

VALLEY VOLUNTEER CENTER  
PROJECT MANAGE

VIDEO TRAINING TAPE PROCEDURES

HANDLING FEE FOR THREE DAYS*:	One Tape	\$35.00
	Two Tapes	50.00
	Three Tapes	65.00
	Four Tapes	75.00
	More than 4	18.75/each

HANDLING FEE FOR FIVE DAYS*:	One Tape	\$45.00
	Two Tapes	60.00
	Three Tapes	75.00
	Four Tapes	85.00
	More than 4	21.25/each

\*(Nonprofit Insurance Tape by Mary Lai handling fee is \$10.00/three days, \$15.00/five days)

Above prices includes one training packet per video. Agencies are encouraged to pick up the training tapes rather than have them be mailed. Additional costs for mailing tapes will be charged for postage and insurance.

Valley Volunteer Center loans tapes from the library solely for purposes of agencies doing in-house training and development. Agencies interested in purchasing the tapes for paid training sessions, can call Valley Volunteer Center for contacts. Valley Volunteer Center has received written permission from trainers to charge handling fees.

To reserve tapes, call Valley Volunteer Center, (415) 462-3570, and ask for Donna McMillion or Linda Coble.

A minimum of 15% late fee will be charged for each day the tapes are late.

7/24/87

## VALLEY VOLUNTEER CENTER

### TIPS ON USING VIDEOTAPES AND MATERIALS EFFECTIVELY

The videotape and accompanying materials are excellent resources to use in conducting individual or small group trainings sessions. As a medium, videotape works best when you work with groups of less than 35 persons and one television set. If you are working with larger groups, you may wish to hook several television sets together so that everyone in the group will have a good view.

#### Before the Session

Before your session, carefully review the videotape. These written materials contain an outline of the segments covered, along with suggested handout materials. Make notes as to where you feel it might be appropriate to refer your participants to the written materials.

Before you begin your session, carefully check your video connections. Make sure that you have a tape that works. Cue up your tape so that when you're ready to "roll" the footage there is a minimum of preliminary video.

#### During the Session

Make sure that all your participants can hear. Often presenters forget to check with the people in the back to see if they can hear clearly.

Don't be afraid to stop the tape if you want to emphasize a point. Sometimes it's even a good idea to show a segment twice. Show it once, conduct your discussion, and then show it again. The repetition of key concepts is the key to learning.

#### After the Session

Valley Volunteer Center would very much like to know how your experience with the materials went.

Tape 5: Finding and Soliciting Major Gifts 39 Minutes

In this tape, you will learn how to develop a major donors campaign, how to identify and approach prospective major donors, and, most importantly, how to do face-to-face solicitation—the most successful fundraising strategy. You will learn and practice how to answer difficult questions about your organization, how to time your solicitation, and how to ask for the donation. Handouts include sample solicitation letters and supplementary articles on asking for money and prospect identification.

Tape 6: Special Events 35 Minutes

Tape Six covers how and why to do special events, how to plan them, and how to ensure their success. There are numerous examples of successful events and why they've worked. Handouts include articles on special events and planning worksheets.

-----  
**MARLENE WILSON'S** long list of accomplishments have earned her international acclaim as one of the foremost authorities in volunteer/staff management. Her six years in industry in human resource management laid a strong base on her later position as director of a Voluntary Action Center, where she organized and managed a comprehensive volunteer management program which was chosen as a national model. In 1982, she received the Distinguished Member Award from the Association for Volunteer Administration. Mrs. Wilson has also served on the National Board of Managers for Church Women United, has edited the Volunteer Administration Journal, and has functioned as Faculty Director of Volunteer Management Workshops for the University of Colorado since 1972. She is currently a member of the National Board of Directors of Aid Association for Lutherans. She founded Volunteer Management Associates in 1975, and has conducted over 500 workshops and conferences for all types of non-profit organizations and churches in three countries.

Tape 7: Motivating Your Organization 60 Minutes

What motivates your people? How can they be stimulated to help the organization achieve its goals? Through lectures, graphics and role play, the first segment of this tape explores motivational theories as they impact both paid and volunteer staff performance. Segment two addresses the atmosphere of any group or organization...discusses nine factors which determine...and demonstrates that climate...and demonstrates how a healthy climate affects motivation.

Tape 8: Planning Your Organization's Future 38 Minutes

Leading your organization in the right direction takes effective planning and evaluation. This presentation covers the practical steps necessary to sharpen these skills, enabling you to decide what needs to be done, when, by whom, what resources are needed, and how to evaluate the results. The second section features lessons on designing meaningful paid and volunteer jobs to increase program effectiveness. In addition, Mrs. Wilson includes an examination on the art of delegation...the difference between success and burnout for many managers.

Tape 9: Recruiting and Interviewing Volunteers 44 Minutes

Getting volunteers interested and keeping them involved are critical concerns of every organization. Here, role plays are used to contrast inappropriate recruitment methods with effective techniques-providing vital information for volunteer directors, nominating committees and non-profit leaders. Assigning the right person to the right job is the key to sound volunteer management. Part two of the presentation demonstrates how asking appropriate, non-directive questions and listening carefully can help you make the correct match.

Tape 10: Creativity and Leadership 40 Minutes

One of the constant challenges facing today's leaders is to remain creative...and to instill that same creativity in their staff. In this rapidly changing world, only those organizations that develop innovative solutions to new problems will remain viable and healthy. Understanding and overcoming resistance to change is the topic of this tape, including presentations on creative thinking and effective problem solving techniques.

---

**MARY LAI** of Lai Insurance Brokers, Berkeley, has specialized in insuring nonprofit organizations since 1971 and is familiar with the risks and needs of nonprofits. She is a member of Independent Insurance Agents Association, Northern California Association of Community Health Centers, and of the Consortium for Human Services. She is co-author of "Am I Covered For ...? A Guide to Insurance for Non-Profits."

Tape 11: Insurance for Nonprofit Agencies 18 Minutes

Insurance has a major impact on nonprofit agencies. Finding coverage, budgeting for premiums, and managing risks are serious business. The presentation covers: 1. how to choose an insurance company, agent, or broker; and 2. outlines and explains the types of coverage nonprofit agencies need.

Page 4

Valley Volunteer Center Tape Library

Volunteer Center of Greater Pomona Valley produced a video tape to improve relationships between volunteers and the staff people who will be working with them. It's useful - and it's fun.

Tape 12: How To Help Volunteers Help You 13 Minutes

In this 13-minute videotape, staff people who will be working with volunteers are led gently and amusingly through their misconceptions and into an understanding of what volunteering is and how to treat a volunteer.

6/13/88