



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

*Jayne Cravens, Susan J. Ellis*

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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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