Overview

- Immunize Nevada
- The Expansion Challenge
- Activity 1
- Volunteer Start-Up
- Evolution of Volunteer Program
- Volunteers = Pipeline Foundation
- Activity 2
- Closing
“We take vaccines so for granted in the United States. Women in the developing world know the power of [vaccines]. They will walk 10 kilometers in the heat with their child and line up to get a vaccine because they have seen death.” – Melinda Gates
Who is Immunize Nevada?

An award-winning, nonprofit 501c3 coalition of diverse individual, business and community organization partners committed to promoting health and preventing disease across Nevada.

We are widely recognized as Nevada’s trusted resource for immunizations and community health.
The last 20 years

- Northern Nevada Immunization Coalition (NNIC)
- Southern Nevada Immunization and Health Coalition (SNIHC)
- Washoe County Childhood Immunization Coalition (WCIC)

Immunize Nevada
Our Strategy

- Vision
- Mission
Our Strategy

- Information & Awareness
- Access
- Provider Education
- Advocacy
Activity

- Four Corners
The Expansion Challenge

Priorities:

- Building Trust with Partners
- Raising Public Awareness
- Finding Community Advocates
Beginning Volunteer Program

- Recruitment Pathway
- Orientation
- Event Focused Opportunities
- On-Site Training
- Impact Follow-Up
Volunteer Program Snapshot

- 60+ active volunteers
  - Drop-in vs. student interns (10-18)
- 1-15 volunteers needed per event
- Duties
  - Outreach & education at events
  - Administrative/office tasks
  - Skills-based tasks
Volunteer Recruitment

- www.immunizenevada.org
- Volunteer Match
- First responder’s role
- Orientation
  - In-person (tailored, if possible)
  - Video
Volunteer Engagement

- Greatest volunteer challenge?
- What happens in between events/volunteer shifts?
- Personalized interactions!
  - Know your population
Volunteer Recognition

- Birthdays
- Genuine and consistent
- Personalized attention
- Handwritten thank you notes
- Celebrate milestones
  - 100, 200, 500 hours
Tracking, Reporting, & Evaluation

- Google Docs
- Excel
- Follow-up surveys
  - Volunteer satisfaction
  - Feedback for improvement
Why Service Enterprise?

- Skills-based volunteers on every level of the organization
  - Skills-based volunteering = volunteer activities using the skills, knowledge and talents of a volunteer to help deliver an organization’s services to the community

- Re-thinking the way we do things!

- Achieving our mission more efficiently and effectively with competent, trained, and motivated volunteers that what to create sustainable change in our community

- ROVI = Return on Volunteer Investment
Activity

- Job Description Analysis
# Return on Volunteer Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Volunteer Recruitment Materials</td>
<td>$500.00</td>
</tr>
<tr>
<td>Staff Supervision: Volunteer Manager @ 50%; Other Staff @ 5%</td>
<td>$54,586</td>
</tr>
<tr>
<td>Volunteer Training Materials</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Volunteer Recognition Activities</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Professional Development</td>
<td>$500.00</td>
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<tr>
<td><strong>INVESTMENT TOTAL</strong></td>
<td><strong>$57,586.00</strong></td>
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**Volunteer Hours**

\[
\text{Volunteer Hours} \times \text{Value of Volunteer Hour} = \text{Value of Volunteer Contribution}
\]

\[
1,543.50 \times $19.81 = $30,576.74
\]

**Return on Volunteer Investment**

\[
\frac{\text{Value of Volunteer Contribution}}{\text{Total Investment}} = \frac{$30,576.74}{\$57,586} = $0.53
\]
Future of Volunteer Program

• Thanks to Service Enterprise
  ◦ Summer internships!
  ◦ Revitalizing our program
  ◦ Further defining program into 2 categories
    • Tier 1 & 2

• Sharing volunteers with coalition partners

• 1st new goal: Our volunteer program executed by volunteers!
Big Picture goals

- Sustainability of programs & services
- Increase community advocates
- Increase awareness of immunizations
- Be a trusted resource
Building The Pipeline

- Volunteer
- Supporter
- Advocate
- Partner
- Donor
Team Vaccine

Be a hero for someone in need.
Join Team Vaccine.

Be A Flu Champion for National Influenza Vaccination Week
December 6 – 12, 2015

#GiveImmunity
Connect with Us

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