

# International Volunteer Expert Susan J. Ellis



the centre for volunteering  
*igniting community spirit*

**Beyond lip service: Assuring that volunteer contributions are valued and supported**

## Session 1: Strategies for Achieving Volunteer/Employee Teamwork

The problem most often identified (everywhere in the world) by volunteer-involving organisations is tension between employees and volunteers. No matter what the setting or work being done, developing teamwork between the paid and unpaid workers is a true challenge.

Is there something inevitable about friction when volunteers are on the scene? In some ways, yes. In this session we'll explore this provocative response and diagnose why resistance surfaces – from both groups. Topics include:

- Identifying supporters and opponents, and how they get that way.
- Separating myths from truths in the causes of resistance.
- Ways to increase the skills of employees in supervising volunteers.
- Volunteer work design as a strategy to teamwork.
- It takes two to tango: Preparing volunteers to work with paid staff.

## Session 2: Internal Marketing Savvy: Telling the Story of Volunteering

Volunteers make both small and enormous contributions every day, yet frequently seem invisible within organisations and unknown by the general public. And it's always a struggle to get the attention of the mass media, even when the volunteer world generates what ought to be headline-grabbing, real news. One of the roles of a volunteer program leader is to shine a light on volunteer victories, generating a ripple effect that impacts a range of management elements: recognizing great volunteers and recruiting new ones, strengthening employee/volunteer relations, justifying increased program resources, and more. In this seminar, we'll examine how a little marketing savvy goes a long way to influence the opinion of many internal and external audiences. Topics to be discussed in this participatory half-day include:

- The diverse constituencies of a volunteer program: Who forms an opinion about volunteers and how?
- Opportunities – sometimes missed – for affecting attitudes and sharing information about volunteers.
- Transforming volunteer recognition events and other ways to celebrate volunteer accomplishments.
- Techniques and tools to be a successful in-house educator.
- Writing reports that matter to others and get results.
- Be able to distinguish what is "news" from what is "nice".

**Limited places available. Register today to reserve your seat.**

**WHEN** Tuesday, 2 October 2007, 9:30am–4pm  
**WHERE** Theatrette, Parliament House, Sydney  
**COST** \$80 members / \$120 non-members (incl. Morning Tea)  
(Become a member at [www.volunteering.com.au](http://www.volunteering.com.au))  
**REGISTER** Early bird draw closes: 11 September 2007\*  
Registration close: 25 September 2007



*\*Those who register before 11 September 2007 go into the draw to be one of two people to have their conference fee refunded.*

### Susan J. Ellis Workshop Registration

*Return via fax to (02) 9261 4033*

Please reserve \_\_\_ spaces for me.

Organisation: \_\_\_\_\_

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*Please forward details of your electronic transfer to ensure receipt.*