

How Skills-Based Volunteering Can Advance Your Career

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Today's Topics

- What is skills-based volunteering?
- What are some skills-transferring dimensions of volunteer engagement?
- How can volunteer engagement help with career development?
- How can skills-based volunteering complement a current career?
- Skills-based volunteering tools and resources

What is skills-based volunteering?

Service to non-profit organizations by individuals or groups that focuses on personal talents, core business, professional skills, experience, or education*

*Adapted from Points of Light Institute: <http://www.pointsoflight.org/our-work/research/sbv>

What does skills-based volunteering look like?

According to [Points of Light](#), skills-based volunteering comes in all shapes and sizes, including:

Content from nonprofit infrastructure efficiency effort to direct “in the field” projects

Application of all types of skills and talents from professional experience to hobbies

Projects completed in a day; short, medium or long-term projects

Individual volunteers, corporate paid/unpaid volunteers, loaned executives, interns

Activities performed during working hours or on individual time

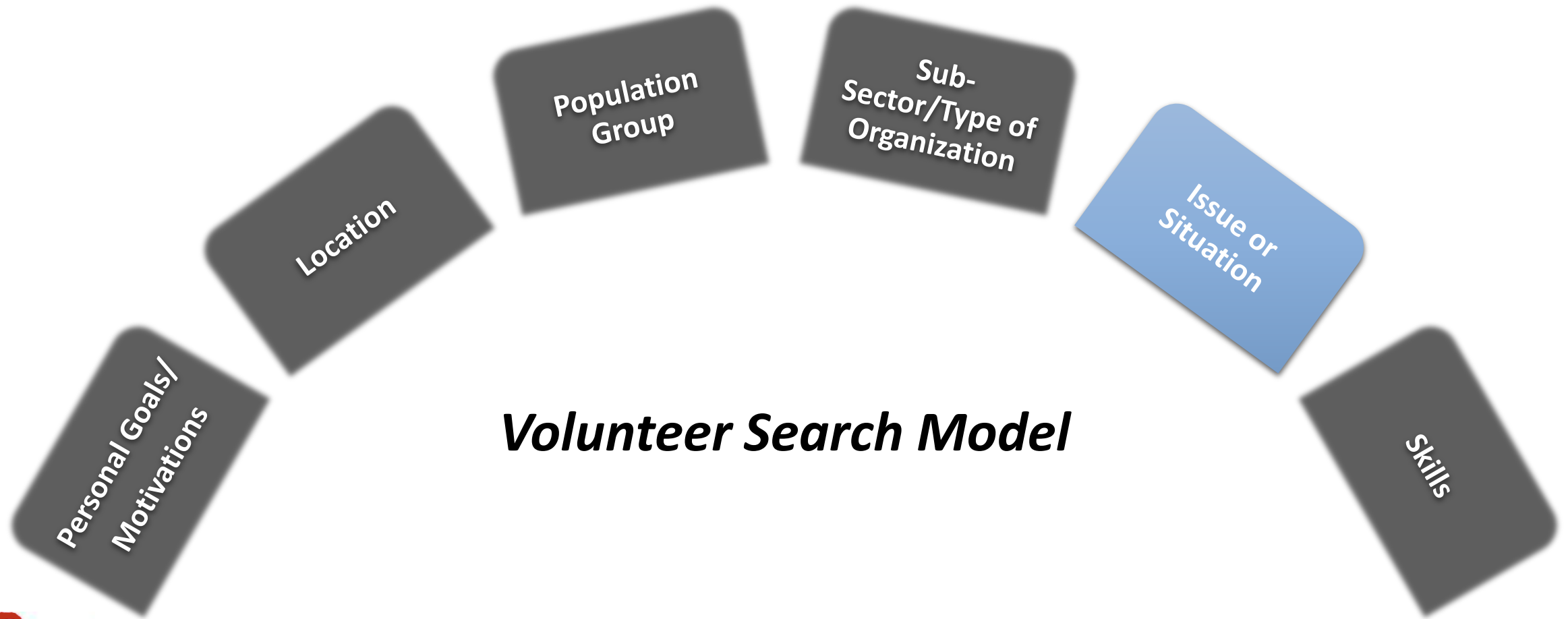
Planned in advance or spontaneous projects such as disaster response

Local impact to national and international

Today's Volunteers

- Value higher education
- Have a sense of mobility/transience
- Are at ease with technology
- Are autonomous
- Have multiple roles, communities and identities
- Are goal oriented

Today's Volunteers



Today's Volunteers

Tip: search for opportunities using a skills lens



Who are the best candidates for skills-based volunteering?

Job seekers

New graduates

Established professionals looking to make a move to the non-profit sector

Non-profit professionals who would like to advance their careers

Skills-transferring dimensions of volunteer engagement

Interpersonal 66%

Communication 45%

Organizational 39%

Increased knowledge 34%

Fundraising 32%

Technical or office 25%

2007 Canada Survey of Giving, Volunteering and Participating, Statistics Canada,
Imagine Canada, Volunteer Canada

Examples of Skills-Based Volunteering

Editing a newsletter	Participating in a search committee
Designing promotional material	Advising on technology purchase
Developing fundraising campaign	Facilitating strategic planning
Painting a mural	Writing a business case
Performing at a special event	Developing/revising by-laws
Leadership coaching	Cultivating contacts and leveraging networks

How can volunteer engagement help with career development?

How can skills-based volunteering
complement a current career?

Skills-based volunteering tools and resources

SKILLS PLUS **Bridging Volunteer Experience and Career Development**

- The [Skills-Plus Tools](#) are part of the series, Building The Bridge: New Strategies to Engage Today's Volunteers.
- The tools respond to the research findings in “Bridging the Gap – Enriching the Volunteer Experience to Build a Better Future for Our Communities,” as well as other research carried out by leading corporations in the field.
- The purpose of the Tools is to facilitate the linkage between volunteer experience and occupational core competencies.

Skills-based volunteering tools and resources

SKILLS PLUS Bridging Volunteer Experience and Career Development

What are the [Skills-Plus Tools](#)?

- A Volunteer Opportunity template
- 19 sample volunteer opportunities
- A Competency Matrix
- A Community Investment Scenario
- A Skills-Based Volunteering Card Game
- A Training Resource for workplaces, employees and non-profit organizations on the purpose and use of the tool

Skills-based volunteering tools and resources

SKILLS PLUS

**Bridging Volunteer Experience
and Career Development**

Skills (To provide or to develop)	Volunteer Opportunity Description
Crisis Intervention	Victim Support or Counseling
Accounting	Board Treasurer
Marketing and Communications	Social Media Consultant
Event Coordination	Fundraising Walk Coordinator
Medical Assistance	Health Care Communicator

Skills-based volunteering tools and resources

Example: Volunteer Social Media Consultant

SKILLS PLUS

Bridging Volunteer
Experience
and Career
Development

GOAL:

To assist a non-profit organization meet its marketing and communication goals through the effective use of social media.

BENEFITS:

Use your marketing and social media skills to assist a non-profit
See the impact of your contribution on public awareness, fundraising, volunteer recruitment and community support
Gain exposure to a new sector

COMPETENCIES REQUIRED:

Marketing or public relations
Technology
Understanding of social media (Facebook, Twitter, YouTube, etc.)

TIME COMMITMENT:

Short-term (under 3 months)
Most of this position can be completed as a virtual volunteer while consulting, developing recommendations and formulating a plan of action.

Skills-based volunteering tools and resources

Example: Volunteer Social Media Consultant

SKILLS PLUS

Bridging Volunteer
Experience
and Career
Development

COMPETENCIES DEVELOPED

- Needs assessment
- Analysis Collaboration
- Written communication
- Interpersonal communication
- Change management
- Thought leadership
- Creative thinking
- Self-motivation
- Computer skills

Related occupations:

Web Designers and Developers;
Advertising, Marketing and Public
Relations Managers; Professional
Occupations in Advertising,
Marketing and Public Relations; and
Information Systems Analysts and
Consultants

Skills-based volunteering tools and resources

Volunteer Canada resources available at www.volunteer.ca:

- [Canadian Code for Volunteer Involvement \(CCVI\)](#)
- [A Matter of Design](#)
- [Skills-Based Volunteering: A Discussion Paper](#)
- [Skills-Plus Tool](#)
- [Skills-Plus Video Seminar](#)

Connect

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