

Types of Volunteers

The Affiliation Motivated Person:

- needs personal interaction
 - works to make friends
 - likes to get involved with group projects
 - likes to have a personal relationship with supervisor
 - works most easily with people s/he knows well
 - needs to be perceived as a “good” person
 - needs to be liked
 - wants to keep people happy
 - seeks socialization opportunities
- will sacrifice the organization’s programs in order to be popular and “loved”*

The Achievement Motivated Person:

- needs specific goals to work toward
 - works well alone
 - sticks to tasks until completed
 - needs feedback
 - seeks responsibility
 - likes to problem solve
 - needs tangible rewards
 - seeks problems as challenges
 - needs specific parameters set to measure success
- ...will sacrifice people to attain goals*

The Control or Power-Oriented Person:

- a combination of particular affiliation, achievement, and control needs result in the power-oriented person
 - needs to impact and influence others
 - can stick alone or with a group
 - enjoys teaching others
 - can respond to needs of people or programs
 - keeps an eye on the overall goals of agency
 - responds to titles that denote authority
 - will seek and accept position of authority and responsibility
 - is persuasive
 - is self-starting
- ...will sacrifice either people or programs to retain personal power*

Benefits of a Main Street Program

Benefits of a Main Street Program for to Property Owners

- Increased Occupancy Rates
- Rent Stability or Increase
- Increased Property Values
- Increased Stability
- Reduced Vandalism/Crime Deterrent
- Assistance with Tax Credits, Grants, Loan Programs, Design and Co-Op Maintenance
- Communication Medium with Other Property Owners
- Better Image
- New Uses Especially on Upper Floors

Benefits of a Main Street Program for Local Residents/Consumers

- Enhanced Marketplace (Better shopping and the Benefits of Shopping Locally)
- Sense of Pride in Downtown
- Social/Cultural Activities
- Opportunities to Keep Kids in Town
- Sense of Hometown Community
- Historical Awareness (Preservation of Architecture and Human History)
- Tax Dollars Stay in the Community
- Opportunity to Participate/Volunteer
- Better Communication (Newsletter)
- Political Advocate
- Home Values Increase

Benefits of a Main Street Program for Retail Business Owners

- Increased Sales
- Improved Image
- Increased Value of Business
- Coordinated Efforts Between Locally-Owned Business and Nationally-Owned Businesses
- Quality of Business Life
- Educational Opportunities (Seminars & Workshops)
- Increased Traffic
- District Marketing Strategies (Promotion & Advertising)
- Better Business Mix
- New Market Groups Downtown
- Community Pride
- Have Needs and Issues Addressed

Benefits of a Main Street Program for Service Business Owners

- Image Building/Improvement
- Pride
- New/Renewed/Repeated Exposure
- Increases Variety of Services
- Healthier Economy Generates New and Increased Sales
- Increased competition Means More Aggressive Business Styles
- Taps Leakage
- Increased Population Means New Customers
- Improved Image Creates New Market

Benefits of a Main Street Program for Financial Institutions

- Satisfies Community Reinvestment Act (Federal Government Regulation) Requirements
- Potential for Loans, Deposits, and Other Services Increases
- Improved Image & Good Will
- Survival of Community Critical to Bank Success & Economic Stability
- Central Location More Cost Effective

Benefits of a Main Street Program for Utilities Companies

Economic

- Additional Businesses Using Utilities
- Longer Business Hours Mean Higher Utility Usage
- More Employees
- Healthy Businesses Feel Freer To Increase Utility Usage
- Healthy Economy Causes Community to Grow

Public Relations

- Overcomes Bad Guy Image
- Proof of New Products
- Quality in Main Street Public Improvements

Benefits of a Main Street Program for City Government

- Increased Tax Base
- More Tourism
- Increased Property Values
- Increased Number of Jobs
- Better Goals and Vision
- Healthy Economy
- Better Services Available
- Positive Perception of Downtown and Community
- Better Relations Between City Hall and Private Sector
- Increased Volunteer Base for City
- Takes Political Heat, Develops Consensus for Political Requests
- Impetus for Public Improvements and CLG Grant Dollars
- Education Resource For City Leaders (Officials) On Planning and Economic Development
- Aids in Industrial Recruitment

Benefits of a Main Street Program for County Government

- Increased Public Relations for County
- Viable Downtown Increases the Tax Base
- Rippling Effect
- Viable Downtown is a Draw For Industry and County-Wide Area Businesses
- Common Partnership with City Hall
- County and Community Pride
- Heritage Preservation
- Alternative to a Redevelopment District
- Quality of Life Issues
- Improves Quality of Work Environment for County Employees
- Help with Parking Issues

Benefits of a Main Street Program for Preservationists

- Reinforces Common Goal of Preservation
- Enlarges Coalition
- Increased Awareness and Credibility Through Partnership
- Education of Public and Main Street Members on Preservation Issues
- Improved Public Image
- Improved Economic Feasibility of Preservation

Worksheet for Volunteer Job Description

Position: _____

Responsibilities and/or tasks volunteer will do: _____

Item(s) on the Workplan to which this job corresponds: _____

Supervisor or contact person: _____

What reports will be expected, in what form, and how often: _____

Maximum hours per week/month and duration of time: _____

Performance goals: _____

Qualifications needed: _____

How the volunteer will benefit from this work: _____

Review your work plan and identify what volunteer skill sets are needed to fulfill the goals of your organization. What career fields do you think individuals could gain experience in by working with your program?

Career Field	Projects, Skills or Position
Ex. Marketing / Event Planner Coordinator	Projects: Annual Festival, Business promotions Skills: Event planning & marketing Position: Promotions Committee Chair
Ex. Non-Profit Management	Projects: Reviewing organizational polices, by-laws review, employee handbook revision, Skills: Organization Development, Non-profit law Position: Board Member
Ex. Web Designer	Projects: Website design, On-line Newsletter Skills: Web design Adobe Publisher Position: Technology Consultant

Using language they understand

Quick, Fun, and Exciting!

Describe what Main Street is in the most basic, fun, and exciting way possible.

Creating an inclusive atmosphere

How many of your current PR materials represent the community?

Teens and young adults? Yes No

Are your materials current? Yes No

Do they represent your community's demographics? Yes No

What are the two most popular music genres at your local high school? (eh hmm...not when you attended, in 2009 please.)

What are the two most popular businesses in your Main Street among youthful shoppers?

List all of your program's opportunities that are relevant to the interests and needs of young people in your community. (If you don't have any, don't be discouraged. This is a great opportunity to start a teen advisory committee.)

Festivals and Special Events:

Businesses Events:

Do these events have music, art, and activities that represent the interests of teens and young adults in your community? Yes No

Emphasizing the importance of involvement and creating multiple ways they can contribute

How is this impacting their community and why should they care? (Remember: quick, fun, exciting)

What can they gain?

Think about your current needs for volunteer participation and break them up into four categories.

Leadership	Fun: Games and Competitions	Community Service	Skill Building

Contents for a Board Manual

Adapted from *The Nonprofit Board Book* by Independent Community Consultants

Section 1. Board and Staff Directory

This should be a current listing of all board members with their addresses, phone numbers, email addresses, organizational affiliation (if any), committee assignments, and term of service. Staff should also be listed by job title, home and office addresses, phone numbers, and email addresses. Be sure to include emergency contact information.

Section 2. An overview of the Organization and Board of Directors

This should include the mission statement, a short history of the organization, an organization chart, and a statement of the general role of the board. Include no more than five recent news articles, annual reports, a map of downtown (which indicates where they should park while attending meetings) and brochures published by the Main Street program.

Section 3. Board activities and expectations of members.

This should include an annual board meeting schedule, a brief overview of any board committees (nominating, etc.), the board's workplan, and a clear statement of the role and responsibilities of board members. Are board members expected to serve on committees? Attend all special events? Make contributions?

Section 4. Committees

This should include detailed information about each committee, including their goals, annual work plans, meeting schedule, and membership.

Section 5. Organization policy statements

This section is a collection of all the board approved policy statement currently in force, including personnel policies, confidentiality policy, conflict of interest policy, and reimbursement policy. You may also include any office policies here, such as who holds keys.

Section 6. Board minutes.

Include minutes from at least the last twelve months.

Section 7. Manager reports

This section should be a collection of the most recent staff reports, whether weekly or monthly. It should also include a copy of the manager's work plan and job description.

Outline of a Board Manual (continued)

Section 8. Organizing papers, laws, and regulations

This section should contain the articles of incorporation, bylaws, summary of the state nonprofit statutes and the IRS regulations, a copy of the tax exemption notification from the IRS, and any regulations imposed by funding sources.

Section 9. Finances

This should contain a copy of the current budget and copies of the financial report from the past twelve months.

Section 10. Key resources

Include information from the state and national Main Street programs, such as contact information and website addresses, and copies of any recent reports from site visits provided by the state Main Street program. This may be a place to include the *Board Members' Handbook*, published by the National Main Street Center, and a list of all the books in the organizations library, for further reading.

This information can be presented in a three-ring binder, which makes updating it easier, especially if you copy all meeting minutes on pre-punched paper. Similar notebooks can be adapted for all committee members.

When presenting the notebook, be sure to include an agenda for the any upcoming training or orientation sessions.

The Cycle of Managing Volunteers

