Breakout Session 3.1: Developing a Viable Volunteer Program

Grace Haines
University of Mississippi

Volunteer Accountability
- Group volunteers together for support
-Utilize interested, internal volunteers to lead others
-Ask for volunteer feedback during and after participation

Volunteer Recruitment
- Develop target audience and strategy to reach them
- Build a contact list of potential students, faculty, and staff to build connections
- Advertise volunteers locally, community service hours, team building, in comic items, social media, environmental arts

Volunteer Training & Education
- Introduce expectations beforehand
- Provide clear, concise, instructions
- Utilize visual aids, external resources to illustrate environmental impact

Volunteer Outreach & Communication
- Make program recognizable and campus-friendly through branding
- Utilize positive social media forums and social media platforms to support results
- Take advantage of campus events and programs for exposure

The Green Grove Initiative
Breakout Session 3.1: Developing a Viable Volunteer Program

Grace Haines
University of Mississippi

Volunteer Accountability
- Group volunteers together for support
- Utilize interested, veteran volunteers to lead sections
- Ask for volunteer feedback during and after participation

Volunteer Recruitment
- Develop target audience and geography to reach them
- Build and maintain contact list of interested students, faculty, and staff to build connections
- Advertise volunteer benefits, community service hours, team building, increased exposure, social media recognition, etc.

Volunteer Training & Education
- Introduce expectations beforehand
- Provide clear, concise instructions
- Utilize visual aids & demonstrations to illustrate environmental impact

Volunteer Outreach & Communication
- Make program recognizable and campus friendly through branding
- Use campus newsletters, forums, and social media platforms to attract interest
- Take advantage of campus events and programs for exposure

The Green Grove Initiative
Breakout Session 3.1: Developing a Viable Volunteer Program

Grace Haines
University of Mississippi
The Green Grove Initiative
Objectives

Foster a culture of sustainability by:
- Reducing game day waste
- Encouraging the utilization of reusable/recyclable products
- Training volunteers & educating tailgaters
Operations

Made possible by campus & community partnerships and student volunteers:

- Set up recycling bins
- Educate tailgaters
- Haul game day waste to recycling center
- Sort collected recyclables
Outcomes

Since its implementation in 2008, the Green Grove Initiative has become a recognizable presence on game days at Ole Miss.

2014 season in review:

Collected 18,503 Solo cups

Recruited over 400 volunteers

Collected 12,150 lbs of recycling in the Grove
Volunteer Recruitment

- Develop target audience and strategy to reach them
- Build strong contact list of involved students, faculty, and staff to build connections
- Advertise volunteer benefits: community service hours, team-building, incentive items, social media recognition, etc
Volunteer Outreach & Communication

- Make program recognizable and campus-friendly through branding
- Use campus newsletters/forums and social media platforms to attract interest
- Take advantage of campus events and programs for exposure
Volunteer Training & Education

- Introduce expectations beforehand
- Provide clear, concise, instructions
- Utilize visual aids & demonstrations to illustrate environmental impact
Volunteer Accountability

- Group volunteers together for support
- Utilize interested, veteran volunteers to lead others
- Ask for volunteer feedback during and after participation