

Non-Traditional Volunteers!

How to Find & Keep Them



Jim Meyer
Executive Director
Trails4All





Today's Presentation

- Geared toward land managers, and club and organization "Trail Bosses"
- Based on our experience and success in and around Orange County
- Presenters ~ experts in corporate, faith-based & youth volunteering



Jim Meyer ~ Background

- Grew up a cowboy, but got into trail work through mountain bicycling
- Starting in 1989 ~ Member of SHARE, IMBA liaison with OC mountain bicycling community...
- By 1990 ~ Vice President, Crystal Cove State Park Interpretive Association; active with Saddleback Canyon Riders (ETI Corral 357).
- 1993 ~ Elected Conservation Chair of OC Group of Sierra Club



Trails4All

- Founded by Jim Meyer in 1992, as the Trails Council of Orange County.
- At that time our volunteers were mostly:
 - Mountain bicyclists, equestrians, some hikers
 - (Agencies also made limited use of inmates and court ordered community service workers)



Trails4All

- Trails4All soon developed partnerships with corporate groups, faith-based organizations, local schools, youth organizations, land management agencies and other nonprofit groups.



Trails4All ~ Trail Work In The Early 90's

- Small groups of workers “here & there”
- Educating the Rangers themselves
- Evolution of “Trail Boss Training Classes”
 - *(Thank you to Frank Padilla & Kurt Loheit)*
- Three & Four-Way Partnerships ~ Trails4All did the “Hand-holding” rangers, clubs, users...
- ALWAYS had Land Managers' permission! *A MUST*



Orange County Trail Systems

- Over 700 miles of natural surface recreational trails located in:
 - 1 National Forest
 - 2 State Parks
 - 9 County Parks
 - Various Regional Trails, & Private Conservancies

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Where to FIND Partners?

- Trails4All has been very successful in working with these three main categories:
 - Corporate
 - Faith Based
 - Youth Groups
(in addition to the traditional Boy Scouts)

Corporate Partners



Gabby Martinez
Union Bank Foundation





Ms. Gabriela Martinez
Assistant Vice President
Union Bank Foundation

Bio

In 1987, Gabriela started working for Union Bank and has been working there for 25 years. In 1994 she became part of the Union Bank Foundation where she currently holds the position of Assistant Vice President/Foundation Officer. Her current responsibilities consist of, but are not limited to, maintaining the Union Bank Foundation financial records and being the source for employee volunteer activities.

01/17/20 **Representing: *Union Bank Foundation***



Finding Volunteers Today

- **WIIFM (What's In It For Me?)**

Actively volunteering at food banks, AIDS walks, etc.

- Opportunity to be seen working in the community on “Environmental” projects.
- Opportunity to improve on corporate marketing efforts through Public Relation announcements
- Opportunity to build corporate synergy through participation in outdoor “Team Building” events.



Finding Corporate Partners

- Ask members/supporters if their employer has a community program
- If you are a club, WHO'S on your Board?
- Reach out to the HR department of major employers in the area



■ Possible Companies to seek out:

- Banks
- Home Improvement Centers
- “Green” Companies (Whole Foods, Starbucks, etc.)
- United Parcel Service
- Kohl’s
- Environmental & Engineering Consulting Firms
- Major Developers & Builders active in your region

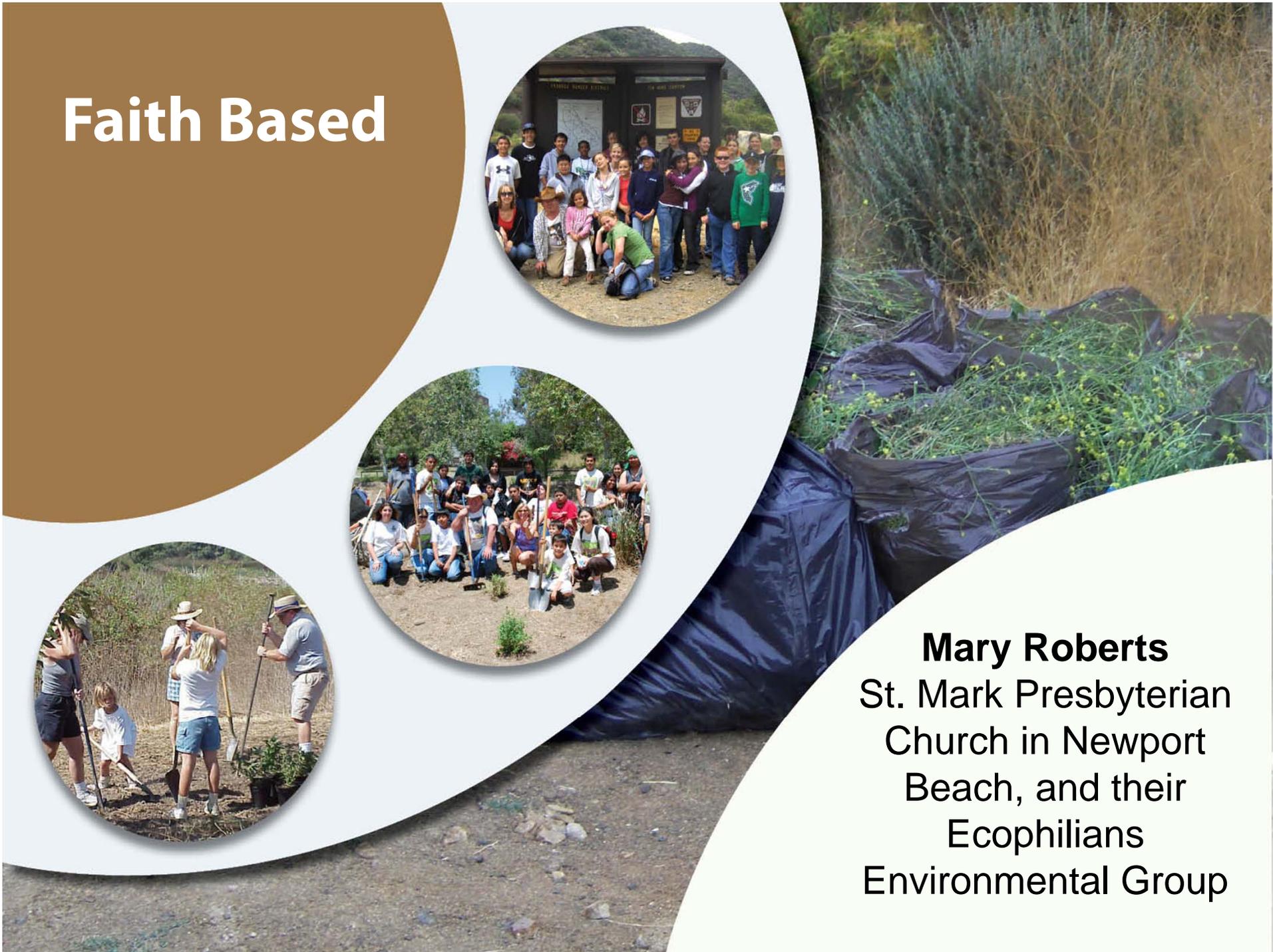


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Faith Based



Mary Roberts
St. Mark Presbyterian
Church in Newport
Beach, and their
Ecophilians
Environmental Group





Ms. Mary Roberts

Chairperson of the Ecophilians

Bio

Mary is a long-time activist/volunteer in environmental and social justice causes, a member of the Orange County Interfaith Coalition for the Environment (OCICE), and serves on the national board of Presbyterians for Earth Care. The Ecophilians are the environmental activist group for St Mark. St Mark is committed to living Christ's message through being involved in the community, it is a "green" church, and partners with other agencies to assist them in their work (be it feeding the homeless or lobbying Congress or counting birds for the Audubon bird count or providing scholarships to college students enrolled in environmental studies. The Ecolphilians are the group focused on environmental education and activism.

**Representing: *St. Mark Presbyterian Church,
Ecophilians Environmental Group***

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www.stmarkpresbyterian.org



Finding Volunteers Today

- Your contact is probably already actively volunteering at food banks, AIDS walks, etc., and will ask you, “What’s In It For Me?”

Opportunity to be seen working in the community on “Environmental” projects.

- Opportunity to improve on corporate marketing efforts through Public Relation announcements
- Opportunity to build corporate synergy through participation in outdoor “Team Building” events.



Finding Faithful Volunteers

Does your region have an Inter-Faith Council?

- There is already HUGE faith-based presence in volunteering, eager to help!
 - Youth Ministers
 - Partnerships in Your County



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Youth Groups



Lee Houston
IB Middle & High School
Corona, CA

&
Cindy DeMone
Sherman Indian High School
Corona, CA



Ms. Flordelisa “Lee” Houston

Community Service Coordinator for the International Baccalaureate (IB) Program Letha Raney Intermediate School and Centennial High School in the Corona-Norco School District in Corona, California

Bio

Duties include researching and qualifying volunteer opportunities for the IB students between the ages of 12 – 18 which incorporates educational, community and environmental awareness, promotes leadership and fits within the scope and curriculum of the IB World Program.

Recipient of the 2009 California Legislature Assembly Certificate of Recognition for Outstanding School Volunteer in the Corona Norco School District, the 2009 Spirit of Volunteerism Award Presented by Volunteer Center Orange County and The Orange County Register for work with Kid Healthy – Steps to Healthy Living and was recognized for her volunteer work with the Chino Hills Wetland Educational Park and Inland Empire Utility Agency and with Partnership4Trials.

Representing: International Baccalaureate



Ms. Cynthia DeMone

Science Teacher (biology and chemistry) at Sherman Indian High School, Riverside, CA

Bio

She is the faculty advisor for the school's "G-Team", their environmental club on-campus. (The "G"-Team is Trails4All's after school partner with our "Partnerships4Trails" environmental youth leadership program).

Working together, we have found opportunities for the Sherman students to volunteer on-campus, and assisting with cleanup, trail building and restoration projects with the Huntington Beach Wetlands Conservancy, Huntington State Beach, and at the edge of the Cleveland National Forest at the Glen Ivy Hot Springs.

Representing: Sherman Indian High School



Finding Volunteers Today

- How you can attract the volunteers, what do they want?

Many groups already volunteer at food banks, AIDS walks. Etc. **Reasons they might work on trail and habitat projects:**

- Opportunity to be seen working in the community on “Environmental” projects.
- Opportunity to improve on corporate marketing efforts through Public Relation announcements
- Opportunity to build corporate synergy through participation in outdoor “Team Building” events.



Some Sample Youth Groups:

- International Baccalaureate
- Involved Science Classes - Extra Credit
- Environmental Clubs
- Girl Scouts (Silver & Gold Award Candidates)
- Key Clubs (Kiwanis)
- JROTC programs
- Rotary Interact Club (Rotary Club)
- National Honors Society

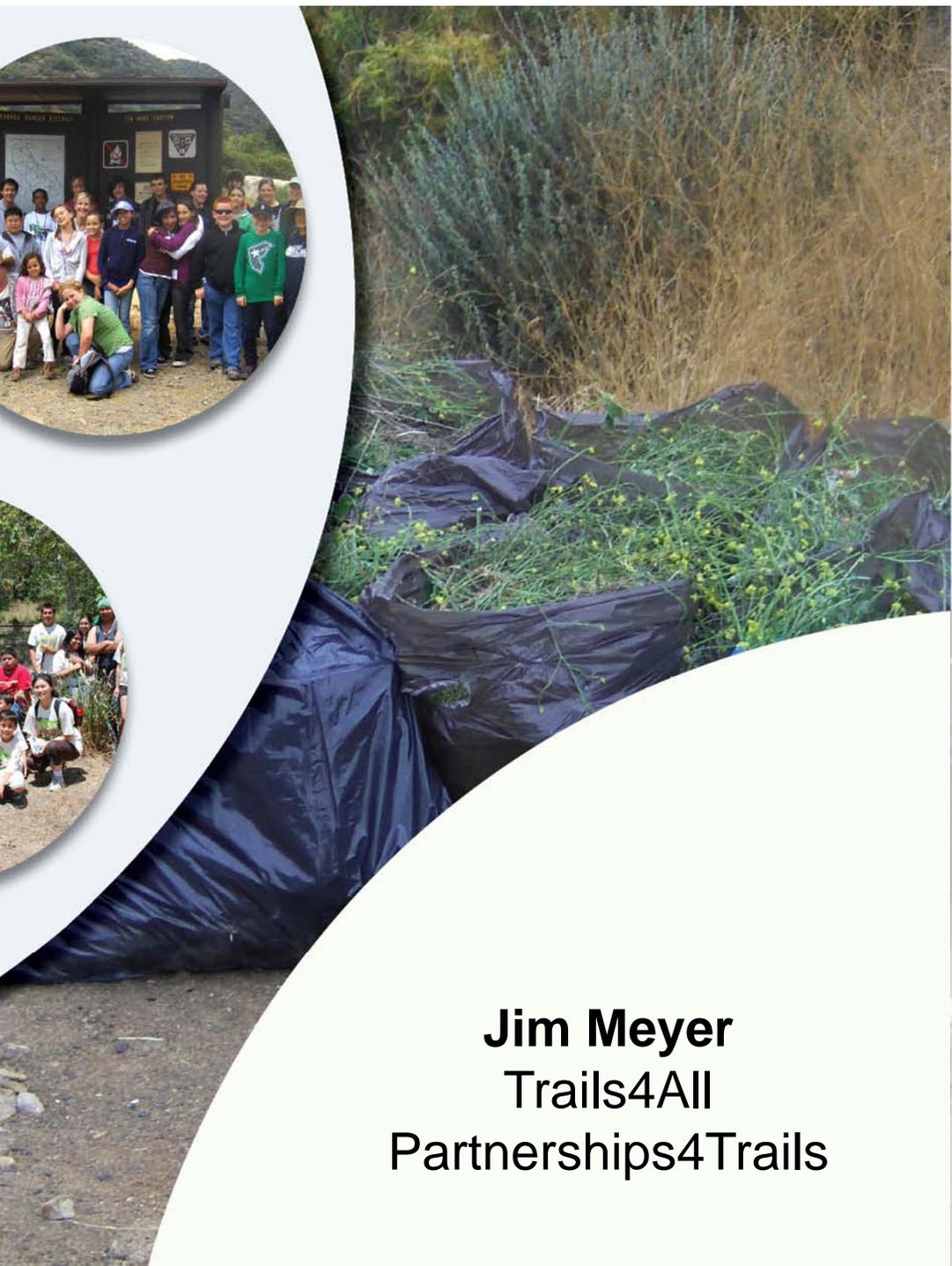


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General Rules to Follow



Jim Meyer
Trails4All
Partnerships4Trails





Rules to follow after the Connection

- Make things easy for the volunteers
 - Take care of all arrangements
 - Parking, permits, etc.
 - Have everything ready ~ Don't waste their time!
 - Be prepared to let your contact know when not to plan projects (seasonal closures, nestings, etc.) ~ Remember... You are the Expert!

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Volunteers & Project Planning

- Get the Project Lead to walk the site with you and land manager in the early planning stage. It is important that they see and have a feel for the project.
- Try not to ever set up a project that can't be completed by the end of the day... You want, "WOW! Look at what we just did!"
- Get a feel of your groups capability ~ If they don't have a good time... they won't be back.



Volunteers & Project Planning

- Start the project promptly and expect your volunteers to arrive on time too.
- Give the volunteers lot's of credit!
- Try to have an elected official, your agency director or supervisor stop by to say hi to the workers.
- Don't forget the THANK YOU's



In Closing ~ YOU Can Fill a Niche

- Trail work and good land stewardship is non-controversial
- Allows corporations, faith-based organizations and youth groups a clear opportunity to do good “Environmental” work without offending customers or clients

Q & A



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