

# WBL VOLUNTEER SOURCES

Industry professionals who volunteer to be part of WBL activities are a vital element of providing high-quality, impactful WBL experiences. By strategically targeting these diverse sources, you can build a strong and engaged volunteer base that will contribute significantly to your NAF academy. Remember to tailor your recruitment efforts to the specific needs and interests of each target audience.

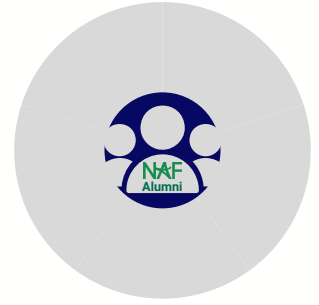


## ADVISORY BOARD MEMBERS' ROLE

- Assist you with outreach and recruiting new WBL volunteers
- Participate in WBL activities
- Serve as liaisons to the wider professional community



# NAF ALUMNI



## Why NAF alumni?

Alumni have a uniquely inspiring impact on NAF students since they know what the academy experience is like and are great examples of how to get from where students are to where they want to be. NAF alumni have gone on to make an impact in their local communities and beyond, working at Fortune 500 companies and nonprofits, winning industry awards, and starting their own businesses.

## Examples:

- Graduates of your academy who may or may not be serving on your Advisory Board
- NAF alumni from other academies
  - Local, in your state, or based in a different state (virtual opportunities!)
  - Could be aligned with your academy's pathway but does not need to be
- Members of NAF's Alumni Leadership Council

## How to Engage:

- **Partnerships:** Utilize your existing alumni connections to offer volunteer opportunities.
- **Skills-Based Training:** Provide volunteer opportunities that offer valuable skills training.
- **Resume Building:** Emphasize the resume-building benefits of volunteering.
- **Networking:** Have opportunities for alumni to connect with students and each other. NAF can support you in organizing and promoting an event for your alumni.

## Considerations:

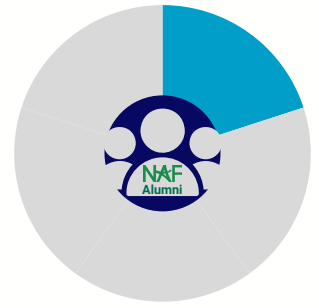
- Alumni availability may be limited to certain times or days (especially if they are currently in college).
- During outreach, appeal to how connecting with students is a way for them to pay it forward as well as to stay engaged with their alma mater.
- Emphasize the benefits of the [NAF Alumni Network](#) (if they aren't already members).
- If you have any NAF alumni serving on your Advisory Board, encourage them to connect you with other NAF alumni.



# COMPANIES

## Why companies?

Companies often encourage employee volunteerism as part of their corporate social responsibility (CSR) initiatives. Employees may be looking for opportunities to give back to the community and develop new skills.



## Examples:

- Large corporations with established CSR programs (e.g., Google, Microsoft, Salesforce)
- Local businesses that are invested in the community
- Companies in industries related to your academy's pathway(s)
- Start-ups

## How to Engage:

- **Corporate Volunteer Programs:** Partner with companies that have established volunteer programs. Many companies offer "days of service" where employees volunteer as a group.
- **Employee Resource Groups (ERGs):** Target ERGs within companies, such as those focused on specific interests (e.g., technology, environmental sustainability).
- **Skills-Based Volunteering:** Offer opportunities that align with employees' professional skills. This can be particularly attractive to companies looking to provide their employees with professional development opportunities.
- **Company Newsletters/Intranet:** Ask companies to promote your volunteer opportunities in their internal communications.
- **Matching Gift Programs:** Some companies offer matching gift programs for employee donations and volunteer hours.

## Considerations:

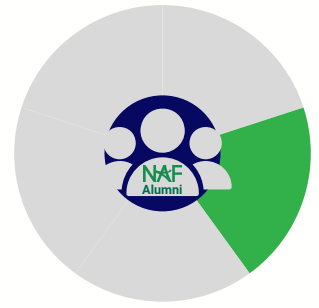
- Company volunteer programs may have specific requirements or guidelines.
- Employee availability may be limited to certain times or days.
- Building relationships with key contacts within the company is crucial.
- Ask Advisory Board members whether their companies have volunteer programs and if they can advocate for engagement with your academy.



# NON-PROFIT ORGANIZATIONS

## Why Non-profits?

Individuals already involved in other non-profit organizations are likely to be passionate about volunteering and have relevant experience.



## Examples:

- Organizations focused on causes aligned with your academy's pathway(s)
- National non-profits with a local presence in your community (United Way, etc.)
- Community centers and social service agencies
- Leadership organizations

## How to Engage:

- **Cross-Promotion:** Partner with other non-profits to cross-promote volunteer opportunities.
- **Volunteer Fairs:** Participate in volunteer fairs organized by other non-profits.
- **Shared Resources:** Collaborate on volunteer training and recruitment efforts.
- **Networking:** Attend non-profit networking events to connect with potential volunteers.
- **Non-profit Newsletters:** Ask to promote your volunteer opportunities in their communications.
- **Targeted Outreach:** Identify non-profits with missions or target audiences that align with your academy's pathway(s) and reach out to their volunteers.

## Considerations:

- Some non-profits may have a small staff, which may impact the amount of time they could dedicate to a WBL activity.
- Non-profits may be able to provide WBL opportunities such as internships but due to funding, they may not be paid.
- See whether Advisory Board members serve on the boards of local non-profits or have other connections they could tap into as part of helping you recruit new volunteers.



# WORKFORCE DEVELOPMENT ORGANIZATIONS



## Why workforce development organizations?

These organizations work to build pipelines of talented, skilled workers for industries in their community and facilitate connections. Depending on their focus, they may also support jobseekers.

## Examples:

- Chambers of Commerce
- Small Business Development Centers
- Local workforce development boards
- Service Corps of Retired Executives (SCORE)
- Organizations that provide job training and placement services

## How to Engage:

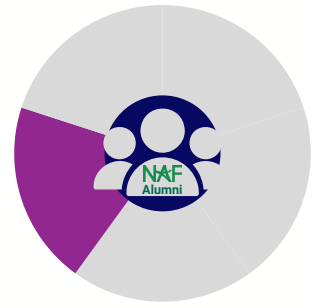
- **Partnerships:** Establish partnerships with workforce development organizations to offer volunteer opportunities to their members.
- **Skills-Based Training:** Provide volunteer opportunities that offer valuable skills training.
- **Networking:** Attend networking events to connect with potential volunteers.
- **Newsletters:** Ask to promote your volunteer opportunities in their communications.

## Considerations:

- During outreach, appeal to their mission of cultivating pipelines of talent for the future.
- Be mindful of potential time constraints and provide flexible options for engagement in WBL activities.
- Build strong relationships and connections with key point people at each organization.
- Speak to Advisory Board members about whether any of them have connections at workforce development organizations and if they can facilitate an introduction.



# POST-SECONDARY EDUCATION INSTITUTIONS



## Why post-secondary education institutions?

Post-secondary education institutions are an excellent source of WBL volunteers who are in many different stages of their education and careers. These include faculty members and course instructors, staff members, alumni, and students.

## Examples:

- Universities and colleges with strong community engagement programs
- Community colleges
- Trade schools

## How to Engage:

### **Faculty Members & Course Instructors**

- **Academic Departments:** Reach out to specific departments aligned with your academy's pathway(s).
- **Individual Faculty:** Most academic department websites have information on faculty research projects and often list their email address.

### **Staff Members**

- **Career Services Office:** Explore ways to partner on activities and other opportunities for collaboration.
- **Other Campus Offices:** Contact offices that align with your academy's pathway(s). For example, most post-secondary education institutions have IT, Marketing and Communications, Finance, and many other offices dedicated to specific functions.

### **Alumni**

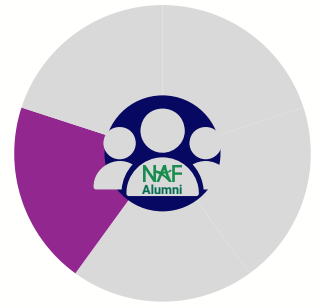
- **Alumni Associations:** Most post-secondary institutions have a national alumni association leadership council as well as state or region-based chapters who you could contact.
- **Alumni Affairs Office:** Reach out to the campus office focused on working with alumni.

### **Students**

- **University/College Volunteer Centers:** Partner with volunteer centers at universities and colleges to promote your opportunities.
- **Student Organizations:** Reach out to student organizations that align with your academy's pathway(s).



# POST-SECONDARY EDUCATION INSTITUTIONS

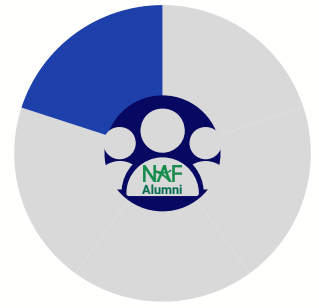


## Considerations:

- Availability may be limited to certain times of the year (e.g., during the academic year).
- Provide clear expectations to ensure a positive experience.
- Offer WBL volunteer opportunities that align with their area of expertise and/or interests.
- Ask Advisory Board members to facilitate connections with their alma maters and any alumni clubs they are part of.



# ASSOCIATIONS



## Why Associations?

Members of associations are typically highly skilled and motivated individuals who are looking for opportunities to give back to their profession and community. There are associations that align with every NAF academy pathway.

## Examples:

- Professional associations - members are primarily individuals in specific professions (e.g. law, marketing, healthcare)
- Industry/Trade associations - members are primarily companies/organizations who collaborate to advocate for and advance their field as a whole

## How to Engage:

- **Partnerships:** Partner with associations to offer volunteer opportunities to their members.
- **Skills-Based Volunteering:** Offer opportunities that allow members to use their professional skills.
- **Continuing Education Credits:** Work with the association to issue continuing education credits for volunteer hours.
- **Networking Opportunities:** Provide networking opportunities for volunteers to connect with other professionals as part of the WBL activity.
- **Newsletters:** Ask to promote your volunteer opportunities in their communications.

## Considerations:

- Volunteers may have limited time due to their professional commitments.
- Offer opportunities that are flexible and convenient.
- Highlight the professional development benefits of volunteering.
- Ask Advisory Board members what professional association(s) they belong to and how they could connect you with leadership members.

