

# Resources for CCE Master Gardener/Community Horticulture Volunteers Program Managers

Updated May 2006

## Resources Listed

- **Cornell Cooperative Extension materials**
- **Manuals & Toolkits**
- **Books & Articles**
  - Recruitment, Retention, and Recognition
  - General Volunteer Supervision
  - Working with Diverse Personalities
  - Time & Program Management
- **Courses/Training**
- **Online**
  - Journals
  - Web sites
- **Special Topics**
  - Adult Learning Styles
  - Marketing/Publicity
  - Public Presentations
  - Technology
  - Rural Volunteering
  - Reflections

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## Cornell Cooperative Extension Material (required reading)

**Volunteer Involvement Policy and Procedures** by George Preston, State Specialist, Volunteer Systems Development, Cornell Cooperative Extension, January 2005. Any material contained in this manual may be downloaded and reproduced by visiting:

<http://staff.cce.cornell.edu/vip>

**Volunteer Implementation Procedures:** provides a set of tools for implementing volunteer policies: <http://staff.cce.edu/vip>

**A County Staff Guide to the Standards for the Education of Master Gardener Volunteers in New York State** by Charles Mazza, Department of Horticulture, Cornell University, August 2005:

[http://www.gardening.cornell.edu/community\\_horticulture/county\\_guide/](http://www.gardening.cornell.edu/community_horticulture/county_guide/)

**Growing with Volunteers** by Lori Bushway and Sue Henninger, Department of Horticulture, Cornell University, 2006. For further information please contact Lori at: [ljb7@cornell.edu](mailto:ljb7@cornell.edu) or (607) 257-1368.

## Manuals & Toolkits

**BLAST (Building Leadership and Skills Together)** by R. Dale Sefrit et al, Ohio State University, 1993. (Note: this publication is currently in the process of being updated. For further information please contact Pam Bennett at: [pjbennett@ag.osu.edu](mailto:pjbennett@ag.osu.edu) or (937) 328-4607)

- A research-based curriculum designed to support middle managers of volunteers in their work with volunteer development programs

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## **TAXI (Taking Anybody into Expanded Involvement):**

- This is a collection of color coded volunteer tools can be used in group settings or as self-instruction. The green taxi helps volunteer program coordinators involve management volunteers in the program. The yellow taxi helps expand program boundaries. The red taxi helps involve other volunteers. The purple helps almost everyone assess their management skills. The orange taxi recognizes excellence in volunteer organizations. The trainer guides help people train others to brighten the community with volunteer involvement. All NY county offices have at least one set. Developed by the National 4-H Youth Development Program, 1994.

Allen, Heather. **“A Tool kit for Volunteer Speed Matching,”** Volunteer Centre Dacorum.

- Discusses the new concept of volunteer “speed matching”, an upbeat and fun recruiting idea for volunteer recruitment

## **Books & Articles: Recruitment, Retention, and Recognition**

Many of these can be ordered through the Energize Bookstore at [www.energizeinc.com](http://www.energizeinc.com)

Ellis, Susan. **Volunteer Recruitment (And Membership Development) Book**, Third Edition. Energize, 2002, 144 pages, paperback.

- Helps you to figure out why someone would want to volunteer with you or why they would not
- Assists in developing recruitment tools and skills that really work
- Gives ideas to identify new, untapped sources of volunteers in your community

Little, Helen. **Volunteers: How to Get Them. How to Keep Them.** Panacea Press, Inc: Illinois, 1999, 117 pages, paperback.

- Discusses a number of issues including how to understand and meet the needs of your organizations volunteers, how to encourage volunteers to complete projects on time, how to keep volunteers coming back for more, how to recruit the best volunteer for the job, and how to fire a volunteer when necessary

McCurley, Steve and Lynch, Rick. **Keeping Volunteers: A Guide to Retention.** Fat Cat Publications, 2005, 106 pages, electronic only.

- Focuses on strategies designed to keep active volunteers instead of having to constantly recruit and train new ones
- Discusses the concept of recognizing and preventing burnout in volunteers

Vineyard, Sue. **Recognizing Volunteers and Paid Staff: The Art, the Science, and a GAZILLION Ideas!** Heritage Arts, 2001, 24 pages, electronic only.

- Provides creative suggestions of ways to say “thank you” and ways to show appreciation for your staff as well as for the volunteers.
- Helps you to integrate recognition into your volunteer management program throughout the year

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Wittich, Bill. **77 Ways to Recruit Volunteers**. Knowledge Transfer Publishing, 2003, 90 pages, electronic only.

- Offers suggestions on how to spend a little time on recruitment and outreach for a lot of results

Wittich, Bill. **Keep Those Volunteers Around**. Knowledge Transfer Publishing, 2002, 154 pages, electronic only.

- Provides ideas on how to expect and receive excellence from your volunteers as well as on how to keep enthusiasm and motivation among volunteers high

Wittich, Bill. **77 Ways to Recognize Volunteers**. Knowledge Transfer Publishing, 2003, 90 pages, electronic only.

- Gives the reader suggestions on how to have fun with recognition as well as how to make the most of daily opportunities to thank volunteers

### Books & Articles: General Volunteer Supervision

Cravens, Jayne. “**Communicating with Volunteers: Making the Most of Your Options**”. e-Volunteerism, Vol. V, Issue 3, April-June 2005.

- Questions whether the communication methods used by volunteer leaders are the most effective in getting information about volunteers and their activities and, if not, offers suggestions for improvements

Lee, Jarene Frances and Cattgnus, Julia M. **What We Learned (the Hard Way) About Supervising Volunteers: An Action Guide to Making Your Job Easier**. Energize, 1998, 180 pages, printed.

- Full of great supervision tips for the managers of volunteers

Scheier, Ian. **Building Staff/Volunteer Relations**. Energize, 2003, 74 pages (printed), 74 pages electronic.

- Offers a number of practical suggestions for identifying and dealing with tensions between volunteers and paid employees
- Provides a step by step framework for strengthening teamwork within your group

Stallings, Betty. **Training Busy Staff to Succeed with Volunteers: Building Commitment and Competence in Staff/Volunteer Teams**. Building Better Skills, 1996, 74 pages, electronic only.

- Helps volunteer managers assess volunteer needs as well as their knowledge, skills, and attitudes and discusses how to develop training and supervising techniques based on this assessment

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Vineyard, Sue. **New Competencies for Volunteer Administrators: Stop Managing Volunteers!** Heritage Arts, 1996, 109 pages, paperback.

- A practical, teaching workbook that focuses on the skills and competencies that volunteer leaders need to master to be effective

### Books & Articles: Working With Diverse Personalities

Cowling, Martin. “**Sabotage! The Five Lethal Factors Volunteer Managers Employ to Harm Their Programs**”. e-Volunteerism, Vol. V, Issue 2, January-March 2005.

- Talks about the various ways that volunteer managers can harm, rather than help, their programs and volunteers and offers alternate suggestions

McCurley, Steve and Vineyard, Sue. **Handling Problem Volunteers: Real Solutions.** Heritage Arts Publishing/VM Systems, 1998, 60 pages, electronic only.

- Provides insights into how to successfully recognize, laugh about, and deal with common types of supervision problems

McCurley, Steve and Ellis, Susan. “**What Volunteers Do To Each Other Is Not Always Pretty**”. e-Volunteerism, Vol.V, Issue 2, Jan-Mar 2005.

- Discusses tensions in volunteers relationships with each other and ways that supervisors can help or hinder these conflicts

### Books & Articles: Time & Program Management

Graff, Linda. Best of All: **The Quick Reference Guide to Effective Volunteer Involvement.** Linda Graff and Associates, Inc, 2005, 169 pages, electronic.

- Suggests ways to prepare and train volunteers to be leaders of other volunteers
- Offers the latest techniques and volunteer program management solutions for the busy volunteer leader

Noyes Campbell, Katherine and Ellis, Susan J. **The (Help!) I-Don't-Have Enough Time Guide to Volunteer Management.** Energize, 2004, 120 pages, electronic, 1999, print.

- Gives suggestions as to how to cope with the demands of trying to juggle all of the tasks of volunteer program management without the time needed
- Discusses how to get everyone in the organization to do their share to support volunteer efforts
- Provides suggestions on how to enable volunteers to take ownership of the program and to help run it

Noyes Campbell, Katherine and Ellis, Susan J. **Proof Positive: Developing Significant Volunteer Recordkeeping Systems,** 21<sup>st</sup> Century Edition. Energize, 2003, 67 pages, electronic, 67 pages, print.

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- Discusses the best ways to collect and communicate volunteer information as well as how to create simple forms for volunteers and write effective reports that include information about ongoing volunteer efforts

Vineyard, Sue and McCurley, Steve. **Best Practices for Volunteer Programs: Best Ideas from the Best Programs.** Heritage Arts, 2001, 104 pages, paperback.

- A compilation of the best ideas that the authors have discovered in their many years of working with a variety of volunteers programs

### Courses/Training

The New York Association for Volunteer Administration offers a **three day volunteer management course** twice a year (spring and fall) with trainer and consultant Maria Casey as well as a variety of other workshops.

[www.nyava.org](http://www.nyava.org) or [brienne@volunteer-referral.org](mailto:brienne@volunteer-referral.org) or [membership@nyava.org](mailto:membership@nyava.org)

Essentials in Volunteer Management Certificate:

[www.fvaohio.org/CertificateProgram.asp](http://www.fvaohio.org/CertificateProgram.asp)

**Managing Volunteers: Training Institute**-a four day institute held Kennewick, WA, November 7-10, 2006. **This certificated program is also available through online instruction.** To learn more, visit the web site at: <http://www.capps.wsu.edu/vmcp/>

### Online Journals & Web sites

e-Volunteerism: [www.e-volunteerism.com/index.php](http://www.e-volunteerism.com/index.php)

- Contains articles about current topics affecting volunteer leaders, as well as many helpful resources and links

Volunteer Today: [www.bmi.net/mba](http://www.bmi.net/mba)

- An electronic Gazette for volunteerism with links to recruiting, retention, training, and education programs

<http://energize.com>

<http://www.Serviceleader.org>

<http://www.ozvpm.com>

<http://www.pointsoflight.org>

[www.nationalserviceresources.org/nsrclibrary](http://www.nationalserviceresources.org/nsrclibrary)

[www.dovia.org](http://www.dovia.org)

[www.volunteertoday.com](http://www.volunteertoday.com)

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## Special Topics

### Adult Learning Styles

Multiple intelligences: [http://pss.uvm.edu/pss162/learning\\_styles.html](http://pss.uvm.edu/pss162/learning_styles.html)

Myers Briggs personality test: [www.humanmetrics.com/cgi-win/jtypes2.asp](http://www.humanmetrics.com/cgi-win/jtypes2.asp)

Other learning styles questionnaires: [www.engr.ncsu.edu/learningstyles/ilsweb.html](http://www.engr.ncsu.edu/learningstyles/ilsweb.html)

### CCE Experts:

Stephen Hadcock, Extension Educator, Columbia County: [seh11@cornell.edu](mailto:seh11@cornell.edu)

Mike Duttweiler: Assistant Director, CCE Administration: [mwd1@cornell.edu](mailto:mwd1@cornell.edu)

### Marketing/Publicity

Foster, Ian. **“Getting the Attention you want from the media”**. e-Volunteerism, Vol.V, Issue 2, January-March 2004.

- Discusses the correct procedures and format to use when submitting articles or press releases

### Public Presentations

Farrell, Martin. **“Go on, Speak Up, Speak Out”**. e-Volunteerism, Vol II, Issue 3, April-June 2002.

- Helps volunteer managers and volunteers to learn to speak with strong feelings about what they are doing and why they believe it is important

### Technology

**PowerPoint presentations:** <http://office.microsoft.com/en-us/training/default.aspx>  
click on PowerPoint 2003 or “What’s Hot “

- a step by step guide to help you create your first power point

Ellis, Susan J. **Outreach in Cyberspace: Appendix to the Third Edition of the Volunteer Recruitment Book**. Energize, 2002, electronic.

- Describes how to use the Internet as a resource to improve, recruit, recognize volunteers as well as to how to use online discussion groups, and how to create a welcoming web page

Ellis, Susan J. **“Online Spying Can Improve Your Volunteer Management Skills”**. Energize, Hot Topic, May 2006.

- Talks about various ways that volunteer leaders and recruiters can use the Internet to save time and to improve their volunteer management skills

### Rural Volunteering

McCurley, Steve. **“Rural Volunteering.”** e-Volunteerism, Vol.V, Issue 2, Jan-Mar 2005.

- Looks at the challenges of operating volunteer programs in rural areas

### Reflections

<http://energizeinc.com/reflect.html>

- Quotes, parables, humor, and poems to use when you need the right words to appreciate your volunteers (or yourself!)