



# The Last Virtual Volunteering Guidebook: Fully Integrating Online Service into Volunteer Involvement

By Jayne Cravens, Susan J. Ellis

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## **The Last Virtual Volunteering Guidebook: Fully Integrating Online Service into Volunteer Involvement** By Jayne Cravens, Susan J. Ellis

What is Virtual Volunteering? It's work done by volunteers online, via computers, smartphones or other hand-held devices, and often from afar. More and more organizations around the world are engaging people who want to contribute their skills via the Internet. The service may be done virtually, but the volunteers are real! In The LAST Virtual Volunteering Guidebook, Jayne Cravens and Susan J. Ellis emphasize that online volunteers should be integrated into an organization's overall strategy for involving volunteers. They maintain that the basic principles of volunteer management should apply equally to volunteers working online or onsite. Whether you're tech-savvy or still a newbie in cyberspace, this book will show you how to lead online volunteers successfully by:

- Overcoming resistance to online volunteer service and the myths surrounding it;
- Designing virtual volunteering assignments, from micro-volunteering to long-term projects, from Web research to working directly with clients via the Internet;
- Adding a virtual component to any volunteer's service;
- Interviewing and screening online volunteers;
- Managing risk and protecting confidentiality in online interactions;
- Creating online communities for volunteers;
- Offering orientation and training via Internet tools;
- Recruiting new volunteers successfully through the Web and social media; and
- Assuring accessibility and diversity among online volunteers.

Cravens and Ellis fervently believe that future volunteer management practitioners will automatically incorporate online service into community engagement, making this book the LAST virtual volunteering guidebook that anyone has to write!

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### **Editorial Review**

#### **About the Author**

Jayne Cravens is an internationally recognized trainer, researcher, and consultant in communications, volunteer involvement, community engagement, and management of nonprofits, NGOs, and government initiatives. She is recognized as a pioneer in the research, promotion, and practice of virtual volunteering. Jayne's Web site, [www.coyotecomunications.com](http://www.coyotecomunications.com), was one of the first to help nonprofits use online tools. She is a popular speaker at conferences and universities around the world. Susan J. Ellis is president of Energize, Inc. ([www.energizeinc.com](http://www.energizeinc.com)), an international training, consulting, and publishing firm that specializes in volunteerism. Since 1977, she has assisted clients throughout the world to create or strengthen their volunteer corps, always advocating for the importance of strategic volunteer involvement. Her fourteen books include *The Volunteer Recruitment Book* and *From the Top Down: The Executive Role in Successful Volunteer Involvement*.

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