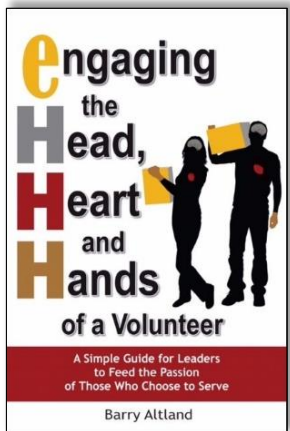


Open Forum Conversation: Volunteer Enrollment and Engagement in Post-Pandemic 2023

Children's Oncology Camping Association
Tuesday, September 19, 2023



Barry Altland, Facilitator
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Winter Garden, FL
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COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

49

**Unique
Responses**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

2 *of* 3

**Overnight Camp
Programming**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

84%

**Rent
Camp Site**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

3 *of* 4

**Virtual Camp
in 2020**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

3 of 7

**Virtual Camp
in 2021**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

4 of 5

**In-Person Camp
in 2022**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

3 of 4

**Lower Camper
Registrations
in 2022**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

3 of 4

**COVID-19
was the Driver**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

3 of 4

**More Difficult
to Attract
Staff and Volunteers
in 2023**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

2

Challenges

7

Response
Categories

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

2 Challenges

Camper
Registration
and
Engagement

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

2 Challenges

**Staff/Volunteer
Attraction
and
Engagement**

COCA Camper and Volunteer Enrollment and Engagement in Post-Pandemic 2023 Survey

- 1) No Issues/Challenges
- 2) Volunteer Traits/Behaviors
- 3) Logistics
- 4) Time-Related
- 5) Requirements
- 6) Personal
- 7) Marketing and Communication

7
Response
Categories

Survey Insights - Category #1

Camper Registration and Engagement	No Issues or Challenges	Staff and Volunteer Attraction and Engagement
5		9

Survey Insights - Category #2

Camper Registration and Engagement	Volunteer Traits and Behaviors	Staff and Volunteer Attraction and Engagement
	Lack of Commitment/Complacency	7
	Generational Challenges	3
	Adapting to Shifting Expectations	1
	Returning to In-Person Activity	1

Survey Insights - Category #3

Camper Registration and Engagement	Logistics	Staff and Volunteer Attraction and Engagement
11	New and Returning Registration	
7	Volunteer Attraction	8
5	Forms	1
3	Cancellations	1
1	Training/Onboarding/Support	1
2	Cost	1
2	Travel/Location	1
2	Expanded Programming	
1	HR Requirement Changes	
1	Food Quality	

Survey Insights - Category #4

Camper Registration and Engagement	Time-Related	Staff and Volunteer Attraction and Engagement
	Time Off from Paid Professional Role	26
	One Week Commitment Too Long	2
	Time of the Calendar Year	2

Motivation: Only Two Types



pp. 11-13, "Engaging the Head, Heart and Hands of a Volunteer," The Peppertree Press, 2015.

Survey Insights - Category #5

Camper Registration and Engagement	Requirements	Staff and Volunteer Attraction and Engagement
12	Medical/Vaccine Requirements	19
4	Attracting Qualified Professionals	18
	Wages/Compensation	7
2	A Need for Male Staff and Volunteers	6

Survey Insights - Category #6

Camper Registration and Engagement	Personal	Staff and Volunteer Attraction and Engagement
12	Mental Health	8
5	Life and Family Commitments	9
5	Behavior Issues	
2	Health Issues/COVID-19	3
2	Gender Identity	
	Burnout	1

“Personal” Mentions: Thoughts to Consider . . .

- ◆ Mental Health concerns reside on a “spectrum”
- ◆ Our people need not be “perfect”
- ◆ Our people need not have all the answers
- ◆ Our people must be **effective listeners**
- ◆ Serving others is part of the
“Journey to Resilience”
- ◆ Step into the stimuli, not avoid it

Survey Insights - Category #7

Camper Registration and Engagement	Marketing and Communication	Staff and Volunteer Attraction and Engagement
1	Marketing and Communication	11
5	Hospital/Clinic Access	
	Community Collaboration	1

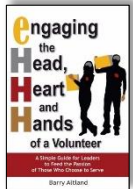
Survey Insights - Recommendations/Strategies

Staff and Volunteer Attraction and Engagement		
<i>Who?</i>	College Students	11
	Friends of Volunteers/Word of Mouth	8
<i>Where?</i>	Professional Associations	2
	Volunteer Diversity	2
<i>How?</i>	Social Events	4
	Marketing	4
	Social Media and Video	2
<i>Why Not?</i>	Community Engagement/Ongoing Rapport	6
	Development Opportunities for Volunteers	1
	Program Flexibility	1
	Discovering/Emphasizing Their “Why”	1

Head, Heart and Hands . . .



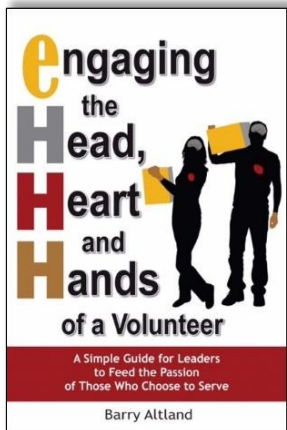
*Engagement
happens
one person at a time.*



p. 68, "Engaging the Head, Heart and Hands of a Volunteer," The Peppertree Press, 2015.

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