



Skilled Volunteers for Israel

Workplan

Skilled Volunteers for Israel will focus the first year of operation on establishing the relationships and partnerships in the USA and Israel to effectively recruit and place individuals in volunteer positions; connect to organizations within the US Jewish community to develop recruitment channels; cultivate seed and operational funding; and set up the structures and processes to develop a board, advisors and volunteer teams.

1. Build Organizational Network and Do Baseline Research

July – October 2010

- 1.1. Recruit & Utilize Advisors in Israel
- 1.2. Establish partners in Israel for pilot and outreach stage
- 1.3. Develop contact databases associated with target volunteer population and organizational interest in Skilled Volunteers for Israel
- 1.4. Establish baseline research on community profile of volunteers through established Jewish organizations
- 1.5. Research and document examples of volunteer skills and interests with real volunteer assignments

2. Outreach, Communication, Marketing

October 2010 – February 2011

- 2.1. Develop Marketing and Branding Strategy
- 2.2. Initiate Outreach
- 2.3. Design volunteer intake processes
- 2.4. Design organization registration and position development processes
- 2.5. Communication, Social Media and Website Maintenance and Updating

3. Organizational Development and Administration

January 2011 – June 2011

- 3.1. Organizational Structure
- 3.2. Organizational Resource Development
- 3.3. Establish & Implement Board of Directors in USA

4. Outreach and Pilot -November 2010 – June 2011

- 4.1. Establish Pilot parameters
- 4.2. Establish Pilot Volunteer Positions
- 4.3. Pilot promotion
- 4.4. Recruit pilot volunteers
- 4.5. Initiate Pilot
- 4.6. Assess Pilot

Primary Metrics

- *Volunteer Placements
- *Volunteer Satisfaction
- *# Participating Non-Profits
- *Non Profit/Volunteer Satisfaction
- *Financial Value of Volunteer Hours
- *Return Volunteering
- *Revenue