

# COMMUNITY ENGAGEMENT & VOLUNTEERISM

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**Elizabeth Satterfield & Claire Tryon**

West Virginia Association of Museum Conference

April 14, 2023

# Meet our Team



**Elizabeth Satterfield**

Curator & Director of Education



**Claire Tryon**

Program Assistant



**Baby Goats**

Moral Support

# Reality Check

15 MIN



**What are some things your organization is struggling with?**



**What are your community's needs?**



**What are your community's assets?**

**Why engage your  
community?**

# Realize & Embrace your Capacity



**Don't decry small beginnings**



**Know your limits but push them**



**Set attainable goals!**

# Asset based vs. Needs based

Ask yourself two questions:

1. What do you need?
2. What do you have?



# Get creative!



# Building Partnerships

Who's voice is missing and why? Who do you feel needs to be included?

Show Up!







# Fostering Volunteerism!

**Recruitment & Retention**



**Realize and respect that people volunteer for different reasons and in different seasons.**





# Recruitment

Tap into volunteer motivations

Look around your community for volunteers

Have a variety of opportunities at a time

Pair interest with tasks

# Retention

- ◆ **Volunteer Appreciation**  
Say "Thank you" in multiple ways
- ◆ **Reciprocate**  
Volunteer outside your org
- ◆ **Stay In Touch**  
Communicate frequently



# Demonstrating Impact

**Data = Impact**



# What to Measure



**Volunteer Hours**



**Attendance &  
Visitation**



**Qualitative Data**

**20 MIN**

# Discussion Time!

Break into small groups to discuss scenarios

# Thank you! Contact Us

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# Resource Page

Find the magic and fun in presenting with Canva Presentations. Press the following keys while on Present mode!

**B** for blur



**D** for a drumroll



**Q** for quiet



**Any number from 0-9** for a timer

**C** for confetti



**O** for bubbles



**X** to close

