

Saturday, December 15th, 8:30 am – 3:00 pm
Los Gatos Lodge

The Science (and Art) of Leadership

for Volunteer-Based Organizations



Volunteer energy and passion can change the world. But it doesn't happen without skilled and thoughtful leadership. This interactive workshop provides leaders with best practices and hands-on tools to mobilize their volunteer base and drive their mission forward. Topics include: understanding volunteer motivation, recruitment, retention, recognition, situational leadership, and

conflict management. Participants will review the latest trends impacting the world of service, and develop practical solutions to their individual volunteer recruitment, retention and leadership challenges.

After attending this workshop, participants will know how to:

- Translate proven leadership principles to volunteer-based organizations
- Use motivation theory to improve volunteer impact and retention
- Design volunteer and membership recruitment campaigns to target a new generation of volunteer leaders
- Manage “difficult” volunteer behaviors before they undermine your project
- Create a “culture of appreciation” that makes all volunteers feel appreciated and valued
- Use storytelling to inspire others to give time and money

John L. Lipp - Presenter

John is a national leader in the nonprofit sector with comprehensive experience in fundraising, executive leadership, governance, community engagement, and program development. John's book, *“The Complete Idiot's Guide to Recruiting and Managing Volunteers”*, was published in October 2009 by Alpha/Penguin. In 2015, he was a featured contributor to the anthology *“Volunteer Engagement 2.0: Ideas and Insights Changing the World”* from Jossey-Bass.

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COST: \$20.00 – Light Breakfast and Lunch Included