



Volunteer Engagement Response Plan for COVID-19

Adapted with permission from a plan developed by the City of Fort Collins, CO

To develop your organization’s volunteer engagement response plan for COVID-19, address each topic below with a list of bullets or short paragraphs.

Pre COVID-19 State of Engagement

Brief description of your organization’s engagement efforts during “normal state” – pre-pandemic. How many volunteers are normally engaged and in what types of roles? What levels of staffing and technology are normally deployed to support engagement efforts? This is not a full audit of engagement efforts, but rather a few bullets to paint the picture of pre-pandemic engagement and the role it plays strategically for mission-delivery.

Assets

A bulleted list of assets including, for example, staff dedicated in part or in full to volunteer engagement, number of pre-vetted volunteers (those who have passed background checks), policies, technology, equipment, or other resources that could be tapped for assignment to this response, such as catering kitchens where meals could be prepared for distribution to isolated and vulnerable community members.

Community Needs

A bulleted list of community needs that fall within your organization’s mission and that are not already being addressed by other agencies. For example, while students may need lunches due to school cancellations, school districts may already have set up distributions of meals to eligible students and others. On the other hand, seniors and other vulnerable populations have increased needs for check-ins and assistance with errands, and food pantries may need to develop new distribution methods in order to provide assistance while also complying with guidelines around how many people can gather in one place.

Challenges

Focus on most relevant challenges, such as volunteer opportunities and services that have been temporarily discontinued, communications challenges, or the like. Consider other initiatives or deliverables that may need to be put on hold until after the crisis has passed.

Volunteer Engagement Opportunities

What new roles could be developed or expanded for volunteers to help your organization deliver its mission? Food pantries, for example, may explore having food packages delivered to homes; senior centers may arrange for volunteers to call seniors who are now homebound due to social distancing restrictions or to do errands for vulnerable populations. What else can be offered as remote or virtual volunteer roles?

Needed Resources

What resources would be needed to develop and support these new volunteer engagement opportunities as well as to sustain current roles that can continue? Consider support, space, funds, technology, and equipment.

Communications Plan

Briefly draft both internal and external messaging (or indicate a timeline for developing it) and indicate where, with whom, and how it should be shared.

Action Plan and Timeline

What needs to be done, by whom, and by when?

Check-in/Tracking Plan

Who will be accountable for tracking progress? To whom and how often will progress be reported?

Pre COVID-19 State of Engagement

Assets

Community Needs

Challenges

Volunteer Engagement Opportunities

Needed Resources

Communications Plan

Action Plan and Timeline

Check-in/Tracking Plan
