

What can an organisation do with volunteers?

Speaker: Examples of the kind of work that have been assigned to volunteers

Audience: We use volunteers to teach children

Audience: Contributed towards community service, conducted sessions like fun activities with children and event management

Audience: Volunteers to translate our organization documents from Marathi to English

Audience: Volunteers have helped us develop our organization website and annual reports as well

Audience: We have used volunteers for photography and making videos

Audience: Our volunteers have been assigned the task of teaching English and Computers in BMC schools as well as for fund-raising

Audience: Our volunteers have helped in maintaining discipline and conducting activities for the children.

Audience: For networking.

Audience: During calamities for disaster management

Audience: PR and marketing of the organization.

Audience: Networking and social media management

Speaker: In an organization structure there are three areas where volunteers can be used. An organization can be divided into three parts: the core of the organization, its functions and its tertiary activities. The first part is why, the second is how and the last is what.

In the “why” zone, we never use volunteers. This zone answers the question – why does your organization exist? The strategic issues of the organization are covered in this area.

The second area ‘how’ – to accomplish the work undertaken by the organization, support functions like HR, accounts, marketing, IT, are needed. How many volunteers do we use here in this area? We do not use volunteers to make our operations effective. But at the same time we expect highly qualified skilled individuals to volunteer. Are these expectations correct? Most of the times we get volunteers to do generic volunteering. Generic volunteers are needed for tasks like handling exhibitions, conferences, disaster – management, etc. To work on the question, “why an organization exists?” it is essential to know the ‘how’. Whiteboard is used for

strategic issues. The whiteboard consists of senior managers and entrepreneurs who can be approached to seek advice on strategic issues.