



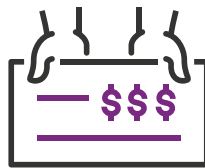
Engaging Episodic Volunteers

Engaging episodic volunteers in your club’s service projects is a win-win for your club and your community. Episodic volunteers typically engage in short-term volunteer experiences throughout the year, spread their service over multiple organizations, and prioritize causes that are personally meaningful. Inviting these types of volunteers to join your club’s service projects will provide multiple benefits regardless of their membership status. **Remember – service engagement is the primary channel to membership conversion!**

Benefits



Connect the Lions brand to tangible improvements in your community for those that may not be familiar with what Lions actually do.



Increase likelihood of individual giving/donations – volunteers are more likely to financially support an organization where they are engaged in direct volunteer support.



Expand your network of volunteers to increase your club’s capacity building capabilities and sphere of influence.



Helpful tips for planning and executing your event

BEFORE

- Try a multi-faceted approach when it comes to advertising your event. Utilize online volunteer posting sites such as EventBrite, your club's social media sites, physical posting boards at schools, libraries or grocery stores, and invite community partners and local university service clubs.
- Start advertising your service event at least six weeks before the project date.
- Check out some [helpful tips](#) on how to build community awareness for your club's service projects.
- At least one week before the event, be sure to share all details of the project. A separate final reminder should be sent out either 24 or 48 hours before the project date.
- Always plan for more materials, tools and tasks than needed. An idle volunteer is an unhappy volunteer.
- Assign a Lion to manage each distinct work group so volunteers can easily ask questions regarding task guidance. These Lion task leaders should be easily identifiable with Lions-branded shirts or vests.
- Encourage all Lions to wear highly visible Lions-branded attire such as the Lions vest on the day of the event. Vests are best for branding visibility and likewise, most recognizable when sharing photos on social media.

DURING

- There will be volunteers who arrive early. Be sure everything is in place and ready to go at least 30 minutes before the advertised arrival time.



DURING

- First impressions matter! Introduce yourself and offer a warm welcome to each volunteer. Thank them for coming. For some volunteers, this will be the very first face-to-face interaction with a Lion.
- Have disposable, stick-on name tags and sharpies available for volunteers to encourage networking.
- Have a few Lions circulating among volunteers to welcome, greet and learn more about the volunteers who are participating. What issues matter to them, where do they currently volunteer? Making these connections will often build long-term relationships and leave memorable, positive impressions.
- Take time before starting the project to welcome volunteers, give a brief description of your club and the types of service projects you routinely conduct in the community.
- At the end, bring everyone back together to thank them for their participation and recognize their impact. Include the following:
 - Quantify the impact. Share any outcomes you accomplished such as “1,000 meals were packed today.” Numbers tell stories and participants will feel they have made a meaningful contribution knowing specific social outcomes.
 - Share details of your club’s next service project if known.

AFTER

- Send a thank you email to those who volunteered.
- Announcement of the next service project and an invitation to register
- Report your service in the Lion Portal.



Common myths about episodic volunteers



MYTH: Only Lions members are covered by Lions International's General Liability Insurance during my club's service projects.

FACT: All volunteers are included as additional insureds for liability incurred while working on Lions projects. Learn more about the Lions International General Liability Insurance by visiting <https://www.lionsclubs.org/en/resources-for-members/resource-center/insurance>.



MYTH: Our club's service projects are too technical for untrained volunteers.

FACT: Not all service projects will be the right fit for engaging the general public in volunteering; however, turnkey projects or larger scale service events with multiple roles, can easily accommodate volunteers at large.



MYTH: Involving non-Lions is not worth our club's time and effort.

FACT: Volunteers at large can help to fill important roles in your club. They build awareness of your club's impact in the community, provide extra hands for greater service impact, and are also more likely to financially support your club if they are engaged in hands-on service projects. Your club may even discover volunteers with specialized skill sets that can help your club expand service offerings or meet a community need that is not being addressed by other organizations.



MYTH: If anyone can participate in our club's service projects without being a dues paying member, we will start to lose our core membership.

FACT: People join Lions clubs for a variety of reasons. Membership in a Lions club transcends a single service event as most members prioritize fellowship, relationship building and the longstanding commitment of meeting the local needs in their community. There is a distinct difference between event-based volunteers and the benefits of club membership.





Please contact serviceactivities@lionsclubs.org for questions about engaging Episodic Volunteers.