appropriate virtual or in-person project based on her skills, preferences, and availability.
- b. Sam receives an email detailing her assigned role, project goals, and the contact information of her project lead or mentor.



# Phase 5-8

## Volunteering Experience



- a. As a virtual volunteer, Sam collaborates with the project team through online communication platforms & participates in regular virtual meetings.
- b. If in-person, Sam attends scheduled sessions where she engage directly with other event staff/presenters.
- c. Throughout her volunteering experience, Sam feels supported by her project lead/mentor, who provides guidance, feedback, and addresses any challenges she encounters. Handbooks, cheat sheets, and living Google Docs provide help.

## Recognition and Feedback



- a. Sam's contributions are recognized through virtual appreciation events or in-person volunteer appreciation gatherings.
- b. iLRN sends out periodic surveys to collect feedback from volunteers, including Sam, to assess their experience and identify areas for improvement. iLRN also makes sure to update Sam about the value volunteer contributions make to the organization with examples.

## Long-term Engagement



- a. Impressed with her rewarding experience, Sam decides to continue volunteering with iLRN on a long-term basis.
- b. The volunteer coordinator discusses potential leadership or specialized roles that align with Sam's interests and skills, encouraging her to take on greater responsibilities within the organization.

## Advocate and Ambassador



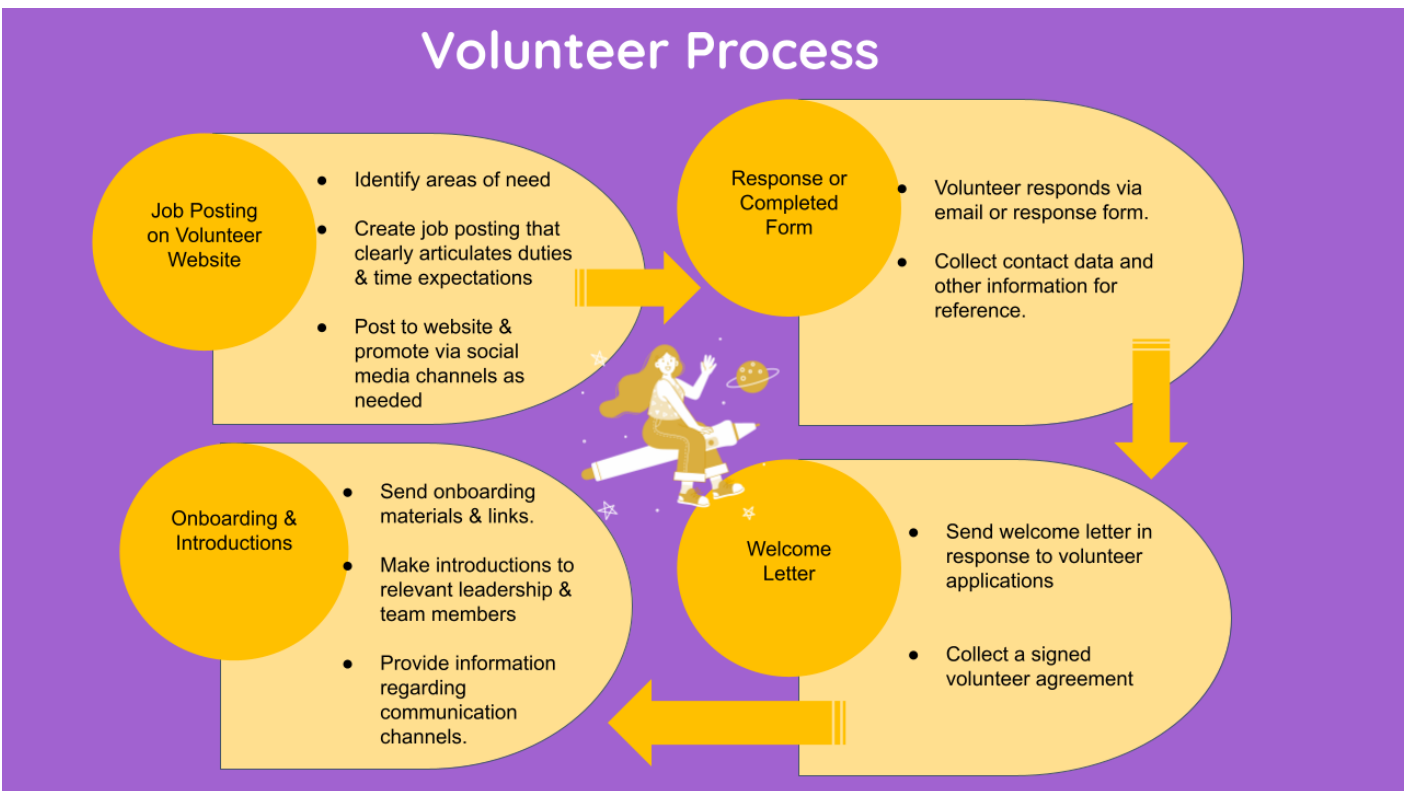
- a. Sam becomes an advocate for iLRN, sharing her positive experiences with friends, family, and her social network, helping to attract new volunteers and supporters.
- b. As a long-term volunteer, she may be invited to become an ambassador, representing the organization in other capacities.



# Volunteer Process



# Volunteer Process





Websites that might be useful:

<https://ready.csod.com/>

<https://www.501commons.org/resources/tools-and-best-practices/volunteer-management/planning-policy>

<https://learn.volunteermatch.org/>

# Thank You



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