

TOOLKIT FOR ASSOCIATIONS TO BUILD

VOLUNTEER LEADERSHIP



INTRODUCTION

This toolkit was created to empower REALTOR® associations to recruit the next generation of volunteer leaders. These recommendations can be used as a starting point to plan events or offer opportunities to engage members who could enter the leadership pipeline. This is meant to serve as a guide or resource.

IDEA ONE

Host a separate function to engage new participants in association opportunities.

- Host a casual reception with current or past leaders.
 - Make time for networking between current or past leaders and members interested in leadership.
 - Have a brief presentation or panel that shares what being in leadership is like and how to begin a leadership journey.
 - Host this reception in conjunction with another event that may attract more attendees, such as an education session or RPAC event.
 - Engage with new members during a Core Standards requirement event.
- Appoint ambassadors and greeters to personally welcome first-time attendees. Reach out to first-time attendees before the event and assign a “mentor” to them when they meet in person.
- Host workshops or presentations on hot topics that might attract a variety of members to attend, then provide a brief announcement at the end about how to get involved as a volunteer at the association.
 - Legal hotline
 - Fiduciary duty
 - Risk management
 - Professional Standards Open Annual workshop to bring professional standards and other information to general membership.
 - **Note: DEI committees at state and local levels help increase interest / introduce new leaders to volunteer leadership opportunities.**
- Consider a giveaway at your event that can help remind attendees to come back and volunteer. This could be an item given from a current leader to someone they consider a future leader such as a pin, bracelet, or coin. This future leader can be encouraged to “pass it on”.



IDEA TWO

Host or promote training and educational opportunities for volunteer leaders at all levels:

- Leadership Academy at Local Level.
- REALTOR® L.E.A.D. Courses –
 - Three online courses as an option for “self-starter” leaders to become familiar with essential leadership skills.
 - The Vision Course is offered each year at NAR NXT, The REALTOR® Experience, and is a dynamic, live opportunity for leaders to define their leadership vision while networking with others along the leadership pipeline.
- REAL Course – free online resource that shares the association value proposition and some basic skills needed by every volunteer.
- VolunteerLeaders.realtor offers a directory style list of important resources and tools every leader can use.

IDEA THREE

Consider adding a Leadership Development Committee / Task Force:

- Create a committee that conducts outreach to new members or members who have never volunteered with the association. Invite past leadership or engaged members to share the value of volunteering with new members to build up your pool of volunteer talent.
- Build a survey to gauge interest from prospective members about the amount of time they could commit to serve. Create a smaller task force or micro-volunteering opportunities to engage talented members who have limited time to volunteer.
- Offer leadership training opportunities to members who are identified by a Leadership Development Committee or respond to a survey looking for ways to get involved.