

Sharing and Selling the Vision

“the best laid plans of mice and men...”

The investment of time and mental energy in the action planning process warrants every effort to ensure success of the resulting plan. Success factors include sharing and selling the vision, operationalizing the vision, checking reality, and sequencing the plan.

Strategies Worth Including

As described in Purdue’s **Strengthening Volunteer Leadership**, the early involvement of appropriate groups and individuals is crucial. Identify individuals within the local power structure who are potential blockers and/or influencers, and then make every effort to work with them. These people are influential due to their positions and/or their personalities. Their support is essential to the successful implementation of the plan.

Significant gatekeepers include decision makers within and outside the program, salaried staff, advisory groups, volunteers, collaborators, community leaders, and other groups affected by your program.

From the beginning, determine and implement strategies to:

- Begin developing administrative/supervisory support for your volunteer delivery system responsibility.
- Keep these people informed about the current and proposed volunteer delivery system.
- Help develop an appreciation of the contributions volunteer administrators can make to a program.
- Minimize opposition and maximize positive support.
- Provide opportunities for input and advice from these individuals, and follow it when appropriate.

To build an effective county 4-H team:

- Provide written descriptions of the volunteer administrator concept with emphasis on the contributions and benefits.
- Involve youth and adults when inviting “power brokers” to join the 4-H team.
- Involve new team members in the analysis of program goals, county and youth needs and current volunteer delivery system. Inform them of analysis results.
- Conduct news campaigns (within the organization and/or for the public) that describe the current effort to improve the involvement of volunteers.

Who are the individuals and groups whose degree of acceptance of your team’s vision and resulting plan will likely affect its success? Expand this worksheet by brainstorming, then thoroughly discussing names and relevant strategies.



Volunteerism for the Next Generation



Worksheet for Sharing and Selling the Vision

Categories of Significant Individuals and Groups	Whose support is vital to our success?	What is important to this group/ individual?	How does this vision support that person's or group's needs or interests?	What message should we convey	Who (in or out of our group) should deliver that message?	When and how?
Decision-makers outside the organization						
Decision-makers within organization						
Salaried Staff						
Volunteers						
Advisory Groups						
Collaborators						
Community Leaders						
Groups Affected by the program						
Others						

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