

# Tonic

## magazine

Looking after you and your organisation



### Building Relationships Through Social Media

Need some fresh new ideas to engage with your social media followers? Check out our 75 awesome content ideas that will help you start conversations and build relationships.

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### Creating a Values-Based Culture

Creating a values-based culture takes more than pinning a few nice words to the wall. Check out tips to identify your organisation's core values and embed them at your workplace.

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### Set Intentions, Not Resolutions, for Success

Combat limiting beliefs and discover what is possible when you create clear intentions. Learn the five easy steps to define what you want in 2022 and take action.

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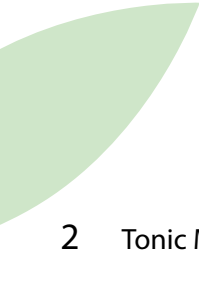


# Notes

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# Checklist

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## Welcome...

Kia ora koutou e te Exult whānau

Welcome to Tonic issue 53

I hope you had a wonderful break. I hope you got the chance to get some R's into your break - resting, relaxing and rejuvenating, and spent time doing things you love with people you love spending time with.

I wrote the last Editor's Note from Alert Level 3. Consciously looking for things to be grateful for while also feeling discombobulated. I was so looking forward to summer and Christmas and seeing my family, and not sure what it was actually going to look like. I have had many moments over the last few weeks where I've felt so very grateful and happy, seeing my family for the first time in a while, spending time with friends and enjoying summer. I think I knew how much I missed seeing them and actually being with them, and purposely didn't think about it too much while it was not possible. Oh, it was good for my soul!

I look at what is happening in other places around the world, and it feels like things are about to change again. With Hazel Jennings, we talked to organisations before Christmas about the COVID-19 Protection Framework and impacts to their mission, especially where they are not directly mandated for vaccination and when things are changing so rapidly. Those first conversations showed us that there is no one solution fits all, most, or even a few. Check out Hazel's article for a recap on the framework, pointers for advice, support and information and suggestions for preparing for the impact that isolating and infection may have for your team, what you do and how you do it.



We have also constantly seen examples of how organisations have adapted to manage for lockdowns, levels and frameworks.

Microvolunteering, especially virtually, offers a way to enable people to keep volunteering when face-to-face is not an option. I've seen some online roles from all over the world, including researching new locations for branches of a charity helping people learn to read, translators for translating medical texts and crisis response, and co-ordinating production of audiobooks. Large jobs that have been broken down into bite-size chunks and offered as microvolunteering opportunities. We chatted with Chantelle Cobby, founder of The Microvolunteering Collective, about microvolunteering, how they changed their how to fit with changes around COVID-19 and the opportunities created.

Carrying on the tradition handed down from a very wise lady I know; I have selected my word for the year. The word that connects me to where I am right now and supports the journey I want to take this year. My word for 2022 is connection. There have been times when I felt disconnected during 2021 and I have missed that feeling I love when I do connect with people. I feel hopeful that it won't be as much of a challenge this year and having it as my word for the year will help me focus. What is your word for 2022? What word connects you to where you are right now and supports the journey you want to take this year?

Tēnā koutou, tēnā koutou, tēnā koutou katoa

*Megan & the team*





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# Tonic magazine

Looking after you and your organisation



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Conservation Volunteers New Zealand (CVNZ) is a specialist provider of community engagement and programme management across Aotearoa on behalf of local and regional Councils, Department of Conservation, community groups, Iwi and private landowners. CVNZ recruit and supervise volunteers in the delivery of specific projects that have been determined in collaboration with their project partners.

CVNZ pride themselves on inspiring change by connecting people with nature. This vision guides them to help make connections between community and nature.

Since 2006 they have been successfully delivering programmes that engage volunteers all over the country, from all walks of life. Their wide range of projects and events provide opportunities for people to connect with each other, while learning about ways they can protect and enhance the natural environment, and contributing to completing projects in Aotearoa's parks, reserves, wetlands, forests, coastlines, and many other natural environments.

For more information check out [Facebook/CVNewZealand](https://www.facebook.com/CVNewZealand) or [conservationvolunteers.co.nz](https://www.conservationvolunteers.co.nz).

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# Tonic Conference 2022

ARE YOU LOOKING FOR A CONFERENCE THAT OFFERS SOMETHING FOR YOUR WHOLE TEAM?



Inspiring  
**IMPACT**

26 - 27 May 2022

Tonic Conference is New Zealand's best value event for the for-purpose sector. Tonic Conference 2022 in Palmerston North is all about Inspiring Impact. Inspiring the impact of your organisation, your team, and your own impact. To view the Tonic Conference 2022 programme, visit our website: [www.exult.co.nz/tonic-conference](http://www.exult.co.nz/tonic-conference).



## GET IN QUICK... EARLY-BIRD TICKET SALES END 28 FEBRUARY!

**When:** Thursday 26 & Friday 27 May 2022  
**Where:** Palmy Conference & Function Centre, PALMERSTON NORTH  
**Cost:** Early-bird registrations: \$390 per person

*(Hurry! Early-Bird ticket sales end 28 Feb 2022)*

**Standard registrations:**  
 \$435 per person (from 1 March 2022)

**Networking & Nibbles**  
~~\$45 per person~~ (optional – but lots of fun!)  
**NOW JUST \$35 per person!**

*Join us to sample canapes showcasing the best of Manawatu, matched with local wine and beer. The event will take place at the venue, on Thursday 26 May, 5.15pm-7.15pm and is the perfect opportunity to relax after Day 1 and mix with other delegates. You need a ticket to enter, so grab yours today.*



## CONFERENCE LINE UP

SOME OF OUR AMAZING SPEAKERS AND FACILITATORS INCLUDE:

**REBEKAH BALLAGH**



Rebekah Ballagh is a qualified counsellor, mindfulness coach and published best-selling author and illustrator. She's also a mama, a wife, and someone who has faced anxiety, panic attacks and depression. Becks has worked with hundreds of clients to better manage their mental health and has developed courses and tools out of all the things that work best, straight from the therapy room.

After working as a high school counsellor, Becks wanted clients to remember the tools she taught them between sessions, and none of the resources available at the time felt fun, colourful or digestible to her, so she developed her own resources by illustrating therapy tips and counselling concepts. She posted these tools to Instagram and now @journey\_to\_wellness\_ is a community of 348,000 people and growing by the day. Becks continues to develop resources, best-selling books, courses and speaking engagements.

**KORRIN BARRETT**



Korrin Barrett is living 'life unlimited'. After surviving sepsis in 2012 resulting in amputations to her hands and feet, Korrin became a quadruple amputee and her life changed forever but she hasn't let this stop her.

She has conquered more than anyone could imagine, undergone life changing osseointegration surgery on her legs and now wears a bebionic muscle powered arm.

Korrin is extremely dedicated to sharing her story of resilience and survival with community organisations and charities. She has inspired thousands of people worldwide through speaking events, social media and as a mentor and ambassador and promises to ensure you feel inspired and empowered to overcome anything as she chooses to live life unlimited.

## MATAI'A SALATIELU TIATIA (SALA) – MC



Extending a massive welcome to our MC Sala, back for his third year as Tonic Conference MC. Those of you who have had the privilege of meeting Sala at Tonic Conference know the fun, energy, empathy and pearls of wisdom he brings to a room.

He is a man of many talents. He is a youth educator who has been involved in youth work for the last 30 years, most recently in alternative education as Education Manager at Te Kauapapa Whakaora at Te Ora Hou in Ōtautahi Christchurch. He trains youth workers and runs leadership programmes, is a keynote speaker (check out his TED Talk, The Power of Words), and he won the People's Choice Award in Survivor NZ Season one. Sala is married to his Māori queen Danette, who he refers to as his heart, and has six amazingly talented tamariki, his six heartbeats.



# Tonic conference

Fresh thinking for community groups

## Need Funding?

The following organisations are just some of the funders that may consider supporting conference registration costs. You should also talk with your local funders about their funding priorities. The funding process takes time, so it's a good idea to enquire about funding now.

### Blue Sky Community Trust

[www.bluesky.org.nz](http://www.bluesky.org.nz)

### Trillian Trust

[www.trillian.co.nz](http://www.trillian.co.nz)

### One Foundation

[www.onefoundation.nz](http://www.onefoundation.nz)

### Grassroots Trust

[www.grassrootstrust.co.nz](http://www.grassrootstrust.co.nz)

### Lion Foundation

[www.lionfoundation.org.nz](http://www.lionfoundation.org.nz)

### Mainland Foundation

[www.mainlandfoundation.co.nz](http://www.mainlandfoundation.co.nz)

### The Southern Trust

[www.tst.org.nz](http://www.tst.org.nz)

### Aotearoa Gaming Trust

[www.agt.nz](http://www.agt.nz)

### Rātā Foundation

[www.ratafoundation.org.nz](http://www.ratafoundation.org.nz)

## Looking for accommodation?

The Distinction Palmerston North and Distinction Coachman are offering special bed and breakfast rates for Tonic Conference 2022 delegates with the code: EXU2022.

The Distinction Palmerston North is an easy 4-minute walk to the conference venue, while the Distinction Coachman is just a 3-minute drive. To secure these rates book online by visiting:

### Distinction Palmerston North

[www.distinctionhotelspalmerstonnorth.co.nz/EXULT22](http://www.distinctionhotelspalmerstonnorth.co.nz/EXULT22)

### Distinction Coachman

[www.distinctionhotelscoachman.co.nz/EXULT22](http://www.distinctionhotelscoachman.co.nz/EXULT22)

*"Thanks Exult team, another challenging & inspiring two days! Having worked over 12 years in my NFP role, Exult conferences & other Exult support provides my 'shot in the arm', my reminder as to why I do what I do, & re-invigorates my passion for wanting to make a difference in my community. Thanks again!"*  
*Robyn King, Life Education Trust Central Plateau*

*"The keynote speakers were amazing, the MC was hilarious and the food was fantastic!"*  
*Victoria Sharp, Just Zilch*

*"An excellent, practical, inspiring conference, so much to think about and put into practice. Keep up the amazing work you do supporting all the NFP's out there."*  
*Nikki Smith, Whangarei Anglican Care Centre*

## HERE'S WHAT PARTICIPANTS SAID ABOUT TONIC 2021:

### MEGAN THORN EXULT



Megan is a whirlwind of energy and enthusiasm with more than 19 years' experience in facilitation and developing, designing and delivering training programs. She has worked with people in corporate, government and Not-For-Profit organisations all over the world. Community and Not-For-Profit organisations are her passion, working with people who make a real, positive difference in their communities.

Megan focuses on supporting community and non-profit organisations at the business end of what they do. She has a real knack for delivering useful information in an engaging way, she will make you laugh and think, but most of all she will give you practical tools you can easily implement in your organisation.

For more information check out: [www.exult.co.nz](http://www.exult.co.nz)

To register your interest email Gillian at: [hello@exult.co.nz](mailto:hello@exult.co.nz)

### PETE BURDON



Pete Burdon is a media training specialist and international author of 'Media Training for Modern Leaders'. After working as a daily newspaper reporter and government press secretary, he could see a major disconnect between the news media and the spokespeople they interviewed. This often led to good people having their reputations damaged because they did not know how to speak to reporters or understand that this was a totally unique skill.

He also saw so many organisations fail to attract positive media attention for the great things they were doing because they didn't understand the process.

This led to the formation of Media Training NZ and PeteBurdon.com where the focus is on turning leaders into master media spokespeople and communication staff and experts into savvy media publicity hunters.

When he's not training, Pete is presenting to conferences and other events across New Zealand and Australia. He holds Masters degrees in both Journalism and Communication Management.





# What's Happening in the Sector?

## Draft Code of Practice for Online Safety and Harms ready for review

The draft Aotearoa New Zealand Code of Practice for Online Safety and Harms is available for review. Netsafe is leading development of the voluntary code which aims to provide a self-regulatory framework for improving users' safety and reducing harmful content shared through digital platforms. There has been feedback from community organisations that the draft code has been developed without input from the communities most impacted by harmful behaviour. Check out the draft code at [netsafe.org.nz/thecodedraft/](https://netsafe.org.nz/thecodedraft/) and share your feedback, encourage other organisations you know to share their feedback and keep an eye out for consultation workshops during February.



Source: [netsafe.org.nz](https://netsafe.org.nz)

## COVID-19 Protection Framework

From 2 December we moved to the COVID-19 Protection Framework, the traffic light system. If your organisation is not covered by a government mandate for vaccination it can feel hard to know how to move forward and things are changing quickly. [Business.govt.nz](https://business.govt.nz) are a good source of information, resources, and tools for everything from vaccination risk assessment to finding out more about rapid antigen testing. Sign up to receive frequent updates. They also link to other government sites including WorkSafe and Employment New Zealand for supporting information and resources.

## Mental health support available

[Business.govt.nz](https://business.govt.nz) now has links to resources to help you and your business keep healthy and well, including staying well when working alone, how to spot warning signs of burnout, minimising stress and a build-your-own health and wellbeing policy. You can access these resources and more at: [business.govt.nz](https://business.govt.nz) or more comprehensive information can be found at the Mental Health Foundation's site: [mentalhealth.org.nz](https://mentalhealth.org.nz).

## Professional development opportunity – cultural competency in Te Ao Māori

Te Aitakihi in collaboration with Kia Tika te Ara are proud to offer the wider South Canterbury community, 'Ki Te Whai Ao' (The Glimmer of Dawn). A three-day intensive Professional Development programme for cultural competency in Te Ao Māori.

The programme will be held over three Fridays  
9am – 4pm from 25 March at Te Aitakihi  
Multicultural Centre in Timaru. The

programme is scheduled to run several  
times in 2022. To register email  
[admin@teaitakihi.co.nz](mailto:admin@teaitakihi.co.nz).

## Find data for and about Pacific people in Aotearoa

Pacific Data Fale o Aotearoa is a free tool to help Pacific people in Aotearoa access data and develop data skills to support their work. The project has been developed by Figure.NZ, supported by Stats NZ, with the aim of improving Pasifika wellbeing in Aotearoa through better, data-informed decisions.

There's a range of data about Pacific people including health, education, wellbeing and more. Read reports that contain data about Pacific people in New Zealand, Pacific data sovereignty and other topics as well as a list of Pacific data experts and researchers to provide important context to data. Visit: [pacific.figure.nz](https://pacific.figure.nz).

## Aotearoa Bike Challenge Month, February 2022

On yer bike! The goal is to help people rediscover the joys and benefits of riding a bike. During the month of February, individuals and organisations across Aotearoa New Zealand will compete to see who can get the most people riding a bike. It's a fun, free challenge, with prizes! Check out details at [lovetoride.net/nz](https://lovetoride.net/nz).

## Neighbours Day Aotearoa, 18-27 March 2022

The kaupapa of Neighbours Day Aotearoa is to encourage people to get to know your neighbours better! Neighbours Day Aotearoa focuses on 10 days in March that encourage you to celebrate and connect with your neighbours. Whether the intention is big or small, it all helps to build more connected and stronger neighbourhoods. The theme for 2022 is Kai Connections, encouraging people to engage in all the different ways we connect over kai. Check out [neighboursday.org.nz](https://neighboursday.org.nz) for ideas, sharing recipes, share an event you are organising and find a community connector.



Source: [neighboursday.org.nz](https://neighboursday.org.nz)





FUNDING

BRAINSTORMING

MANAGEMENT

VOLUNTEERS

STATISTICS

IDEAS & MORE

## 2022 Kiwibank New Zealander of the Year – Semi-finalists announced

From thousands of nominations, 70 New Zealanders have been announced as semi-finalists for the 2022 Kiwibank New Zealander of the Year Awards Ngā Tohu Pou Kōhure o Aotearoa. There are seven categories, New Zealander of the Year, Young New Zealander, Senior of the Year, Innovator, Environmental Hero, Community of the Year and Local Hero. Learn about the great work of people, teams and communities being recognised through these awards at [nzawards.org.nz/news/introducing-your-2022-semi-finalists/](http://nzawards.org.nz/news/introducing-your-2022-semi-finalists/). Finalists will be announced in March and winners announced 31 March.

### Melissa Vining

#### Semi-finalist for New Zealander of the Year

Melissa Vining's hard work and vocal, public advocacy for a better health system is transforming the health outcomes for the people of Otago, Southland and New Zealand. Melissa and her late husband Blair created New Zealand's largest cancer petition which led to the establishment of Te Aho o Te Kahu, the New Zealand Cancer Control Agency.

When Blair was diagnosed with terminal bowel cancer in 2018, despite the late stage of his cancer, waitlists meant it was unlikely he could see a specialist or receive treatment before passing away. To honour Blair's dying wish Melissa and her community established the Southland Charity Hospital Trust. Their goal, to build a community hospital offering free health care services to the people of Otago and Southland, starting with colonoscopies and dental care. Scheduled to open mid-2022, the Southland Charity Hospital has already started delivering colonoscopies months ahead of its official launch, operating a day clinic with the help and generosity of numerous specialists donating their time. We had the privilege of interviewing Melissa in Issue 49 and wish her the very best of luck!

### Inu Akerei Maresala-Thomson

#### Semi-finalist for New Zealand Innovator of the Year

So much inspiring mahi from those nominated for the New Zealander of the Year Awards!

Inu Akerei Maresala-Thomson is the founder of MyRivr, an app that connects users with 8,000 health and social service providers and 30,000 professionals around the country, specifically enabling people to find support services in their local community. MyRivr has the vision to enable communities to get the help that they need, when and where they need it, recognising the problem is not lack of services, but lack of visibility and access to those services.

The concept for MyRivr arose when Akerei was working for the police, leading a Youth Action Team as part of a government-led initiative focused on youth suicide and gangs. A report commissioned at the time found that 86% of service referrals for troubled youths came from hospitals or police. The aim of the app was to provide visibility and access to services and support before police or hospitals were involved.

## The Mind the Gap Campaign

'Mind the Gap' is campaigning for an Aotearoa where everyone is paid fairly for their work, where pay discrimination based on ethnicity, gender or ability no longer exists.

Funded by the Clare Foundation and supported by the NZ Human Rights Commission and other allied organisations, the campaign is calling on employers and individuals to 'sign up' to report their pay gaps on New Zealand's first public pay gap registry. The Registry aims to encourage all organisations to commit to pay gap reporting and support a more equitable Aotearoa.

The Registry will launch in March 2022. Visit [mindthegap.nz](http://mindthegap.nz) for more information.

## Hearing Awareness Month, March 2022

Hearing Awareness Month is all about putting a spotlight on hearing health and raising awareness for the experiences of 880,000+ New Zealanders who are Deaf or Hard of Hearing. World Hearing Day is 3 March, and the National Foundation for Deaf and Hard of Hearing has a whole range of ways you can get involved over the whole month, including the Listen Up Conference, workshops, learn sign language online, captioned movies in parks and much more. Find out all about it at [nfd.org.nz/hearing-awareness-month-2022](http://nfd.org.nz/hearing-awareness-month-2022).

Source: [nfd.org.nz](http://nfd.org.nz)



*What's your preference, physical planning diary or digital diary?*

If you'd be lost without the one you hold in your hand...check out the Seriously-Good One-Stop, CAN'T Live Without, SUPER-Awesome Non-Profit Planning Diary.

My Seriously-Good, One-Stop, CAN'T Live Without, SUPER-Awesome

**2022 NON-PROFIT PLANNING DIARY**

**\$39**  
\$8.50 P&P

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exult  
HELPING NON-PROFITS GROW



# ~~Twelve~~ Five Good Ideas: Finding volunteers

When we run our Growing Great Volunteer Team Workshop we share, and hear about, lots of ideas for finding volunteers. Take a look through these and explore the ones that will work best for your organisation.

## 1. Through your existing volunteers

Your existing volunteers are your best recruiters. One of the main reasons people agree to volunteer is because they are asked by someone they know and trust to do something they think they will like.

Volunteering NZ State of Volunteering Report 2020 found more than 46% of volunteers heard about their current volunteering role through word of mouth.

## 2. Make a personal approach

There are plenty of capable people who might be interested in volunteering, most of them won't approach you. One of the biggest barriers to volunteering we often hear from volunteers is 'no one asked me'. Get clear on the role, skills needed and identify people you know, or someone you know knows, and make a personal approach.

## 3. Contact your local Volunteer Centre

Often when people are interested in volunteering, they approach their local Volunteer Centre. Your local Volunteer Centre has a database of willing volunteers with specific skills and expertise. To find the Volunteer Centre nearest you, visit [volunteeringnz.org.nz/finding-volunteer-roles/volunteer-centre-network/](http://volunteeringnz.org.nz/finding-volunteer-roles/volunteer-centre-network/).

## 4. Advertise for volunteers for free

Do Good Jobs ([dogoodjobs.co.nz/](http://dogoodjobs.co.nz/)) and Seek Volunteer ([seekvolunteer.co.nz/](http://seekvolunteer.co.nz/)) offer a free service to enable you to advertise your volunteer roles. Both provide a way to connect with local people who are looking to volunteer, and also people based anywhere in Aotearoa who might be able to do your role virtually.

## 5. Collaborate

Collaborate ([letscollaborate.co.nz](http://letscollaborate.co.nz/)) is a web app that connects people to volunteer

opportunities that match their skills and interests. Collaborate is free for community organisations. Create an account, download the app and then list your volunteer opportunities. Volunteers who have signed up to the app can now find your volunteer roles.

## 6. The Microvolunteering Collective

TMC (themicrovolunteeringcollective.carrd.co) is a collective of over 600 microvolunteers, and growing, who complete community projects either working together through events and campaigns or through activities completed at home. Microvolunteering is all about breaking down barriers to traditional volunteering, by creating small, easy, and accessible opportunities that enable anyone, regardless of age, background, or ability, to contribute. and make a meaningful difference to their community.

## 7. Student Volunteer Army

The Student Volunteer Army ([sva.org.nz](http://sva.org.nz)) provides volunteering opportunities for primary, secondary, and tertiary aged young people. Developing from its shaky beginnings in Canterbury, mobilising 11,000 people to help clean up Christchurch, to a network of clubs and a collective of thousands of volunteers volunteering in all sorts of ways all across Aotearoa. They have recently released the SVA app to better connect volunteers with roles.

## 8. Student Job Search

Student Job Search ([sjs.co.nz](http://sjs.co.nz)) is a non-profit charity owned by 18 student associations across NZ universities and polytechnics. Set up to place students in jobs, they also enable registered charities to advertise volunteer roles to students for free.

## 9. Conservation Volunteers NZ

He rau ringa e oti ai – By many hands the task is completed. Conservation Volunteers NZ ([conservationvolunteers.co.nz](http://conservationvolunteers.co.nz)) connect volunteers looking for conservation projects with organisations looking for volunteers

to help with projects. As a community organisation looking for volunteers, you can contact CVNZ to share details of your project. CVNZ offer a range of ways for volunteers to get involved from one-day projects to overnight or residential volunteering. They also coordinate corporate volunteering projects.

## 10. Other options for connecting with conservation volunteers

Department of Conservation have a web directory for community conservation groups organised by region. Add your details to the directory at [doc.govt.nz/get-involved/volunteer/groups/](http://doc.govt.nz/get-involved/volunteer/groups/). Volunteers looking for conservation projects to get involved with can connect with your organisation through your listing.

Check out your local or regional council too. Auckland Council through Conservation Auckland and the Auckland Conservation Directory ([tiakitamakimakaurau.nz/get-involved/auckland-conservation-directory/](http://tiakitamakimakaurau.nz/get-involved/auckland-conservation-directory/)) enables volunteers to find your organisation. You can also post details of volunteer events through the events list ([tiakitamakimakaurau.nz/get-involved/find-an-event-or-opportunity-near-you/](http://tiakitamakimakaurau.nz/get-involved/find-an-event-or-opportunity-near-you/)).

## 11. Community Comms Collective

A bit like a matchmaking service, Community Comms Collective ([communitycomms.org.nz](http://communitycomms.org.nz)) connects community organisations with one (or more) of their communications volunteers. You fill in the contact form via the website then work with the team to create a brief for your project and connect with the right volunteer.

## 12. Help Tank

HelpTank ([helptank.nz](http://helptank.nz)) connects community organisations with people with specialist skills looking to volunteer. Once you register your organisation, you can work through a project guide to scope your project, which then becomes visible to volunteers looking for an assignment that matches their area of expertise and interest.





# Stuff on the Net:

## Volunteer management and engagement tools

There are a huge number of tools that can help you manage, engage and connect with your volunteers. If you are looking for a solution that includes a database that can make communication and engagement easier, check out these options. There is a solution for you depending on your budget (starting from free!) and what you are wanting to achieve.

### TidyHQ ([tidyhq.com](http://tidyhq.com))

TidyHQ is administration software that is great for small community and non-profit organisations, sports and other clubs and associations. It enables you to manage and coordinate processes related to volunteer management, membership and events. It includes a database for keeping track of volunteers which provides the platform for functions like creating volunteer groups, sending emails and newsletters, managing volunteer events and administration tasks and enabling team collaboration. It's not just volunteer specific so you can also apply those functions across members and other supporters and there are other functions that may be helpful for your organisation. Depending on your plan, TidyHQ also enables you to manage some elements of governance administration and succession planning. The Starter Plan is free and has some limits – two custom features, 100 emails per month, unlimited contacts and administration roles and tasks. The Pro Plan is AUD \$79 per month.



### Slack ([slack.com](http://slack.com))

Slack is an internal communications and management tool. With Slack you create channels, like a space in which your volunteer team can communicate. You can create a channel for the whole team, and then other channels for different projects or topics, e.g. you could set up a car-pooling channel, enabling your volunteers who require a ride to get to events to connect with volunteers who can provide a ride. Within channels you can message, ask questions, and create polls to check preferences and connect face-to-face. You can also automate routine actions and integrate Slack with other tools you use. The Free option offers access to unlimited private and public channels, file sharing, storage of the most recent messages (10,000), 10 integrations with other apps and 1:1 voice and video calls. The Pro Plan is aimed at small teams at USD \$6.67 per month, enabling a full archive of messages, unlimited apps, group calls and screen sharing.



### Hylo ([hylo.com](http://hylo.com))

Hylo is a free, open source, web and app-based platform designed to support collaboration and resource sharing within groups. It includes features like 'Know your community' where you can create a volunteer member directory with messaging that enables you to connect and work together to get things done. Your volunteers can share their skills and anyone in the group can make offers and requests which can help you organise volunteers and enable volunteers to organise themselves. You can also manage projects, and enable groups within your volunteers to self-organise, create and organise events and set up group chat and direct messaging.



### Better Impact ([betterimpact.co.nz](http://betterimpact.co.nz))

Volunteer Impact is the specific volunteer management solution from Better Impact. It is a comprehensive option that enables you to create volunteer profiles including information like interests, availability, where in the onboarding process and training received and keep information in a searchable database. You can track and report hours and collect feedback. It enables you to create online application forms that can be embedded in your website. It includes communication options, email and text, and a rostering function. You can also create training content and eLearning modules to help your volunteers through the onboarding process. Pricing starts from \$25 per month for up to 50 volunteers and increases with increasing number of volunteers.



### infoodle ([infoodle.com](http://infoodle.com))

infoodle is a complete management system, so it offers wider management features, including a cloud-based CRM enabling you to administer and manage volunteer information. It includes customisable communication options for engaging volunteers, enables sharing resources and collaboration, managing projects and events, reporting functions and more. Pricing for the CRM function, including database, communication, workflows and reports starts from \$35 per month.







# Well... That's something new we've learned

Over the course of creating the Tonic Club e-newsletter and Tonic Magazine, and in the course of our day-to-day, we are lucky to learn lots of things about lots of stuff. There hasn't been a good place to share it with you, until now! If you find yourself thinking 'well, that's something new I've learned', drop up us a line at [hello@exult.co.nz](mailto:hello@exult.co.nz) and share.

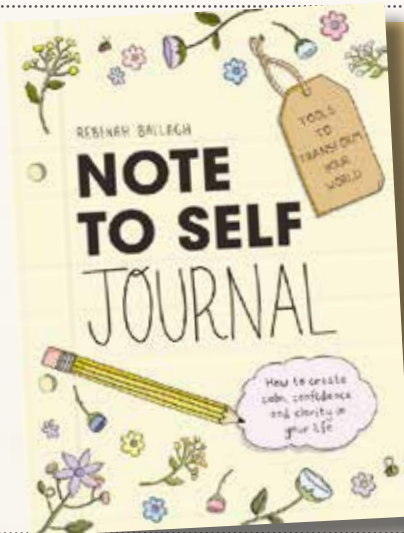
## There's a handy 'Dictate' function in Microsoft Outlook and Word

We recently discovered the Dictate function in Microsoft Word! It's handy tool if you know what you want to write but struggle to get it down on paper or find it faster to dictate than type. The Dictate button can also be found in Microsoft Outlook and makes composing lengthy emails quick and easy. It's surprisingly accurate too – even with Kiwi accents! It's only available to Microsoft 365 subscribers.



## Becks' book makes the best-seller list!

Becks' Ballagh the very talented counsellor, author, illustrator, and recent Tonic Magazine contributor has a brand-new book out, and it's already reached number five on New Zealand's best-seller list!



## COMPETITION



We have one copy of 'Note to Self Journal: Tools to Transform your World' to giveaway. To enter, email [gillian@exult.co.nz](mailto:gillian@exult.co.nz) with the answer to this question:

**Which issue of Tonic Magazine did Becks' article 'It's Not You and It's Not True: Taming your inner critic' feature in?**

**Get your entries in by 21 February.**

One entry per person please. Every correct entry goes into the draw. The winner will be announced via the Tonic Club e-newsletter on **Monday 28 February 2022.**

## New stock image library offers diverse and beautiful photos of Aotearoa

Truestock ([truestock.co.nz](http://truestock.co.nz)) is a locally owned stock image library full of images that capture an authentic, diverse, and multicultural Aotearoa. Truestock are in the process of becoming a co-operative, where those who create the content receive good commission, a share of the profit and voting rights.

Images are royalty-free, when you purchase you have usage rights that are not restricted by time or medium. You can use the image over and over, in different projects and places, both online and in print, for as long as you like. Search a range of categories, from whānau and life at home, through to outdoor adventure

and sports and landscapes, to diversity in the workplace and more. Pricing starts from \$40 + GST for a low-resolution image for use online, through to \$250 + GST for a high-resolution image for printing. We know how hard it can be to find images that authentically show Aotearoa, place and people. Not anymore!



## Motivational quotes to give you a boost



We follow the Instagram page @quotesbychristie, for an uplifting daily dose of goodness. Christie is a Washington DC based graphic designer who uses bold colour, retro fonts and bright messages to inspire and uplift.

Source: [www.instagram.com/quotesbychristie](http://www.instagram.com/quotesbychristie)

## Sorted – If you, or anyone you know, needs personal financial help

Te Ara Ahunga Ora Retirement Commission, and the financial capability community, including nonprofit organisations, iwi, and industry, developed The National Strategy for Financial Capability 2021-2024. Their mission is to unite the financial capability community to help New Zealanders understand money. Sorted ([sorted.org.nz](http://sorted.org.nz)) is the government-funded, independent agency dedicated to helping New Zealanders get ahead financially. With partners, they have created a huge range of tools, guides, seminars, and programmes to work together to help New Zealanders to understand and manage their money. These following are just a few in the financial capability network. Check them out.

### Sorted in Communities ([www.retirement.govt.nz/financial-capability/sorted/sorted-in-communities](http://www.retirement.govt.nz/financial-capability/sorted/sorted-in-communities))

Six-to-ten-week off-the-shelf community programmes shared through your organisation, schools, churches, iwi, sports clubs, libraries etc. covering everything from spending and planning to knowing your rights when borrowing to Kiwisaver and saving and insurances and wills.

### MoneyTalks ([www.moneytalks.co.nz](http://www.moneytalks.co.nz))

Provide free and confidential support with day-to-day money matters like budgeting and debt management. You can call 0800 345 123 to talk to someone or connect via chat, email or text. They also have great resources and a fab Facebook page (MoneyTalksNZ) with lots of helpful tips.

### Good Loans ([www.goodloans.org.nz](http://www.goodloans.org.nz))

Good Shepherd NZ has partnered with BNZ to provide no interest and low interest loans to people on limited incomes, including debt solution loans, as part of the DEBTSolve programme, through Good Loans.

### CAP ([www.capnz.org](http://www.capnz.org))

Free and confidential help with debt. Call 0508 227 111 or get CAP to call you. They also offer free CAP Money courses online.

### Ngā Tāngata Microfinance ([www.ngatangatamicrofinance.org.nz](http://www.ngatangatamicrofinance.org.nz))

Provide ethical, interest-free loans that give Kiwis a hand up to break the cycle of financial stress. They offer both debt relief loans and asset building loans - no interest, no fees and coupled with advice from a financial mentor.

## Adding call-to-action buttons to all things online

Da Button Factory ([www.clickminded.com/button-generator/](http://www.clickminded.com/button-generator/)) is a simple button design tool that helps you create call-to-action buttons for your website, blog posts, social media posts, or email. Select from a range of options for font, button style, background, and effects to design your button. Once created you can download the button as an image and add a link behind it (the easiest option), or you can copy the code provided to embed in your website. There are great instructions on the webpage, including tips for writing the words for encouraging people to take the action you would like them to take.

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Donate Now

## 8 great questions to ask at a job interview

Job interviews are sometimes approached from the interviewee answering lots of questions. The Ladies Finance Club (@ladiesfinanceclub) posted '8 Great Questions to Ask in Your Next Job interview' that will help you decide if a new role, and organisation, will be a good fit for you.

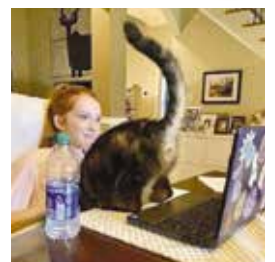
1. What does a typical day look like in this role?
2. What is the most important thing that I could do to help within the first 90 days of employment?
3. What does the career path look like for someone in this role?
4. What is the company culture like?
5. Can you tell me about the team that I will be working with?
6. How are employees recognised for a job well done?
7. What are the important values in your organisation?
8. How do you assist your employees in their work-life balance?

## And something that made us smile... Cats helping us at work

It's not just us perfecting our Zoom technique. Our pets are too! Here are some cats 'helping' their owners to work from home.

(Courtesy of: Upworthy ([Instagram.com/upworthy](https://www.instagram.com/upworthy)))

Better than this at least! 😊



my cat has become OBSESSED with sitting in on my zoom calls and has now perfected the art of glaring straight down the camera

Does your cat also have daily chats about your work performance??







# 30-Minute Fundraising

Even when you have a great vision for the difference your organisation would like to make in your community, and the work you do is clearly making an impactful difference, it can still feel like fundraising is a never-ending task. Thankfully, successful fundraising does not rely on just one thing, but rather a whole heap of little things, all done extremely well. Check out these 30-minute actions that will help you bring in more funds, more often. They are not actions that only you can do, divvy them up between yourself, your team and volunteers you know would be great at helping out.

## Gather stories and testimonials

Schedule 30 minutes every two weeks to talk face-to-face with someone and record their story in words, photos, and video if you can (1 minute of video is worth 1.8 billion words!). Include a mix of people you have supported, members, volunteers, and other supporters. Some of the most powerful stories come from volunteers and other supporters, like donors, who have witnessed impacts first-hand, through tapping into the power of peer-to-peer recommendation.

Testimonials can be as powerful as stories for sharing impact. "Spaghetti Bolognese saved my life" was one of the most powerful testimonials shared by one of our recipients-turned-supporter for Bellyful Hamilton.

In gathering stories and testimonials on a regular basis, you build up a range of narratives, as well as your photo and video library, that you and your team can share in different situations and in different ways to aid your fundraising efforts

*"The human species thinks in metaphors and learns through stories."*

Mary Catherine Bateson

## Develop your Case for Support

People support organisations for all sorts of reasons, but for the most part it is because they think that the work of your organisation is making a difference for the people you support, or for your cause. People want to know:

- Why does your organisation exist? What is the challenge your organisation is addressing? Why does this challenge need to be addressed now?
- What does your organisation do specifically to address the challenge?
- How is what you do meaningful and effective - what is the impact of your organisation's work?
- What are your future plans and goals?

There are lots of ways you and your team can discuss these points with potential supporters to help them understand how their support can make a difference. Before you do, you all need to be clear about them yourselves to ensure you are prepared to share at a moment's notice, and you are all sharing the same message.

One of the most effective ways to share your Case for Support is to share stories and testimonials of your organisation's impact. Add a 30-minute item to your schedule, or to the team meeting, once per month, to check in with your Case for Support and ensure you are armed with stories.

## Encourage your governing group to share your Case for Support

Ensure your governing group are great at sharing your Case for Support too. Schedule 30 minutes per month to have a story ready to share at your Board meeting. Talk with your Chair about adding a 10-minute agenda item to each Board meeting where you share elements of your Case for Support and a story of impact. Make sure your governing group is confident in talking about your why, your what, your impact and your plans and armed with stories they can use as they actively raise your organisation's profile with their networks.

## Develop a 'raising our profile' presentation

Create a presentation that anyone in your organisation can use to raise your profile. Capture your Case for Support, images, video if applicable (and brief), testimonials and highlights of stories. Be clear that it is a presentation that forms the basis for raising your organisation's profile. As you, your team or your governing group use the presentation they can tailor it to their audience and their specific objectives for sharing the information. You can also set up a few additional slides that can be added for specific purposes, e.g. asking people to become a volunteer, asking people to make a donation or support in some other way. Schedule 30 minutes each month to empower the team in raising your profile, sharing a consistent message, and helping to bring in more funds. Also be clear that the presentation is only a tool that helps the presenter bring your organisation to life, keep words to a minimum and use lots of images.

*"Alone we can do so little; together we can do so much."*

Helen Keller

## Create a static display

Think of somewhere in your community that is somewhere a lot of people pass. Create a static display that helps people discover you. You want to ensure that people walk away knowing why you exist and the difference you make in the community and what you do – share your vision and mission. Include some images of your vision and mission in action. Make it creative, how might you set it up so it engages people while helping them to discover you? Maybe share a question and answer related to your vision in action that will raise awareness and get people thinking. Your static display is hard at work enabling people to discover you, while you are doing other things.

A static display is not the place to share as much information as you possibly can, keep it clutter-free and concise, you





just want people to discover you. Give people a way to find out more about themselves e.g. your phone number, website or your Facebook page.

### Be a guest speaker

One of the best ways to engage people in your organisation is to speak to them face-to-face. Regardless of who the audience is, being a guest speaker allows people to see, hear and feel the passion you have for your organisation. Your passion and commitment will inspire and engage people and it gives you the opportunity to share stories about the difference your organisation makes in your community.

Local service groups such as Lions and Rotary and networking groups are always looking for interesting speakers. Schedule 30 minutes each month looking for guest speaker opportunities. It doesn't always have to be you who does the talk, it is important that you set aside time to look for opportunities.

### Join a business networking group

If you want to meet potential business supporters, you need to go where potential supporters hang out. A business networking group allows you to meet face-to-face with potential supporters and gives you the opportunity to develop a relationship with them before you ask for support. It's much harder for potential sponsors to say no to a friend – and a business networking group is where friendships are made.

There are plenty of business networking groups to choose from, The Networking Group ([tng.org.nz](http://tng.org.nz)) or Business Networking International ([bni.co.nz](http://bni.co.nz)). A great place to start is by phoning your local Chamber of Commerce.

### Update your website

Many potential supporters will visit your website to find out more about your organisation. If your website is out of date, it will impact their perception of your professionalism and credibility. Set aside 30 minutes every week to go through your website page by page and make sure that everything is up-to-date and relevant. If necessary, put a reminder in your calendar to ensure that you remember.

### Use community notices

Schedule 30 minutes every two weeks to share information about your organisation through community notices. It can be community notices on your radio or in the newspaper, both are free and can be used effectively. To make them really work, choose just one key message and then give your audience a phone number and a website so they can find out more information. You can use community notices to make a wide range of asks, promoting your events, look for volunteers, ask for donations for a specific project, share other options for support. Each time your community notice is shared, it raises your profile in your community.

### Use your email signature

You might have heard this from us before...we still notice that this is an opportunity that not everyone is making the most of. Your email signature is a mobile advertisement, so use it to say something useful. Instead of simply stating your contact details, add a brief message about a project you are working on and include a link through to your fundraising page. Schedule 30 minutes every month to plan for different uses each month, or every two weeks. You can change it as often as you like! With every email you send, a message is sent. If your email is forwarded, that message is sent to someone else.

Ask your members, volunteers, staff and governing group members to use their email signature too!

Once you have decided what you will promote, ask everyone in your organisation who has an organisation email to use the same email signature. That way whenever they send an email they are helping to raise awareness. Ask members of your governing group if they can add the message to their personal emails as well, and potentially their work email if possible.



# When It All Feels a Bit Hard: Fundraising inspiration from around the world

There are many amazing examples from organisations who have had to get creative with raising funds since the COVID-19 pandemic began in 2020. Although we have not all had lockdowns to the same level as some countries around the world, the added layer of lockdowns and restrictions and the constant pace of change makes it feel like the worst possible time to be making an ask or running a fundraising event.

We hope these examples from around the world provide some inspiration. We are adding a new element to the Tonic Club newsletter this year called Moments of Inspiration, we'll include some fundraising stories in that.

Even when the going is tough, how can we look at what we do have and find new ways to raise funds. What resources does your organisation have at your disposal

and how might you put them together in unusual ways to generate income? As the COVID-19 situation changes rapidly, how can your organisation find an opportunity within the changing rules and frameworks to raise funds? How can you overcome the fear of making the ask at a time when we assume everyone is struggling, and make the ask anyway?

## Well hello, goat, in my online meeting!

Need a fresh face to brighten up your video conference meetings? Want a fun experience for an online happy hour or friends birthday? Looking for fresh material for your virtual classroom? Those are the questions posed by California animal sanctuary Sweet Farm ([sweetfarm.org](http://sweetfarm.org)) for their Goat-2-Meeting service. The farm works to save farm animals from slaughter and to educate visitors about the impacts of factory farming. 75% of its donations were being lost due to COVID-19 as people could not visit. A goat, pig, chicken, turkey or llama can join your online meeting anywhere in the world. A 10-minute virtual experience will cost \$140, and if you don't think that's long enough there is the 20-minute option for \$275.

Sweet Farm have taken two existing resources they have access to, goats (and other animals) and video-conferencing (something that the whole world has been doing a lot of) and put them together to generate revenue. They started the service in May 2020, in the first month they had over 300 requests. They are still running now, so successfully they have had to partner with other animal sanctuaries to fulfil requests! They've even got corporate sponsorship from the meeting platform GoToMeeting, it was a nice play on words!



Source: [sweetfarm.org/goat-2-meeting](http://sweetfarm.org/goat-2-meeting)



Source: [step.diabetes.org.uk](http://step.diabetes.org.uk)

## Changing the plan part way through a fundraiser

When the UK went into their first lockdown in March 2020, Diabetes UK ([diabetes.org.uk](http://diabetes.org.uk)) were two weeks into one of their most important fundraising events, the One Million Steps Challenge. The challenge takes place over 100 days, setting a goal of walking 1,000,000 steps for participants personal health and for those affected by diabetes. The goal can be achieved by walking 10,000 each day. With lockdown coming into effect only two weeks in, Diabetes UK had to make the decision to cancel the fundraiser or change it quickly to fit with restrictions on outdoor activity. They sprung into action quickly, sharing ideas to help donors achieve their number of steps each day indoors and within the limits allowed by lockdown. They updated all of their communications to adjust for restrictions to activity and changed tack to a digital campaign.

The speed at which they changed tack contributed to the outstanding success of the campaign, even during a time when the digital events space became very crowded. They surpassed their target for sign-ups through advert clicks by 136% and beat their pre-campaign revenue target by 196% raising just under £2 million!





Source: [falconmeadow.org.uk](https://falconmeadow.org.uk)

## The power of video

The Great Bungay Duck Race is the big yearly fundraiser for Falcon Meadow Community Trust ([falconmeadow.org.uk](https://falconmeadow.org.uk)), a small charity based in Bungay, Suffolk, England. The Trust owns and manages one of the last remaining water meadows in the region. I hear you, what is a water meadow? It is an area of grassland subject to controlled irrigation to increase agricultural productivity. The meadow was saved when the people of Bungay donated and loaned the money to purchase it and is a community space and conservation area.

Physical distancing restrictions meant the Trust seriously contemplated cancelling the event in 2020 but decided to go virtual instead. The annual Duck Race is a much-anticipated community event and organisers wanted to model for the community that even in times of adversity you can find a way to make things happen.

A local volunteer created a brilliant promotional video for the event (you can watch it here <https://www.youtube.com/watch?v=J3hmB0LFQ08>) and supporters purchased their duck online. The race was live streamed. 24 hours after the trailer went live they doubled their duck sales. Going online enabled and encouraged more people to get involved than ever before and they raised £1,234, a hefty result for a very small community organisation.

## Being unsure, and making the ask anyway

Ohio Citizen Action ([ohiocitizen.org](https://ohiocitizen.org)) organises and mobilises people to advocate for public interests through engaging people in actions that protect public health, improve environmental quality, and benefit consumers. Their campaigns connect Ohioans and build a movement to protect democracy and create a sustainable future.

They run a number of campaigns, events and appeals throughout the year, including for Earth Day in April. Suffering a cash flow crisis due to COVID-19 restrictions they had the idea to convert their Earth Day appeal of 2021 to a "9-1-1" appeal for themselves. They asked supporters for donations to help them stay open and attempt to avoid laying off any of their team.

Despite being a tough time for everyone, their supporters rallied and they raised USD \$48,000, twice the amount they usually raise in the Earth Day appeal.

## Taking a big fundraising event hybrid

Saigon's Childrens' Charity ([saigonchildren.com](https://saigonchildren.com)) had to make the decision to transform their 12th Saigon Summer Ball into a hybrid event at the end of 2020. They moved fundraising online to maximise social distancing and for the safety of guests. 'Purchasing a table' enabled guests to host small private parties at their homes or in restaurants around the city (fitting with group number limitations that were in place at the time). Food prepared by many of the city's top chefs was delivered to each location. Each location, as well as other supporters of the organisation, was connected through a live stream show to online auctions, raffles and performances by entertainers. The ball raised US \$140,000 for the charity to further their work in ensuring disadvantaged children get an education and a fairer start in life.

## Make your ask specific

Armagh House ([armaghhouse.ca](https://armaghhouse.ca)) is a small organisation in Ontario, Canada providing transitional housing to women and their children who have escaped domestic violence. Armagh's common area had to shut down during lockdowns for COVID-19, including their computer room. This was a huge problem for a lot of the women Armagh House supported, especially for the women who were studying online and those with children who were about to start online school, as none of them owned their own computers.

They came up with the idea to run an emergency appeal aiming to raise CA \$10,100 to purchase 18 laptops and software for every woman they supported with school age children living in Armagh House. This enabled them to be individually connected online while sheltering-in-place at Armagh House during the COVID-19 restrictions.

They crafted an email with a very simple subject line, COVID-19 Emergency Appeal, sharing their specific goal to raise CA \$561 to cover the laptop and software for each of the 18 families, CA\$10,100. Any money raised above the goal would be used to buy basic necessities for the families, including food, toiletries, and cleaning supplies. The appeal was sent by email to just under 1000 supporters. By the end of the day 50% of the goal had been raised, 100% was achieved 2 days later. 20 days later the campaign had raised CA \$23,039 and a donor called to ask what else they needed money for, and then made a donation of CA\$5,000 to support online learning programs for the women.



## Megan Thorn

Megan is the Managing Director of Exult and spends a lot of time facilitating workshops for non-profits. She is a passionate life-long learner and when it comes to fundraising, knows the importance of researching people, as much as process.

Email: [megan@exult.co.nz](mailto:megan@exult.co.nz)



# Building Relationships Through Social Media: 75 Awesome content ideas

Need some fresh new ideas to engage with your social media followers? 80% of what you share on social media should be useful for your audience. Think fun, engaging, inspiring, informative, and educational. 20% of what you share should be about your organisation, the difference you make, stories, promoting your events, building your volunteer team etc. Sometimes we fall into the trap of using social media to continuously make an ask, which is all one-way traffic. It is an opportunity to start a conversation and build relationships. A good rule of thumb for posting is 3 x content posts for every ask – content, content, content then ask.

Share others' content too, things you see that you know your followers will love, that they can share too. We've also heard the 80/20 rule applied here, share 80% content from others, 20% of your own unique content. It can make finding content much easier...as can these awesome ideas. 75 of them!

Meet the team, share about the people who make your organisation great

Tell the story behind your organisation's name and logo

At the start of the year share your goals and priorities

Talk about what your fundraising efforts will be used for

Post a motivational story

Introduce the person/team who looks after your social media to new followers



Host an AMA (ask me anything) and answer people's questions



Share a recipe

Post a meme

Share your fundraising goals and your progress so far



Share a motivational story you've read about someone else

Post a Tuesday Tip



Post a 'Thursday Throwback'

Share your 'why' - your organisation's vision

Share the tools you use in your sector



Share an inspirational quote



Post photos of your mission in action

Share an infographic



Do a behind the scenes tour



Share a resource or tool that you love that your followers could benefit from too

Share a win or success (yours or someone else's)

Post 'a day in the life' of someone in your team



Share how your organisation was founded (with photos if you have them)

Share something new you've learned recently

Share a lesson learnt (yours or someone else's)



Do a giveaway

Post a 'fill in the blank'
















Answer FAQs



Share a statistic that surprised you and any advice you can add to it

Post a sneak-peek of a new programme or activity

Get one of your team to take over posting for the day, or for the week

	Share your favourite social media tools or hacks	Let people know about new content on your website		Promote your newsletter	Create bite-sized video clips	
Post a blooper – something that went wrong behind the scenes	Host an interview with someone your followers would love to hear from	Post Monday Myth Buster or Monday Magic Maker!	Give a supporter a shout-out	Post a Friday Funny		Profile your board or committee members
Promote other organisations	Ask your audience what you should post next, or what they'd like to see more of	Share a team photo			Profile a new team member	Share details of other organisations who share great stuff on social media
Share your team's favourite books, apps and podcasts		Post a 'how to' video	Share your statistics and how they have made a difference	Post about trending topics when they are related to your organisation and why you exist, or when they are related to another organisation who does great things, use as an opportunity to give them a shout out		
Show a before and after photo (office refresh, new team t-shirts, even a dramatic hair cut)	Share your organisation's core values	Post seasonal content – daffodils flowering, leaves changing colour or summer sunshine		Do a neighbourhood or community tour via social media - shout out to your favourite cafe, bakery, store, organisations, park etc.	Play a game – like 'match our team to their pets'	
Ask someone you admire to do a guest post for you	Share a printable or downloadable you've found helpful			Take a poll	Share your experience in the sector	
Post a glossary to explain commonly used terms, jargon or acronyms	Share a system or process you use that has helped you be more efficient	Show behind the scenes photos at an event	Share a countdown to an event	Share fun facts about your organisation (and other organisations)	Share 'new news' no matter how small, on what's happening in your organisation or your community	
Praise your awesome volunteers		Thank your followers	Post each of your team's 'words to live by' or personal motto	Post a challenge	Talk about the issue or cause your organisation focuses on	
Profile a product or any merchandise you sell to raise funds for your organisation	Share testimonials from your service users, volunteers, supporters		Share your 'what' - your organisation's mission	Share, pin, retweet and regram often and cross-channel share too!	At the end of the year share the year's highlights	



# Getting Reader-Centric: 10 Tips to make your e-newsletter a must read

In an era where social media reigns supreme, you might think the humble e-newsletter has had its day. The opposite is true, a staggering one billion e-newsletters are sent through MailChimp every day!

A well-written, targeted e-newsletter is one of the most cost-effective marketing tools you can use to engage with your supporters. In a recent survey of marketing professionals, four out of five said they would rather give up social media than email marketing.

Here's why e-newsletters stand the test of time:

- **They're cost effective and relatively inexpensive to implement.** With a basic web-based email marketing platform and a little elbow grease, you can create a regular e-newsletter to engage with your supporters for free, or with minimum budget.
- **They're a great way to connect with your audience and keep them informed, engaged, educated, and entertained.** Depending how often you send, e-newsletters let you dish up timely, relevant content, helping forge meaningful connections with your reader.
- **They're customisable.** You can tailor your message to a particular audience with segmented lists and targeted campaigns, making the scatter-gun approach a thing of the past.
- **It's easy to measure effectiveness.** Back-end metrics provide instant feedback and enable you to gauge how well your audience respond to your e-newsletter.

*'Email marketing is not the shiny new thing. It's the reliable thing that actually works.'*

If your regular e-newsletter is starting to feel like part of the furniture and you're keen to engage more with your subscribers, try these 10 simple tips.

## 1. Know your purpose – Why? Why? Why?

Why do you produce a e-newsletter? The oft stated purpose is to 'communicate with stakeholders'. While communication is a function of your e-newsletter, it's not the 'why'. Ask yourself:

- Why do you want to communicate with stakeholders?

- Why is communication important?
- What do you want to achieve?

You may have more than one purpose. Perhaps you want to build relationships with donors to increase support AND you want to keep members informed about current activities. It may be more effective to create separate e-newsletters for each audience. While some of the content may be the same, each e-newsletter can be written specifically for your reader.

## 2. Know your readers - Who's reading and why?

Writing without a target audience firmly in mind can result in an unfocussed e-newsletter crammed with everything 'but the kitchen sink'. Creating a reader profile takes time, it is well worth the effort. To build the profile, talk to a few readers you know you can ask for feedback, or ask your readers to answer a few survey questions. If you are using a tool like MailChimp, you can find out some information through the campaign insights. You want to be clear about:

- Demographics - age range, gender mix
- Geographic location
- How do they like to receive and read your e-newsletter?
- Why do they read? What don't they read?
- Do they prefer informative snippets or in-depth info? I like bite-sized content I can breeze through in a minute or two. My Dad's favourite e-newsletter features technical and highly detailed vintage machinery restoration projects he spends hours poring over.

Once you know your readers putting your e-newsletter content is a lot easier.

## 3. Critically assess what's included

Think of a recent e-newsletter you received and enjoyed reading. Why did you read it? Which parts did you particularly enjoy and how can you provide that to your readers? Gather a few copies of recent e-newsletters (yours and others) and a couple of highlighter pens and assess the content.

1. **GREEN** for what you *always* read
2. **ORANGE** for what you *sometimes* read
3. **RED** to cross off the parts you *never* read.

When you read someone else's content from a reader perspective, it can shine a light on what works (green and possibly orange) and what you don't read (the crossed-out parts).

Pair that with what your readers tell you they like to read and you are well on the way to step 4.

*Tip: Don't let the 'news' part of 'newsletter' trick you into thinking you're writing a mini-newspaper full of every coming and going. Instead, think of your e-newsletter as like having a chat over a coffee with your readers – keep it upbeat and informative with information flowing both ways.*

## 4. Put your reader at the heart of your content

Taking a reader-centred approach means writing for the benefit of your reader. It's common for e-newsletters to contain everything we want to tell our readers. Flip this approach on its head. What do your readers want to know? Research shows readers respond to e-newsletters with content that's relevant, interesting, and valuable to them. So even though the Chair's report may mean a lot to you, it may not to your readers.

Here are some great ideas for reader-centred content:

- **Start a conversation.** Share your thoughts or position on something topical related to what you do and ask readers to share their thoughts.
- **Share quick tips or hacks.** Everyone appreciates a top tip or hack. Coastguard New Zealand regularly shares boating or life jacket safety tips with their subscribers.
- **Share the love.** Got access to a supplier discount, special event tickets or early-bird offer? Ask if you can extend the offer to your readers so they can benefit too.
- **Share intel.** Been to a conference lately? A workshop? Or had a chat to an industry-leader? Summarise your learnings for others to benefit from.
- **Include user-generated content.** Mailjet.com suggests incorporating content from your community in your e-newsletter, such as their comments, highlights,



stories, or frequently asked questions. Be sure to ask their permission first if you use their details.

*Tip: Hubspot.com recommends a balance of 90% educational content and 10% promotional, so double-check the amount of space you devote in your e-newsletter to making an 'ask'.*

## 5. Refresh your layout

Using the same layout for each e-newsletter can become stale. Try a few tweaks or even a whole new look and feel for 2022. The most effective layouts are clean and simple with lots of white space for easy reading. Structure your content, most important news at the top, then the rest in descending order.

If you use MailChimp, there's a great step-by-step YouTube video called 'How to Design & Style Your Mailchimp Email campaign' worth checking out - [www.youtube.com/watch?v=kO-FVzAAcVM](http://www.youtube.com/watch?v=kO-FVzAAcVM).

Canva.com also has a handy guide for beautiful e-newsletter design that's well worth a read - [www.canva.com/learn/best-email-designs/](http://www.canva.com/learn/best-email-designs/).

We love this e-newsletter from Health Navigator with its simple design and thumbnail images next to snippets of text.



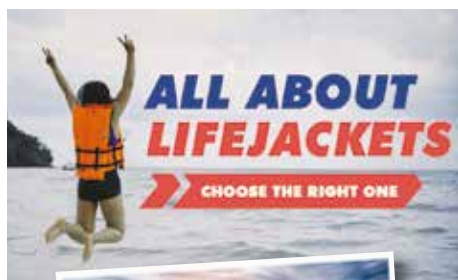
Source: Health Navigator Healthy Tips Newsletter, [www.healthnavigator.org.nz](http://www.healthnavigator.org.nz)

## 6. Craft a punchy subject line

If your February e-newsletter has the subject line 'February Newsletter' then it's time for a new approach! Optinmonster.com found the most effective subject lines are based on human tendencies (such as a fear of missing out, curiosity and vanity.) Their research showed that 47% of email recipients open an email based on the subject line alone so it pays to give it some thought.

## 7. Use striking images

Coastguard Boating Education use stunning images in their e-newsletters. Beautiful photos capture attention, break up blocks of text and set the scene for your message. It can be hard to constantly source new images. Enlist the help of a volunteer or your wider team. Ask them to take photos when they're out in the wild. Make it fun and run a competition with a prize each month for the best team snap. Keep your images well-organised in a photo library. If you need to use stock shots, try Truestock for affordable authentic New Zealand images ([www.truestock.co.nz](http://www.truestock.co.nz)) or [www.unsplash.com](http://www.unsplash.com).



Source: Coastguard Boating Education newsletter ([www.boatingeducation.org.nz](http://www.boatingeducation.org.nz))

## 8. Know your click-throughs from your conversions

Your e-newsletter metrics provide a wealth of information. There are a number of different metrics you can use to track its success.

### Click-throughs (what your audience clicked on to read)

Click-throughs show your reader's interaction with your e-newsletter and the most popular content. Track your click-throughs and try different content to encourage engagement. You're not aiming for 100%, the average clickthrough rate in the US is 11.3%, so anything above 9-10% is fine.

### Conversions (when your readers complete a call to action)

You often want your readers to do something off the back of your e-newsletter e.g. making a donation or registering to volunteer. Track conversions and investigate any fluctuations e.g. explore why 25 people registered for your working bee in the February newsletter, but only five in July.

### List Growth (increasing the number of people on your email list)

You do of course want to grow your supporter base. Share about your e-newsletter at every opportunity (e.g. on your website, in your email signature and on social media) to get new readers on board.

## 9. Give your database a spring clean

Keep on top of your database so you're not wasting time, money and effort communicating with folks who for whatever reason, just aren't interested. Optimonster.com estimates that on average one-third of subscribers will never open your emails and suggest performing an email list clean up two or three times a year. It's surprisingly easy to do with their handy guide - [www.optinmonster.com/email-scrubbing-how-to-clean-email-list/](http://www.optinmonster.com/email-scrubbing-how-to-clean-email-list/)

## 10. Make sure your e-newsletter is not treated as spam

Spam filtering has become more rigorous over the past few years as email service providers work hard to keep inboxes safe. There are as many as 12 different reasons your e-newsletter may end up in someone's junk folder, such as typos, a misleading subject line, or even too many exclamation marks (a common spam red flag). Check out all 12 reasons at [www.optinmonster.com/11-reasons-why-your-emails-go-in-the-spam-box-and-how-to-make-sure-they-dont/](http://www.optinmonster.com/11-reasons-why-your-emails-go-in-the-spam-box-and-how-to-make-sure-they-dont/).

## Gillian Holm

Gillian has held a variety of marketing roles over her 20-year career and is now part of the Exult team. She was recently a trustee at Progress to Health, a community-based organisation supporting people with long-term mental health conditions or disabilities.

# Managing Group Behaviour

Peter Kenyon is the founder of Bank of I.D.E.A.S., an international community and economic consultancy based in Australia. Over the last 3 decades Peter has worked with over 2000 large and small communities in 59 countries all over the world, including New Zealand. He focuses on facilitating fresh and creative ways to help people work together to stimulate community development based on strengths. Whether there are 5 or 500 people in the room, Peter knows managing diverse behaviours can be challenging in a group setting, and he is a master. We love to learn from masters! Check out these simple tips for managing group behaviour at it's best, and worst.

As a leader in your organisation, you are no doubt responsible for facilitating group conversations of some sort. It might be staff meetings, training sessions, community consultations or discussion groups with clients. Whatever the situation, you will be faced with differing personalities and behaviours, and you will need to work with all of them in a way that provides most benefit to the whole group. Some of the personalities and behaviours that you might encounter with your team and in your meetings include:

## The Positive Type

This person is a great help in discussions. People who are good at looking for positives first, even when they might have reservations, have built great skills in being open minded. You can encourage others to use this skill too, by asking group members to consciously share the positives about whatever you are talking about before focusing on issues.

Encourage the Positive Type's to share their contributions to get the rest of the team thinking in the same way. Make sure you don't overuse them. Team them up with The Shy Type person in small group so they can help them feel confident sharing.

## The Shy Type

When facilitating a group discussion, it is important that every person gets a chance to contribute, but if you have a Shy Type in the room, this can be a challenge.

It is important that Shy Types are not put on the spot or singled out to make a statement e.g. "How do you feel about that Joe?" Instead, ask the whole group a question and get people to respond one at a time in the order they are sitting. This gives the shy person warning that they will be expected to contribute, and if you make the first question easy and non-controversial, it will increase their self-confidence.

This is why so many group sessions start with introductions. While it is partly about discovering who is in the room, it is also about giving the Shy Type a chance to speak. The longer they sit without contributing, the harder it becomes for them to get involved.

## The Persistent Sharer

This person has a story or example for every point you make, and they want you to hear it whether it's relevant or not. The Persistent Sharer likes to feel important and tries to impress other group members with their knowledge and experience. Left unchecked, they can easily dominate the discussion and as a result, other group members become bored, frustrated, and distracted.

If you have a Persistent Sharer in your group, limit their speaking time by interrupting them at an appropriate spot and saying "You have an interesting point. What do other people think about it?" or "Thanks for making that point. Let's hear from someone we haven't heard from before". You can also discourage persistent sharing by avoiding eye contact – especially when you know they are trying to get your attention to talk.

If these strategies don't work, take them aside before the next part of the session and ask them if they will observe and record what happens after the break. Tell them they will have 3 minutes to report their observations back to the

group. This not only makes them feel important, it also keeps them quiet while they focus on the task.

## The Persistent Questioner

This person challenges everything you, or anyone else in the group, says. There can be many reasons behind their questioning. They may see themselves as devil's advocate, genuinely trying to ensure that the group thinks about things from all sides. Or they may want to prove they know more than others in the team.

When this happens, it is important that you don't get involved in an argument and instead, pass their questions back to the group. This will avoid creating a 'them against you' situation, and often it is enough to stop the questioning altogether. No one likes to have the whole group questioning their questioning!

You might also like to explain that while people don't necessarily have to agree with everything you say, it is important that people accept new ideas with an open mind and be prepared to at least consider opposing points of view. State that you will allow time for questions at the end of the session, once all the points have been presented and put into context.

## The Side-Talker

This person is constantly talking to their neighbours about the subject being discussed. Often the side-talking is because a point has triggered an idea and they are keen to start planning with their friend or colleague. Contributing to the wider group is what you are looking to encourage. "It sounds like you have something to contribute. Would you like to share it with the whole group?" is a good prompt question that you can use.

If the side-talking continues, another great strategy is to start walking in the side-talkers direction until the talking stops. Standing in close proximity to the chatterer is usually enough to stop the talking. You might also stop talking and look directly at the chatterer. The rest of the group will know exactly what you are doing and will be happy to wait.





Photo by Mapbox on Unsplash

If all else fails, simply ask them to stop the side-talking and explain that it makes it difficult not only for yourself, but for everyone else in the room. The rest of the group will thank you for it.

### The Complainer

This person uses a group meeting or discussion to complain about anything and everything that takes their fancy – whether it's related to the topic or not. You want to manage the behaviour to keep the meeting focussed and keep the energy positive.

Start by acknowledging the complaint and then re-stating the purpose of the meeting to get the conversation back on track e.g. "I understand that must be difficult to deal with, however the purpose of this meeting is to discuss..." If that does not stop the complaining, try saying "I hear your concern, however this is not the right forum to discuss it. I'm happy to talk with you about this issue after the meeting."

### The Late-Comer

There is often one person who consistently arrives late to the group meetings without a good reason. Try to ignore their arrival. Be aware that this person might become a side-talker to

catch-up on what they missed. If this happens, let them know that you will be stopping for a break shortly and that you will catch them up during that time.

If the constant lateness is a real issue for the group, be prepared to talk with the offender about it in private. Sometimes they are simply unaware of the disruption it causes.

### The Emotional-Expresser

From time-to-time people can get so emotional, especially if they are passionate about the topic or feel very frustrated, that they leave the group. When this happens, you can feel torn between following the person out and staying with the group, and the reality is there is no one-size-fits-all approach. Resolution must depend on the circumstances.

In any case, the emotional outburst should not be ignored. It is important that the outburst is properly acknowledged, and the rest of the group given a chance to express how they feel about it. The group needs to decide under what conditions the person is allowed to

return to the discussion. You also need to make it clear that expressing emotions is not a bad thing, and it is the way in which they are expressed that makes the difference.



### Peter Kenyon, Bank of I.D.E.A.S.

Peter Kenyon is a community enthusiast and social capitalist. He is motivated by the desire to create healthy, caring, inclusive, sustainable, and enterprising communities. BOI specialises in initiatives to strengthen community building, local economic development, and youth empowerment. Check out their resources page, there are hundreds of fantastic articles, checklists, templates, presentations, and summaries to add to what Peter has shared.

Web: [www.bankofideas.com.au](http://www.bankofideas.com.au)  
Email: [pk@bankofideas.com.au](mailto:pk@bankofideas.com.au)



# Creating a Values-Based Culture:

## Being intentional about the culture you create

All organisations have an underlying culture or way-of-being that shows up in every action, behaviour, conversation and decision. Usually that culture has grown organically, and as a result, it's often not articulated as culture. Instead, people experience an unspoken expectation of 'the way we do things around here.'

For some organisations, 'the way they do things' is healthy, respectful and trusting. Team members enjoy coming to work and relationships are honest and transparent. People are comfortable with conflict and can share ideas and feedback openly. Everyone on the team takes responsibility for their personal commitments; they hold each other accountable for action; and they celebrate their wins together. Organisations like this usually have a legacy of strong leadership, both at a Board level and operational level.

If you are part of a workplace like this, then there's every chance that you don't fully value the culture that exists. Just like a fish doesn't realise it's in water until it gets toxic, often people don't realise they have a workplace culture, until it goes bad. The problem is, if you're not intentional about growing and maintaining a healthy workplace culture, toxicity can seep in unchecked—one action and one conversation at a time.

### What is a Values-Based Culture?

A values-based culture is an intentional decision to establish a way-of-being around a set of agreed values. In other words, everyone in the organisation agrees on the principles that will determine 'the way we do things around here.'

That doesn't mean that all values-based cultures look the same. A healthy workplace culture can be the result of any number of positive values at play. For example, one organisation might value having fun and therefore be intentional

about creating a space where work feels light and enjoyable. Another organisation might value determination and persistence and therefore be intentional about creating opportunities that allow people to set and achieve big goals. What's important is that when the values are clear, the whole team knows what is expected and can be intentional about acting out those values in the workplace.

### How do you create a Values-Based Culture?

Creating a values-based culture takes more than pinning a few nice words to the wall. If you want to create a positive culture that stays embedded over time, you need to invest time and effort in getting it right. The following steps will help you create a firm foundation.

#### 1. Identify Core Values

To start, you need to identify the 4-5 core values that you want the organisation to live by. Ideally, the founding trustees will have identified a set of values already and worked hard to embed these into the organisation. If this has happened, then your organisation is likely to be in good shape and simply re-visiting the values and reminding people of their importance may be enough.

However, if your workplace feels more toxic than values-driven, you will need to reset the way you do things by identifying the values you want the organisation to live by. Some organisations leave this exercise to trustees and then attempt to communicate those values to the wider team. In my experience, having your whole team shape up the values together is far more impactful. Even the most toxic teams know what they want their workplace to look like, and they also know what kind of behaviour is needed to get there. Facilitating this conversation so

that your team sets—and agrees upon—their own values is incredibly powerful.

There are lots of activities you can use to help identify the values that are important to your team and the wider organisation. Which activities you use will depend on various factors including the size of your team, whether they can all meet at the same time, and the current culture that exists. Regardless of what activities you choose, it is important to have a clear process—rather than relying on a bunch of ad-hoc conversations.

#### 2. Describe the Values in Action

Once your team have identified their core values, it is useful to spend some time describing what those values look like in action. In other words, how would you know if someone was living by the values you have agreed?

For example, if a team agreed that they valued excellence, then you might see that demonstrated by being open to feedback. After all, you can't be excellent if you're not open to hearing constructive criticism. Excellence might also show up as a commitment to ongoing training or a decision to only purchase quality products for your programme. One value can be demonstrated in lots of different ways, so it is important to describe a range of examples.

Taking time to describe what each value looks like in action is a critical part of the process. If you can't describe the value as a behaviour, action or decision, then it is difficult to hold anyone accountable for their behaviour not lining up.

#### 3. Get a Commitment

Talking about values is one thing, but committing to follow through is where it really matters. Once your team have established their core values and spent some time describing those values in action, it is important that each team member



makes a commitment to follow through.

Some organisations choose to make this a simple verbal commitment, whereas others write up a team charter and ask each team member to sign. While a team charter may not be legally enforceable, it does require a level of action that most people take seriously. This elevates the conversation to something that is obviously important and not easily dismissed.

When bringing new staff, trustees or volunteers onto the team, it is important that these values are shared as part of the induction process. People need to know what is expected of them, before you can hold them accountable for it.

#### **4. Embed, Embed, Embed**

Let's face it, if you have an unhealthy work environment, it's not going to change overnight—even if everyone wants it to. Embedding your core

values into every aspect of the organisation is key for ensuring long-term change.

You can start with simple things like including your values on every piece of communication—both internally and externally. You can pin up posters, create screen savers and change your Facebook cover. However, for your values to stick, you need to embed them into your everyday practices such as team meetings, performance reviews and team awards. You need to make decisions through a values lens, including decisions around hiring and firing. If you want to embed the agreed values into the organisation, you need to hold people accountable to their commitment and lead by example. You can't just set and forget.

Creating a values-based culture is an intentional decision that requires commitment and follow through from your leadership team. The good news is if it's done well, you create

a positive workplace environment that allows people to truly thrive. It is possible to create a space where people love their work and the people they work with. What environment will you create in 2022?



#### **Kerri Price**

Kerri is a facilitator with Real Team and loves supporting organisations to create a values-based culture. She can work with you and your team to develop a team charter that gets buy-in from the whole team. If you need support helping your team work better together, check out the Real Team website or email Kerri for more information.

Email: [kerri@realteam.co.nz](mailto:kerri@realteam.co.nz)  
Website: [www.realteam.co.nz](http://www.realteam.co.nz)



# The Future of Volunteering:

## Youth volunteering

'How to get more youth volunteers' is an objective raised every time we run volunteer workshops. Some organisations are fantastic at connecting with youth volunteers. Others are not and sometimes don't know where to start. It's easy to fall back on the 'younger generation just don't volunteer like past generations did' as the reason. The reality is the barriers and issues sit with us and our expectation that youth volunteers just need to fit in with the current way we do things.

Volunteering NZ ran a webinar series at the end of 2021, Let's Talk about Volunteering: Future of Volunteering, which included a live panel session focused on youth and volunteering. The session included four young leaders working in the voluntary sector. They were asked to share their thoughts for facilitating youth engagement in organisations, why youth may be choosing not to engage and what youth volunteering can be. It is a great opportunity to learn from their experience and what they know works.

### Introducing the panel

➤ **Matthew Goldsworthy**, a social entrepreneur and creative, is the founder and CEO of Youth Arts NZ, a youth-led social enterprise on a mission to build creative futures for Young New Zealanders. He is a regular consultant to non-profits, government agencies and creative sector organisations, a regular volunteer and has a keen interest in the development of youth volunteering.

➤ **Joanna Li** is the Volunteer and Events Coordinator at Volunteer Wellington. Her background is in working with volunteers in youth, migrant, and rainbow sectors. She is passionate about removing the barriers which currently prevent these communities from volunteering. She is one of the organisers of the Wellington Student Volunteer Army, who mobilised over 500 students during the COVID-19 lockdown.

➤ **Teana MacDonald** is very passionate about engaging youth in organisations through volunteering. After starting a job at the Wellington City Mission as a Youth Intern, she is the Development Coordinator Volunteer Services. As part of her role, Teana is developing programmes to engage youth volunteers at the Mission. She is also the Youth Pastor at a church in Porirua

➤ **Chantelle Cobby** provides fundraising, marketing and communications services for ShelterBox NZ, Garden to Table and Impact Hub Waikato. She is also the founder of The Microvolunteering Collective, a community group dedicated to breaking down the barriers to traditional volunteering and enabling anyone to make meaningful contributions to their community through bite-sized volunteer tasks, known as microvolunteering.

### Bite-sized learnings

The session was so rich in learnings. We've captured some bite-sized takeaways shared by the panel.

#### What is your why?

Before you do anything else, ask why are you wanting to invite young people into your conversations? Why do you want to authentically engage with youth volunteers? What is your vision for youth volunteering in your wider organisation vision? Be really clear around your specific why, that will drive the care and time you put into ensuring your organisation is youth-ready. Once you know your why, you can take the first step from there. Wellington City Mission's vision for youth volunteering is to equip youth to be connected, caring and contribute in their community.

#### Make the link between activities and your big picture

We have a generation of youth who are so passionate about being a part of something bigger than themselves. The key is to link that passion for social justice and for being a part of change to the tasks and activities that are part of their volunteer role e.g. How you coming to open cans is connected to our wider Wellington City Mission vision of caring for our community. Draw that link for youth, show how their volunteering means something to your organisation.

#### Learn more about what youth can bring to your organisation

Young people offer an incredibly valuable perspective. They often have incredibly unique insights. A young mind is creative and innovative. Young people are hyper aware of what is happening in the world, cultural climates, cultural trends, and connected to technology. They have lived experience that is different to other generations. They bring passion and ask questions. They have an incredible ability to advocate for a better world. Being able to tap into that is a great opportunity. We need more youth at a governance level as well as on the ground to get the genuine youth perspective as members of our community.

#### Understand your youth volunteers why

Youth want to volunteer. It's about that sense of purpose. Young people are growing up now and inheriting a lot of

issues and challenges that critically need to be solved. They are really wanting to make change. Volunteering is a way to channel that energy, to give them that sense of purpose and the ability to make change. Youth are looking for lots of experiences to be part of. Find out your volunteer's why.

#### Create the space for youth to volunteer for your organisation

What do you need to do to make your organisation somewhere that youth would like to come and volunteer? How to make your space welcoming, safe and youth ready. Is your organisation willing to listen to youth? Are you in a place to start engaging, or are there steps to do beforehand to get your organisation into a place where you are ready to start listening to youth? What are you doing to break down barriers and reaching out to youth? Before thinking about how we reach out. Do some internal reflection and review how you currently do things. Ensure your team is ready to work with youth.

#### Actively and authentically seek youth perspective and ideas

Are your existing systems and processes youth-focussed and youth ready? What happens at recruitment stage? What happens around engagement? If it is initially not possible to have a young person, at least work with young people to get the processes and systems right. Bring in youth perspective for input at the very least, and ideally to design and lead your youth volunteer programme.

#### Identify the barriers in volunteering for your organisation

The question is not how do we engage. The right question to ask is why aren't young people willing to engage with us? If you look carefully, the most likely answer is because there are all these barriers in place that essentially discourage them, the vibe is wrong. Expectations are a massive barrier. Joanna shared a story from Student Volunteer Army. An organisation shared jobs they wanted to recruit student volunteers for, they asked for 3 students each day for 4 weeks to work between 8:30 am and 4pm. Their expectation was that the students would (and could) work full time with no compensation, every day, in middle of pandemic, while still studying. An impossible level of commitment, for anyone! Other barriers may include amount of time available, availability of transport. Identify barriers that are specific to your organisation and your potential volunteers.





**Find ways to problem solve those barriers**

Teana described how Wellington City Mission found a way to run their youth volunteer programme within the guidelines of the Vulnerable Children’s Act. Multiple youth are involved in the programme at once, always 5 children in one place. A student is never left alone with an adult. Look for ways to co-create and design your programme with youth to identify and overcome barriers.

**Is your tone right for connecting with youth?**

Something that sometimes misses the mark is tone, it’s really about that invitation. Make sure your application or expression of interest doesn’t have heaps of jargon and is accessible to young people. At Youth Arts NZ we invite young people to apply in whatever way they are most comfortable. It gets rid of existing structures, empowers them and makes them feel comfortable.

**Open your mind to new ways of working**

When working with young people, understand they won’t necessarily respond to the systems we’ve built for working with other people. We need to listen to them with an open mind and an open heart. We need to ensure our systems and processes are actively inviting them to participate, encouraging ideas, try things out and make mistakes as a way of contributing.

**Go to where youth are**

Don’t expect everyone will come flooding in when you put roles on your website. Actively go to where youth are to recruit. Wellington City Mission approached a school looking for 5 students who would like to volunteer. The students talked and the next year they had more students wanting to be part of the programme. The Microvolunteering Collective started through running events at Waikato University campus, where their volunteers were. Once they had people engaging, more people wanted to engage.

**Have a young person as the face for your engagement**

“The first thing you think of when you walk into a room is there is no one that looks like me and that is hugely demoralising.”

It’s so important to have a young person as the face of engagement. It is about recognising someone that looks like you or shares some similar characteristics, it immediately creates a safe and comfortable environment. Your existing youth volunteers will be great in connecting you to more youth volunteers.

**Youth leadership development and sustainability**

Wellington City Mission started developing volunteer guidelines for students to step into the role of leading the programme. When the

students step into the leadership roles they receive training. It’s built on tuakana/ teina (older/ younger) relationships. When the students who are 14 come back next year they can lead the next group of 5. It builds leadership development and sustainability into their programme.

**Try things out, then review and improve**

It’s not about you doing everything perfectly. It’s about learning from each other. Give it a go. You might not get it perfect the first time. If it doesn’t work, analyse why not, learn from it and try again.

**Microvolunteering can bridge the gap**

Microvolunteering can bridge the gap between what volunteer organisations want and what can be delivered by young people. Microvolunteering fits with the undeniable trend toward episodic or periodic volunteering and takes that idea that huge impact can be collectively created when a group of people get together to do a little bit of good. It can also lead from microvolunteering to more commitment when the time is right for the volunteer.

**Connect with other community groups**

There are a diverse range of community groups who work with young people who are not involved in traditional education pathways and work with underserved youth. They can help you connect with youth volunteers.



**Margaret McLachlan**

Margaret has over 20 years’ experience in marketing and communications with local and central government and not-for-profit organisations. She has recently joined Volunteering New Zealand as Communications Manager. She’s a volunteer matchmaker with the Community Comms Collective.

**Megan Thorn - Exult**

Megan is Managing Director of Exult. She is passionate about volunteers and a volunteer herself, volunteering for her local branch of Bellyful.

Email: [megan@exult.co.nz](mailto:megan@exult.co.nz)

**Keep in mind...**

- ▶ There is a bit of an assumption that young people don’t want to volunteer. I want to disrupt that assumption, it’s not that young people don’t want to volunteer, it’s that barriers get in the way.
- ▶ Authentically engaging young people is an opportunity. We can learn from them as much as they can learn from us.
- ▶ Key thing that has been fairly damaging in building relationships with youth is the understanding of youth being immature, this is incorrect.
- ▶ Young people are growing up inheriting a lot a big issues and challenges. Volunteering is a way for young people to use our agency and what we do have to create a future that we want to be part of and we want to pass on.
- ▶ Value lived experience not just the experience of age. People say that young people don’t have enough experience when justifying why they aren’t directly involved with decision making processes.

If you want to listen to the live panel session on You Tube check out Let’s Talk About Volunteering and Youth! - [www.youtube.com/watch?v=MncEnNfEThk](https://www.youtube.com/watch?v=MncEnNfEThk). Keep an eye out for more Volunteering New Zealand webinars and live panel sessions during 2022.



# The Microvolunteering Collective:

## Using micro moments to fuel macro change

Traditionally microvolunteering refers to easy, no-commitment, cost-free actions that take less than 30 minutes to complete. The volunteer does not need to go through an application or training process and it doesn't require an ongoing commitment. Spending 15 minutes weeding a garden for an organisation is an example of microvolunteering.

I really enjoyed chatting with Chantelle Cobby, founder of The Microvolunteering Collective. It was great to learn more about their passion for breaking down the barriers to volunteering, for focusing on creating activities that deliver great benefits for both the volunteers and organisations and their passion for the huge impact that can collectively be created when a few people come together to do a little good. 15 people weeding that same garden for 15 minutes will have a much greater collective impact.

### *Chantelle, tell us a little about yourself?*

**Chantelle:** I'm 23-years old and based in Rotorua. I provide fundraising, marketing and communication services for three organisations, ShelterBox NZ (shelterbox.org.nz), Garden to Table Charitable Trust (gardentotable.org.nz) and Impact Hub Waikato (impacthubwaikato.co.nz). I love working in three different spaces and love using words and images to convey what we care about and get people onboard. I also run The Microvolunteering Collective, my passion project.

### *What prompted you to start your passion project?*

**Chantelle:** I started The Microvolunteering Collective in February 2019 while studying at Waikato Uni. I've grown up volunteering. I watched my parents volunteer and community contribution is part of my identity.

On starting university, I faced barriers that made traditional volunteering difficult, including lack of transport and less time. Speaking to other students identified we were all willing and wanting to volunteer but struggling with similar barriers. The Microvolunteering Collective emerged as a way to make it super easy for anyone to contribute to organisations in a meaningful way.

### *So why does The Microvolunteering Collective exist and what do you do?*

We exist to break down the barriers to traditional volunteering and enable anyone, regardless of their age, gender, background or experience, to mobilise their skills, strengths and creativity

to make a meaningful contribution in their community. Their contribution is through bite-sized volunteer tasks, microvolunteering. When you have a number of people completing small tasks, the small tasks can add up to achieve larger goals, collective impact. We are on a mission to use micro moments to fuel macro change and turn microvolunteering into a new approach to community action.

### *What has been your experience in terms of getting volunteers onboard?*

**Chantelle:** We start the conversation by talking to people about the barriers they face to volunteering, bringing them together and co-creating microvolunteering activities that break down those barriers and enable them to contribute in meaningful ways. In the Waikato Uni community people rallied around it really quickly and found it a great way to connect and nourish their wellbeing while also doing something meaningful. People of different ages and backgrounds have come onboard as they hear about what we do, it really resonates with people.

### *How does microvolunteering have the potential to break down barriers to volunteering?*

**Chantelle:** Microvolunteering has the potential to break down pretty much any barrier that you can think of. It has a real strengths-based lens. It's all about finding the strengths volunteers have and finding tiny ways to make them count. They may be strengths that might not be activated in traditional volunteering, e.g. card writing and decorating cards are opportunities for people to tap into their creativity and artistic skills. We work with volunteers to find out what they can bring and contribute and find a way to make it count. Microvolunteering is providing the bridge for the barrier gap for a lot of people.

### *How does The Microvolunteering Collective work?*

**Chantelle:** We host events online and in-person for different causes. We work with volunteers to identify their barriers and co-create ways to enable them to contribute that works for them. We work with organisations to identify an activity they need done and create an event where microvolunteers can support them to get it done.

Some of our activities have included writing messages of love in homemade postcards and delivering them lonely residents in local rest homes. We have repurposed old clothing and made it into dog and cat toys for the SPCA. We run drives collecting second-hand stationary and redistributing it to low-decile primary schools. We've done big collections of can tabs and bread tags which were then recycled and the funds

supported Kidney Kids and Bread tags for wheelchairs NZ.

We also work alongside organisations one-on-one and look at how we can identify barriers for their volunteers and slightly redefine and shift what they have always done to look for opportunities to integrate microvolunteering and tap into the power of collective action. It can be hard when you've been doing something a certain way for a long time. We are happy to just be connected and help break down barriers.

### *Where does The Microvolunteering Collective work?*

**Chantelle:** COVID-19 forced us to redefine who we are and what we do. Originally, we were based around delivering solely in-person fortnightly events at Waikato University. Lockdown meant we went virtual, which has enabled us to spread our mission in new and different ways. We are able to support anyone, anywhere.

### *How have organisations responded?*

**Chantelle:** With the organisations we have approached so far, microvolunteering has really resonated. They have enjoyed receiving support and getting things done without having to organise or be part of the process.

When I am talking to people it's usually a real mix of those who have never heard of microvolunteering and think it is the next most amazing thing and those who have heard about it but haven't had the time to think about how it might work for their organisation. There is a quite the undeniable trend toward episodic, project-based volunteering, that will be the way of the future.

### *What practical steps can organisations take to explore the microvolunteering opportunity?*

**Chantelle:** This is a very broad overview of the steps.

**Step 1:** Be very clear around your big picture. What is the big issue you are solving or challenge you are facing? What are you trying to achieve? Take that big challenge and break it down into much smaller (and more manageable) bite-sized chunks?

**Step 2:** Take time to deeply understand the barriers that prevent people from engaging with your organisation. Not just general barriers, what are the barriers specific to your organisation? Take barriers one at a time and think about how a microvolunteering activity could help to break down that specific barrier. This will look a little bit different for everyone.

**Step 3:** What skills and strengths can we look to tap into and activate through microvolunteering? When you break a big





task into its tiny elements, you know what skills you are looking to bring in and it can change the types of skills and strengths you are looking for.

Ideally, you now have a task (which will be a small part of your larger challenge) designed to enable and empower volunteers, you have thought about the skills you need, and you can share it as an activity that fits with how microvolunteers can engage. This also provides an opportunity to connect more people with your mission and you are tapping into the power of collective action.

You may have tasks, challenges or issues for which microvolunteering and tapping into the power of collective action may not be the right solution, and others for which it could be the perfect solution. The first step is to explore the opportunity.

**What sometimes gets in the way of exploring microvolunteering for organisations?**

**Chantelle:** It can take a mindset change, a willingness to let go of traditional notions of volunteering. 'Micro' makes a task sound tiny and I think there's sometimes a feeling that they can seem insignificant. Non-profit and community organisations are solving big challenges, we look to break those down to enable and empower volunteers to come onboard with your mission in a really small way. All of the tiny pieces come together to help an organisation achieve what they want to achieve.

It can feel, and sometimes be, more efficient to rely on one of your champion volunteers to get a task done. As we manage the microvolunteers and logistics, past framing the activity, you may not need to be involved, freeing up your time to do other things. You also tap into the power of collective impact. One person writing cards for 10 minutes is never going to produce as many cards as 10 people writing for 10 minutes. When you connect with 10 microvolunteers, that's a whole heap more perspectives and skills that you have. They can bounce ideas off each other and support each other and will surely produce better outcomes.

Offering microvolunteering opportunities can help you build for the future. If you meet volunteers where they are now in terms of breaking down barriers and your work is truly engaging, you may have a tribe of

changemakers and likeminded people you could be tapping into for 5, 10, 20 or 30 years. As their lives change and there may be opportunities for them to volunteer more.

**What would you love to see happening with microvolunteering a couple of years down the track?**

**Chantelle:** I would love to see microvolunteering so normalised that it's part of everyday life. The shortest event I've run consisted of 15 people working together for 10 minutes. At the end we reflected on that 10 minutes, a tiny amount of time, we spend more time getting ready in the morning or unloading the dishwasher, yet within that we could each do a little something to make a big difference. I would like to see microvolunteering activities sitting in cafes, where you go and have coffee with a friend and you sit and write some postcards together as you chat. I would love to see it in primary school art classes where instead of just creating an art piece for the wall the class creates art for a cause. I would like to see microvolunteering activities everywhere so everyone can contribute what they can in a way that fits for them.



**Chantelle Cobby**

has a heart for community mobilisation, community wellbeing, and social change. She is passionate about breaking down the barriers to traditional volunteering and enabling anyone to make meaningful contributions to their community. To date The Microvolunteering Collective have organised activities mobilising over 600 microvolunteers to contribute more than 900 hours of their time to local and national community causes.

To find out more check out [themicrovolunteeringcollective](http://themicrovolunteeringcollective.org) on Instagram or Facebook or at [www.themicrovolunteeringcollective.carrd.co/](http://www.themicrovolunteeringcollective.carrd.co/) or you can email Chantelle at [waikatamicrovolunteering@gmail.com](mailto:waikatamicrovolunteering@gmail.com).

**What are the benefits of microvolunteering?**



Even if the microvolunteering task is a tiny piece of the puzzle there are still many benefits

**Volunteers:**

- ✿ Connecting with likeminded individuals
- ✿ Using what they have available, strengths, skills, resources, to make a meaningful contribution
- ✿ Nourish personal wellbeing while also nourishing collective wellbeing

**Organisations:**

- ✿ Ability to engage a much broader audience
- ✿ Access to diverse perspectives
- ✿ Engaging a much broader range of people with your mission
- ✿ Meeting volunteers where they are right now is a good long-term volunteer engagement strategy
- ✿ Tapping into the power and magic of microvolunteering, using that to fuel meaningful action in a way that really empowers the community and onboards them with your mission.





# Intersection of Interests:

## Identifying and disclosing conflict of interest

In her article "Conflict of interest ... or conflict of loyalty?", Jan Masaoka, CEO of California Association of Nonprofits suggests that conflict of loyalty provides another dimension to the narrower financial focused definition used in the US. Charities Services defines conflict of interest as *any situation where a person's personal interest or loyalties, or other interests outside your organisation, could affect their ability to make a decision in the best interest of your organisation.* I like the terms intersection of interests or overlap of interests. Given the passion of those who work in the community sector, the likelihood they are doing multiple roles and wearing many hats, and degrees of separation, overlapping interests often happen, sometimes with great benefit, sometimes with the potential for the person involved to be conflicted in their decision-making. That it can happen is not a bad thing. It's how your organisation deals with it that is most important.

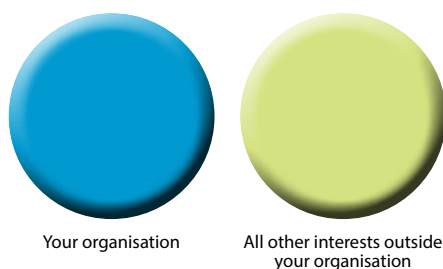
Conflict of interest can have significant implications for non-profit and community organisations. Anyone in your organisation, governing group, management, team, volunteers, can have a conflict of interest, everyone should be aware of your process for identifying and managing.

Communication, transparency, and accountability is key. Perception, or potential, for conflict of interest can have just as much impact as actual conflict of interest. Sometimes that perception arises from different interpretations of a situation, from both inside and outside your organisation.

Clear guidelines and frameworks for managing, and a culture of openness and transparency, are important to reduce the risk of damage to your reputation or undermining the governance, and long-term sustainability of your organisation.

### What is an interest?

In terms of clear guidelines and frameworks for managing conflict of interest, the first step is to get very clear around what is an interest. Everyone who is part of your organisation will have interests related specifically to your organisation and interests related to their lives outside your organisation.



### Interests related to your organisation

Your governing group members have a legal duty of care to act in the best interests of your organisation. Your organisation team members, staff and volunteers, are bound through your code of conduct to act in the interests of your organisation and not for their personal gain.

Interests in terms of your organisation are also set out in:

#### Your stated purpose/objects

As a registered charity everything you do should be directed to achieving your stated charitable purpose. As an incorporated society, your rules must set out your purpose, the reasons why you have been established. All activities should fall within that purpose.

#### Your rules / constitution

Check what is written in your rules/constitution about interests and conflict of interest.

Charities Services suggest it is best practice to include a Conflict of Interest clause in your governing document outlining what constitutes a conflict of interest and how it will be managed. Charities Services provides an example clause:

*"A conflict of interest exists for an officer, or team member, if their interests or duty in a particular matter conflict, or might conflict, with his or her duty to the charitable entity.*

*When a conflict of interest exists for an officer or team member, they must declare the nature of the conflict or the potential conflict. The officer must not take part in deliberations or proceedings including decision-making in relation to the conflict of interest. The officer must not be counted in the quorum required for decision-making on the matter for which he or she has the conflict of interest."*

The new Incorporated Societies Bill also has provision for the requirement of specific conflict of interest rules. Officers have a duty to disclose interests, both financial and non-financial. The interested person cannot vote on the relevant matter or sign any document relating to the matter, they may take part in discussions relating to the matter and be present at the time that the decision is made by the committee, unless the committee decides otherwise.

### Legislation

The legal duty for governing group members is set out in the Trusts Act 2019 and the Incorporated Societies Bill. The purpose of both is to make it easier to understand duties as a governing group member.

### Trusts Act – Mandatory and default duties

Mandatory duties have traditionally been considered an essential component of a valid trust, and the Act has now set those duties in legislation. They are compulsory and apply to all trusts and can't be changed by the terms of the trust. The most important mandatory duty is to further your charitable purpose, everything you do as a trustee should be directed to achieve your charitable purpose. All trustees must:

- Know the terms of the trust
- Act in accordance with the terms of the trust
- Act honestly and in good faith
- Exercise powers for a proper purpose.

Default duties are not compulsory. They will apply unless it is expressly written into your rules/constitution that they don't, or they are modified. Under these duties, trustees must:

- Exercise a general duty of care
- Not exercise a power directly or indirectly for the trustee's own benefit

- Avoid a conflict between the interests of the trustee and the interests of the beneficiaries
- Act impartially
- Not make a profit from acting as a trustee
- Act in agreement with each other.

### Incorporated Societies Bill

Currently, officer duties are set out in case law and not in the Incorporated Societies Act 1908. Duties include to:

- Act in good faith and in the best interests of the society
- Exercise powers for a proper purpose
- Comply with the new Act and the society's constitution
- Exercise care and diligence that a reasonable person with the same responsibilities would exercise in the same circumstances.

### All your other interests outside your organisation

For clarity, using the broadest definition for all other interests outside your organisation is the most helpful. An interest is an involvement, claim, right, title, share, stake in or link with a personal, financial, business, or other, undertaking or endeavour.

These are the interests that are part of your everyday life outside of your non-profit. They are interests relating to you personally or interests of other people you are connected with e.g., family, friends or other organisations. Some examples:

- Anyone the trustee employs or is employed by
- Current and previous paid or volunteer work
- Any other organisations, companies or trusts the officer has an interest in
- Current and previous governance roles
- Business owner or a share in a business
- The officer's immediate family members (sons, daughters, grandchildren, sisters, brothers, mothers and fathers) and their immediate family members (grandparents, first cousins, uncles, and aunts).
- Spouse /partner
- Anyone else who might have a significant power to influence the officer, e.g., a very close friend or

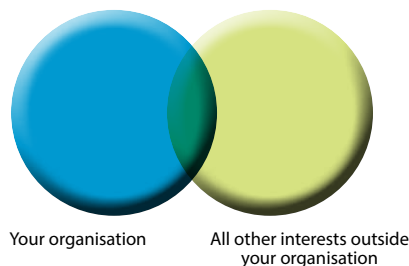
community leader.

- Membership of other organisations you hold
- Similar interests of your family or friends.

### What is conflict of interest?

Having a personal, or other, interest outside your organisation, on its own, is not what causes a conflict. Everyone has multiple roles and interests at work, at home, in their extended families, or in the community.

The potential for conflict of interest can arise where the two different interests overlap. A conflict of interest is any situation where a person's personal interest or loyalties, or other interests outside your organisation, **could** affect their ability to make a decision in the best interest of your organisation.



The key is to identify possible conflict of interest situations, not to try and avoid having any, which would be impossible. As a governing group, with the person who is responsible for managing operations (for potential operational conflict of interest), you need to be able to identify and follow a process for handling them effectively. A process that shows decisions are made for the right reasons and are not influenced by personal, or other, interests.

You want to build a culture where:

- The governing group and team are sensitive to possible conflicts and declare them without prompting.
- Processes for dealing with conflicts of interest are robust, transparent, and capable of dealing with the different types of conflict of interest without creating embarrassment or impeding the board, the team or your organisations work.
- You all work to create and encourage a culture of openness and transparency.

### Recording interests

An important step in creating the culture of openness and transparency is creating an Interest Register. It's also the first step to identifying conflicts of interest, you can't do that if the team is not aware of 'other interests outside your organisation'.

#### Interest Register

Maintaining an Interest Register is a simple way to ensure that trustees act with absolute transparency when making decisions. By regularly declaring any personal, business, other organisation or project interests, the governing group can identify any potential conflict of interest.

If in doubt, it is good practice for trustees to over declare.

Just because there is an interest, it doesn't mean there is a conflict. The purpose of the register is to communicate, increase transparency, reduce the risk of confusion by interpretation and reduce risk for your organisation. As Mark Twain said "it ain't what you don't know that gets you into trouble. It's what you do know for sure that just ain't so".

Your interest register is also a way of keeping good records, of showing the interest has been registered, that the governing group has been notified. Record any discussion by the governing group about steps taken to manage risk at this stage or any actions required by the affected party to address risk.

#### Standing agenda item – Adding to the Interests Register

Set a standing agenda item at every governing group meeting to ask if anyone has any interests to add to the register. This captures any changes since your last meeting, and any changes that might arise re interests in the context of the agenda for the specific meeting.

### Types of conflict of interest

Conflict of interest can happen in a wide variety of ways. You need to know the difference between the different types of conflict of interest. Whether conflict is actual, potential, perceived or a related party transaction, your organisation's approach should be similar, you need to



## Types of conflict of interest

### ACTUAL

You **ARE** being influenced by a conflicting interest

*Example:* Your charity is considering whether to give a grant to a kindergarten that your child attends. You cannot impartially participate in the decision-making process.

### POTENTIAL

You **COULD BE** influenced by a conflicting interest

*Example:* You apply for a grant as an employee of one charity and a board member of another.

### PERCEIVED

You could **APPEAR TO BE** influenced by a conflicting interest

*Example:* You are reviewing quotes for a service and one of the potential providers is your sister's company. While you believe you can make an impartial decision, in the best interests of your organisation, it could be perceived that your decision is in your own interest.

### FINANCIAL

Benefit financially as a result of a decision or action by the governing group of your organisation, either directly or indirectly

### NON-FINANCIAL

Personal opinions, values or beliefs in conflict with a proposed action or decision of your board

### RELATED PARTY TRANSACTIONS

Related parties are generally people who have influence over the way the charity is run (officers, trustees, management) and their close family members (parents, children, siblings, spouses and business partners).

Related party transactions can be an issue, and need to be disclosed, if they are not at market rate or they are significant to your organisation.

*Example:* Your sister's company wins the contract for service discussed above.

be able to show that decisions are made impartially, and manage the risk of bias, or the appearance of bias.

## Conflict of interest policy

Policies are the set of rules, statement of position, plan of action or principles by which an organisation is run. A conflicts of interest policy is intended to direct decision making around conflicts of interest. An overview of what should be included:

- Objective and scope of the policy
- Definition of conflict of interest
- Registration of interests
- Identification and disclosure policy and procedure
- Registration of conflict of interest
- Identifying failures to disclose and consequences
- Consequences of failure to disclose
- Process that will be followed when there are conflicts of interest
- What does non-compliance look like and what will happen if something goes wrong?

The clarity that your COI policy provides will ensure everyone is aware of what they need to do. Communication is key. Ensure it is widely communicated and understood within your organisation by everyone. Share it as part of induction for everyone.

When a new trustee joins the team, after they have read through your COI Policy, ask them to sign to show understanding and agreement.

## Conflict of interest process

Your policy provides clear communication around your organisation's position around interests, what constitutes conflict of interest, your position on conflicts of interest, a process to follow and outline the consequences of not.

There are 4 steps in the process for managing conflict of interest:

1. Identify – Assess the situation and the surrounding circumstances. Review the conflict of interest.
2. Disclose – Report and record the conflict of interest, all conflicts of interest must be registered.
3. Manage – Choose an appropriate resolution strategy.
4. Monitor – Review at an appropriate time.

We can't cover everything here, instead we will explore some of the elements of the process.

### Identify

The primary responsibility for identifying conflicts of interest rests with the person concerned. They will be in the best position to realise when there is actual, potential, or perceived conflict of interest.

### The role of other team members at the identify phase

Trustees and relevant team members will have knowledge of interests (from the Interests Register) and can remain alert for overlapping issues that might create a problem. Ensure you create a culture within the team that encourages openness and disclosure. If in any doubt identify and discuss.

### How can you identify?

Where it is difficult you can use the 'reasonable person' or 'impartial observer' test.

### Reasonable person / Impartial observer test

Step outside your organisation put your organisation hat on rather than your personal hat.

- This has to be an objective test.
- As a trustee you have a legal duty of care to act in the best interests of your organisation.
- You have to be putting the interests, and the reputation of your organisation at the heart of your decision.

Looking at the circumstances and context surrounding the interest, what would a reasonable person / impartial observer think? Might they believe it could be likely that you



might be influenced by your interests when making decisions on behalf of the charity in this particular situation?

- Actually influenced?
- Potential to be influenced?
- Perception of influence?

If the answer is **yes**, then it is likely that you have a conflict of interest.

If you feel there is no conflict of interest, but an outsider might see it as an issue, the situation needs to be managed.

### Disclose

The primary responsibility in disclosing conflicts of interest rests with the person concerned.

### The role of other team members at the disclose phase

The team will have knowledge of interests, and potential for conflict, as per the Interests Register. As part of your COI policy, you will include a process for enabling trustees, or other team members to approach the Chair (or someone else on the board with responsibility for conflict of interest) to raise conflict of interest. Ensure you create a culture within the team that encourages openness and discussion, if in doubt raise and discuss.

### When and how should disclosure happen?

Decide how disclosures need to happen for your organisation as part of your COI policy. Record the disclosure in writing. If outside a meeting, the matter should be raised and discussed as soon as the potential for a conflict of interest is identified.

### Conflict of Interest Register

Your conflict of interest register is a way of keeping good records. It shows that conflict of interest has been identified, disclosed and registered, the type conflict of interest, that the governing group has been notified and record the steps taken to manage conflict. You can also

record if any external disclosure is required and steps for monitor and review.

### Standing agenda item – Adding to the Conflict of Interests Register

Set a standing agenda item at the start of every governing group meeting where people can disclose to the meeting that they may have a conflict of interest with an item on the agenda, or for any other reason. This will ensure this happens before the matter is discussed and, if there is conflict, the COI Policy and process worked through at that point to be able to show that decisions were made impartially, and manage the risk of bias, or the appearance of bias. The disclosure and discussions should be recorded in the minutes of the meeting.

### Failure to disclose and consequences

As part of your COI policy, you will include a process for enabling trustees, or other team members to approach the Chair (or someone else on the board with responsibility for conflict of interest) to raise failure to disclose if it is suspected or has occurred.

Consequences for failure to disclose will be included in your COI policy. If a board member fails to disclose a conflict of interest, it may be appropriate to take action such as issuing a warning or, if the situation is serious or there are repeat instances, asking them to stand down from their position.



### Megan Thorn - Exult

Megan is Managing Director of Exult. She is passionate about governance and helping organisations to build board capability and best practice process to help them work to their full potential. Megan runs Exult's Governance Express Workshop focusing on Conflict of Interest. Get in touch if you would like to know more.

Email [megan@exult.co.nz](mailto:megan@exult.co.nz)

## Why is it important to manage conflict of interest?

If not addressed, or poorly addressed, conflict of interest situations, whether actual, potential or perceived, can have a number of negative impacts have the potential to undermine the long-term sustainability of your organisation.

### Damage to reputation

Damage to relationships, credibility and trust with funders, donors, volunteers, members, and those you support. Once there is loss of trust and credibility, it can bring everything else your organisation does into question.

### Impact to ability to do good governance

If members of your governing group are not, or are not perceived to be, acting in your organisations best interests ability to make decisions that benefit your organisation can be impaired. Good people may leave your organisation and bringing new trustees onboard may be harder.

### Risks to decision-making, accountability and transparency

Monitoring and accountability is part of the role of governance. If interests and conflict of interests are not declared:

- decisions can't be made with all the information required for due diligence, thus compromising the integrity and the effectiveness of decision making,
- stakeholders are prevented from explore decisions and hold board members accountable.

### Negative effects on governing group dynamics

You want to build a culture of impartial and open discussions and encourage decision making as a collective group. If a trustee has failed to disclose a personal interest or if the interest isn't appropriately managed, open discussions can be hampered.

### Legal implications and liabilities

Key decision makers have a legal duty to act in the best interests of their charity. Officers have a higher level of legal responsibility and personal liability, which makes it even more important to effectively manage conflict of interest. You can find out more about legal liability related to conflict of interest through Charities Services or consulting a legal professional.



# Weathering COVID-19

We've all learned important things about COVID-19 in the last two years. It isn't going away anytime soon. We are slowly "learning to live with it" and the rules, regulations and advice change constantly. As I write, the first rain for over two weeks is rattling on my roof; bringing with it obvious analogies about seasons, storms and climate changes. Hence the title of the article. But don't worry, my poetic reflections stop there. What follows is practical advice on what you need to do to lead your organisation through this complex and ever-changing pandemic.

## Regular reviews

First of all, make sure you review your COVID-19 response plans regularly. Consider both changes to Government advice, and how the virus is impacting your people, your work and your community. Governance teams need to keep an eye on funding levels, accountability reporting, readiness to respond and reputational risk. Operational teams need to make sure processes and procedures keep everyone safe and that they have good communications to keep people informed of both day-to-day changes and potential crisis events.

Make someone responsible for staying up to date with official advice and relevant issues arising. This is one of several roles you might need to create to focus on keeping up-to-date. Be sure to prioritise and resource all your preparation. Even if this means reassigning people and delaying other work.

The Charities Services website COVID-19 pages ([charities.govt.nz/COVID-19/](https://charities.govt.nz/COVID-19/)) are a good place to start looking for the latest official information. These link to related Government COVID-19 advice on employment matters, public health measures, subsidies, vaccinations and so on. But be aware that official advice often lags the emergence of a new issue, especially in relation to our sector so:

- Keep in touch with sector specific sources where these exist; Government Ministries, professional bodies, umbrella groups etc.
- Keep an eye on Government advice for business ([business.govt.nz/COVID-19/](https://business.govt.nz/COVID-19/)). Business advice is often provided faster

than that for our sector and can usually be adapted

- Do as Charities Services ask and let them know about specific issues you are encountering. They may help you work through the issue and reduce your risks in doing so. It will also speed up any official advice to the sector.

## Traffic lights

New Zealand's COVID-19 Protection Framework, aka the traffic light system, is built on a vaccination foundation. Some organisations are well into the operational changes this requires. However, others such as winter sports clubs and NGOs aligned to the academic year may just be starting. Let's recap the process you'll need to go through. The flowchart shows it at the highest level.



Easy huh? Not! Especially if you are NOT legally obliged to follow one of the various vaccination mandates.

In fact, there is far more to each individual step of the process than this article can cover. We have created a document that takes you through each of these steps in more detail. If you would like a copy email [hello@exult.co.nz](mailto:hello@exult.co.nz).

In the meantime, start with the online Government advice and talk with your people. Health & Safety legislation requires you to consult with workers prior to making process, policy and employment agreement changes. Better yet, your team will have valuable perspectives on COVID-19 impacts and shared problem solving builds a stronger team.

## Accountability

Chances are COVID-19 has reduced your funding and you've already reduced your spending accordingly. You also need to manage any impact on the timing of grant spending, contract delivery and accountability reporting.

One of my clients works in Auckland schools and has been totally unable to deliver their grant funded programmes as planned. If you're in a similar situation, don't wait for the reporting date to let your funder know you have difficulties. Write and explain the issues. Ask for an extension. Most funders will agree to this; especially if you share your recovery plan.

This isn't a set and forget exercise. In February 2021 my client received an extension because their programme had been delayed a term, they then needed to request a second extension when Delta cancelled most of terms 3 and 4, which was also approved. You may need an ongoing conversation with funders. Keep an eye on funding impacts as part of your regular COVID-19 response review.

While we are on the subject of reporting, remember Charities Services. It may be your AGM was delayed so you can't report yet. If so, it is far better to request an extension than submit a late annual return. Email [info@charities.govt.nz](mailto:info@charities.govt.nz) to request an extension. You only



need a short email explaining in a few sentences why things are delayed, and suggesting a new reporting date. Before Christmas Charities Services were replying, usually with approval, within two working days; although of course that may have changed.

### We have a COVID-19 case!

It will happen to some, if not all organisations. How you respond will depend not only on they type or work you do and the health risks it brings, but also to the wider COVID-19 situation in New Zealand at the time. As I write in mid-January, you'd get a lot of attention as a new community case because there are not very many cases. If (and probably when) Omicron spreads widely you may be "just another case", which will remove the media spotlight.

Spend some time looking at what you may need to do.

- If you have employees, how will you manage sick leave and pay? What will your plan be for longer absences that can exhaust paid leave options?
- How might you manage contractors? Especially those providing specialist services nobody else can cover?
- What happens if an essential services client or someone you support has COVID-19? Or if your key team member who supports them becomes ill?
- For clients in crisis situations, how will you continue care? What safeguards can you put in place if you cannot continue your service?

### Sickness interrupting service

Epidemiologists have recently begun warning about the potential impact when Omicron gets into the community. They expect a lot of illness, hopefully mild and with minimal hospitalisations. However, they are also suggesting that businesses create a plan for how they will operate with up to 25% of staff being off work at any one time, especially through the winter months.

Charities and community organisations should do the same for your team. Some people isolating may be able to work from home but others won't be well enough to do so, even if they are not hospitalised. Now is the time to develop outline plans on how to deal with extensive COVID-19 sickness in your team, your community or both. These cannot be complete but can at least involve everyone if started in advance.

Include

- What are your trigger points for reducing operations or closing services? (minimal safe staffing levels, venues closing etc.);
- What needs to happen if you pause operations or close services? Write a checklist.
- Communication plans (relating to communication channels not necessarily the content of communications unless applicable) for ALL your stakeholder groups:
  - Your team; employees, contractors or volunteers

- The community you serve
- Funders
- Associated agencies; those that refer to you or take referrals from you
- Suppliers, especially those with regular "deliveries".
- How essential roles will be covered if the incumbent is unwell
- Who can speak for your organisation, especially if the media take interest?

### And...

We don't know. That's why those regular COVID-19 reviews are so important. COVID-19 will impact your work this year. Keep any eye on it, just as you do the weather.



### Hazel Jennings

Hazel's been working in the NZ non-profit sector for nearly 20 years. She specialises in practical, sustainable record keeping, information flow and compliance for Tier 3 and 4 sized organisations who have complex needs but limited budget.

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# Get fit in your lunch break: Exercise ideas in 30 minutes or less

The World Health Organisation (WHO) estimates that up to 5 million deaths a year could be prevented if physical activity levels were higher. At the time of writing, that's about the same number of people world wide that have died of COVID-19. We all know we're supposed to do regular exercise to stay healthy, but for some it's 'easy to say, but not so easy to do.'

Modern life sees many of us juggling work, kids, volunteer work and day to day chores and believing there is precious little time left in the day for purposeful and regular exercise. Living like this however, is slowly creating maladaptations of the machine-like systems of the human body.

Here's a list of just some of the benefits of exercise outlined on WHO's website:

- Physical activity has significant health benefits for hearts, bodies and minds
- Physical activity contributes to preventing and managing noncommunicable diseases such as cardiovascular diseases, cancer and diabetes
- Physical activity reduces symptoms of depression and anxiety
- Physical activity enhances thinking, learning, and judgment skills
- Physical activity ensures healthy growth and development in young people
- Physical activity improves overall well-being
- Globally, 1 in 4 adults do not meet the global recommended levels of physical activity
- Up to 5 million deaths a year could be averted if the global population was more active
- People who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active
- More than 80% of the world's adolescent population is insufficiently physically active

(Source: <https://www.who.int/news-room/fact-sheets/detail/physical-activity>)

In New Zealand, the Ministry of Health guidelines that were updated in December 2020 recommend that an adult do at least 2½ hours of moderate or 1¼ hours of vigorous physical activity spread throughout the week.

The good news is, you can achieve this accumulated total of 150 minutes of moderate exercise by doing just 30 minutes of exercise on five days of the week! When the day is 24 hours long, 30 minutes is actually only 2% of the day. When the pay off is staying healthy and well, it's pretty hard to argue we shouldn't make the most of that 2%.

## So what's the difference between moderate and vigorous?

Moderate means you're breathing harder than normal but you should still be able to talk while doing the activity. An easy way to discern moderate from vigorous is the talk test! For example, brisk walking on flat ground, playing with children, and dancing will be something you can do while breathing a little harder, but you'll still be able to hold a conversation – this is moderate activity.

Vigorous activities make breathing a lot harder than normal and you should not be able to talk easily while doing them, so things like walking uphill or running, fast cycling, fast swimming and team sports like netball, volleyball and touch rugby.

## So why don't I just do vigorous exercise every day and then I can do less of it?

The best idea is to do a range of physical activities and spread them throughout the week so you're not doing a bunch of vigorous exercise days in a row. Again, if you're trying to juggle kids, work and volunteer duties, you could just find yourself getting more tired instead of more fit!

Yes, if you exercise at a vigorous level, that is worth more in the fitness bank, however, you need to bear in mind your energy levels are different from day to day depending on what's happened in your day, so be sensible.

## What can I do in 30 minutes that will make a difference?

Here's some ideas for how to make the most of that 2%

### 10 seconds on, 5 seconds off for 30 minutes

A 2020 study using bicycles to perform short intervals, compared this with a constant pedalling effort for 30 minutes and found the short intervals elicited

better improvements to the aerobic capacity of the participants. So if you find a constant steady pace a bit boring, doing efforts of 10 seconds on, 5 seconds rest for the 30 minutes is suggested to give you more bang for your buck! And your effort level might be different from someone else's, so do what's right for you.

### 3 x 10 minute jogs/fast walking

The big mistake that lots of people make when they decide to embark on a new exercise regime, is to do too much too soon. This can result in being so sore and tired that the thought of doing it again the next day proves very uninspiring. So breaking the 30 minutes up into mentally and physically achievable chunks can often prove much more motivating. The benefit to this format is that as you get fitter, you can increase the intensity of the 10 minute bouts and turn some of these sessions into your vigorous ones.

### Hill and stair climbing/sprints

Never underestimate the power of a decent set of stairs to amp your fitness. If you have the advantage of a good walking track near you that has a good number of inclines, or a road that goes uphill for a decent spell, use this to get a valuable workout in 30 minutes. Sprinting or fast walking up hill, walking back down, and repeating this will measurably improve your anaerobic capacity. Climbing stairs is excellent for your glutes which are the biggest muscles we have – so when we use them well, our heart is forced to pump loads of oxygen there and burn loads of calories to do it.

### YouTube cycle programs

At the risk of promoting something – the Global Cycling Network channel on YouTube is excellent for providing 30 – 40 minute stationary bike challenges. It's like a spin class but in the comfort of your own home. So if you own or lease a stationary bike or have a windtrainer, these are great tools for getting fit in 30 minutes.

### Resistance training using compound exercises

All guidelines for physical activity recommend the inclusion of resistance or weight training at least 2 times per week in order to stay healthy. Maintaining lean muscle tissue has the added benefit of increasing your base metabolic rate (BMR), which means you burn more calories just standing still. Using compound exercises in weight training is an effective way to use more muscles at once and therefore

decrease the amount of time you need to spend in a session. An example of a compound exercise is a power clean, which uses the legs, back, arms and shoulders all in one exercise. Another example is a bicep curl and shoulder press so you use the arm and shoulder muscles in the same movement. Combine this with say a lunge, and voilà, you've just used your glutes as well.

### **Tempo resistance training**

An often underutilised trick with weights is to use tempo to create a different challenge for your muscles and cardiovascular system. For example, if you do a squat for a count of three on the way down and then extend back up as fast as you can, this eccentric loading on the way down is more challenging for your muscles and adds a bit of oomph to the movement. Think about when you spend a lot of time walking downhill and how much harder this feels on your thigh muscles – this is eccentric loading. Other examples of tempo training are doing as many fast biceps curls as you can in a minute, or doing as many squat jumps or step ups as you can in a minute – these tax your muscles differently from doing things slowly. A caveat to this however is technique, so if you're new to weight training please check in with a trainer to make sure you're firstly doing things properly to avoid injury.

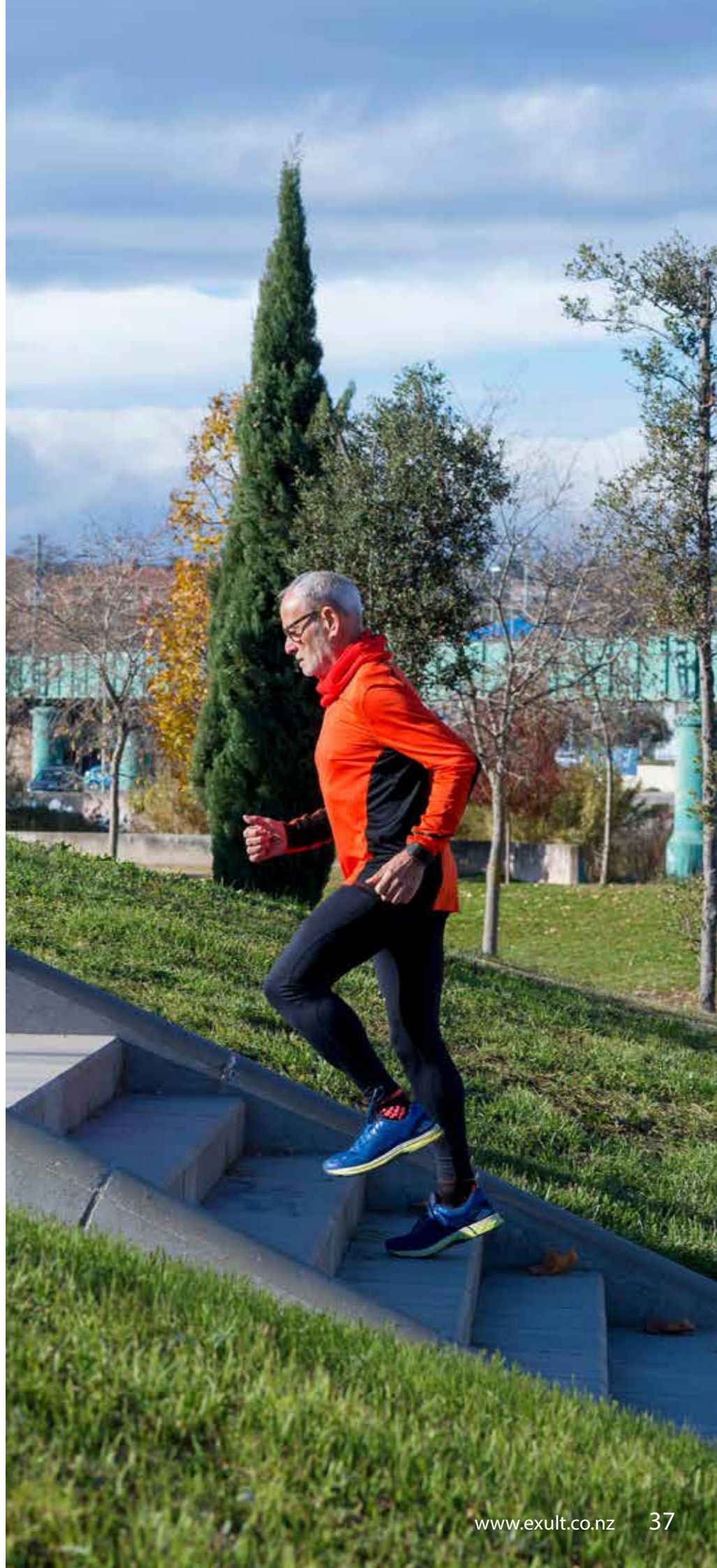
Remember, it almost doesn't matter WHAT you do, it's that you do it OFTEN.

Importantly, a 2018 review of 'accumulated short bout exercise effectiveness', by the University of Mississippi, found interventions longer than 10 weeks had the greatest effect on reducing body fat, and increasing health and fitness.



### **Alison Storey**

Alison Storey has a Masters Degree in Human Performance and was awarded NZ Personal Trainer of the Year twice. A Commonwealth champion in Rowing and avid fan of any sport, a bicycle is now her happy place. [www.storeysport.co.nz](http://www.storeysport.co.nz)







# Set Intentions, Not Resolutions for Success: How to get what you want in 2022

With more freedom in our daily living this year, we can finally begin to dream again and create what we want in our lives. But hold on one moment, when you read that last sentence, did your inner critic click into gear? Did it say to you something like *'I can't be bothered,'* or *'I won't be able to achieve what I want,'* or *'There's still too much uncertainty to get on and do things.'*

We tend to create what we think, so if you have thoughts like these (which are normal) I encourage you to keep reading to learn the five easy steps to define what you want this year. In fact, grab a pen and write down what your mind is saying to you about setting intentions or goals this year. Is this mind-talk true?

Here's how to combat limiting beliefs and discover what is possible.

## The pressure is off!

Oh, and by the way, the pressure is off no New Year resolutions here! Resolutions can make us feel not good enough the way we are. They are geared to thinking we will be happier or better when we get something or change who we are. Resolutions tend to offer little flexibility, so if we don't succeed, we feel like a failure. For example, if you don't lose 10 kgs you might feel terrible about that, so the focus is only on the outcome, not the journey. Resolutions like this are often BIG, and then they become unachievable, and then we give up.

## Intentions for success

I prefer the word **INTENTION**. Creating intentions is less about a **specific** goal and more about what you desire or dream about. Intentions are broader ideas, while resolutions are hard and fast goals that are either achieved or broken. When you set an intention, **you approach them with more consideration and compassion for yourself**. As a result, you feel less pressured to create change and more inspired to take action.

Here are some examples of intentions:

*'I have an intention to be healthier this year.'*

*'I have an intention to create more fun in my life.'*

*'I intend to date more.'*

*'My intention is to find a job I enjoy.'*

As you can see these are high level and the trick is to break these down into meaningful actions. Let's get started.

## Five keys to successful intentions:

1. Creating intentions
2. Break it up
3. Take just one step
4. Visualise
5. Find support

### Step 1: Creating my intention

The first step is deciding what it is you want to create this year. If you have something in mind, then head straight to Step 2. If you need some ideas, here are some strategies to help you decide what's important:

- A) Focus for a week on defining your intentions by asking yourself, 'If I could create or have whatever I wanted this year in my life, what would be happening?' Have a piece of paper or notebook close by to jot down ideas as they pop up.
- B) Write down about six headings across the top of a page; here are some ideas:
- Work/career
  - Interests/leisure time
  - Relationships
  - Finances
  - Home environment
  - Family
  - Daily habits
  - Self-care
  - Personal development
  - Health

Now under each heading list anything at all you would like to create. For example, under career it could be sprucing up your CV or getting to know your colleagues better. Or daily habits could be designing a morning and evening ritual to ensure you look after your mental, physical, or emotional health.

- C) For one week, as you go about your day, notice what your mind is saying. Notice any thoughts along these lines: 'I would like to...' or 'I wish I could...' or 'I really dislike that I don't...' and so on. Your thoughts and feelings will let you know what you want and need. Notice what annoys or frustrates you. Who or what are you envious of? Or do you notice any comparing? Comparing might be

you want something that someone else has. Notice language like, 'I need to sleep better' or 'I freeze in this house' or 'I feel sad I don't have a lovely relationship.' Be courageous and listen to these voices – all the information is just sitting right there. Just notice.

Which of these three strategies would you enjoy completing?

Once you have some ideas, take some time to choose what is important to you. What will make a difference? If you find yourself avoiding something, maybe that is the one to pick?

## Top Tip:

**Sometimes looking at a year is way too big! Instead, look at the next three months or just focus on a single month. Ask yourself 'What is the one thing I would like to create this month?'**

### Step 2: Break it up

Break the Intention down and down again until it's an achievable goal. Let's work with this example: *'I have an intention to be healthier this year.'*

But what does it mean for me to be healthier? *'I'd like to move my body more'*

Break that down again. 'What would I enjoy doing to move my body?' *'I want to go walking, just to be able to walk a couple of kilometres and not get tired.'*

Notice how we started with the big question and broke it down to something real.

The next question is: *'How will I do this?'* For example, *'I want to walk with a friend, around my local area and walk up to three times a week.'* Notice that this goal is very simple.

### Step 3: Just one step

You've broken your intention down to this action: *'Walking with a friend around my area about three times a week.'* But that is a lot to begin so break it down to just the first step.

Start with just one day a week walking – it's likely to be achievable and won't put you off doing more. Of course, you might do more, but that will be because you are keen, not because you **HAVE** to or think you're **SUPPOSED** to!



# SET INTENTIONS. NOT RESOLUTIONS.

- 1.
- 2.
- 3.



Start small, and this will motivate you to keep making progress.

#### Step 4: Visualise

Now take a moment and visualise yourself acting on this goal. For example, visualise yourself arriving home from work, changing into your walking clothes, texting your friend to confirm where you will meet and walking with her chatting away and enjoying yourself. Visualising cements in the mind exactly what the activity looks like and ensures you have sorted all the details.

#### Top tip

Make a vision board of what you wish to create this year. Create this by taking a large piece of cardboard or heavy paper and cutting out pictures from magazines that relate to what you would like to happen. Glue these to the sheet. Pop it in a place where you will be reminded of your dreams every day.

#### Step 5: Find support

There will be times when it's hard to motivate yourself to continue with your goal so a buddy for support is lovely. It could be a friend, family member or partner. Or source a local community group you can join. It's so much easier to keep motivated if you have someone you have committed to, and they are committed to you!

#### Top tip

Notice when you feel overwhelmed with your goal; this feeling is telling you to cut it right back, to just one thing. Ask yourself – 'what is the one thing I can do now, the simplest, easiest thing?'

#### Find alternatives that you enjoy

Sometimes you want to achieve a goal, but you may not like the usual way of making it happen. For example, one of my clients wanted to exercise to be healthier but didn't like structured exercise. So, she came up with a couple of ways she could move her body. First, she got stuck into her garden, then she involved her family by going on walks to exciting places on weekends. This way, she found she was healthier, losing weight, enjoying exercise, and having lovely family time.

Have a go at creating your intentions and making this year one of your best, and remember:

*"You create your thoughts,  
your thoughts create your  
intentions, and your  
intentions create your  
reality."*

Wayne W. Dyer



#### Allison Fisher Life & Career Coach, Coaching Tools For Life

I've been a Life and Career coach now for more than 18 years, so I have lots of experience in career change; my first job was as a teacher, then I worked in the corporate world in human resource and recruitment roles before stepping out and creating a coaching business.

As a coach, helping people find their own niche and achieve their potential is really important to me. I work to assist my clients in finding a work-life balance, creating boundaries that support who they are, and identifying what brings them joy in life. I run online group workshops as well as working with people individually.

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The following funding information has been gathered from various sources and to the best of our knowledge was correct at the time of printing. However, as funding dates change regularly, we recommend that you visit the funder's website directly to confirm dates.

For regular updates about potential funding sources, make sure you subscribe to Tonic Magazine. You'll get weekly updates right to your inbox. Check out page 44 or email [hello@exult.co.nz](mailto:hello@exult.co.nz) for details.

ORGANISATION	APPLICATIONS CLOSE	FOCUS AREA
<b>TECT – Community Development</b> <a href="http://www.tect.org.nz/funding">www.tect.org.nz/funding</a>	<b>1 February 2022</b> <b>1 March 2022</b> <b>1 April 2022</b>	Community Development and Community Events Grants Tauranga, Western Bay of Plenty
<b>Community Trust of Mid and South Canterbury</b> <a href="http://www.comtrust.org.nz">www.comtrust.org.nz</a>	<b>4 February 2022</b> <b>8 April 2022</b>	General Community Mid and South Canterbury
<b>North and South Trust Ltd</b> <a href="http://www.nstl.co.nz">www.nstl.co.nz</a>	<b>6 February 2022</b> <b>6 March 2022</b> <b>6 April 2022</b>	General Community Tauranga, Auckland
<b>The Trusts Community Foundation</b> <a href="http://www.ttcfltd.org.nz">www.ttcfltd.org.nz</a>	<b>10 February 2022</b> <b>1 March 2022</b> <b>10 April 2022</b>	Arts, Heritage, Environment, Community Wellbeing, Education, Sport & Recreation National where gaming machines are present in the area
<b>Blue Sky Community Trust</b> <a href="http://www.bluesky.org.nz">www.bluesky.org.nz</a>	<b>10 February 2022</b> <b>10 March 2022</b> <b>10 April 2022</b>	Art and Culture, Education, Safety, Sport and Recreation Auckland, Far North District, North Shore, Waikato
<b>Trust Waikato</b> <a href="http://www.trustwaikato.co.nz">www.trustwaikato.co.nz</a>	<b>11 February 2022</b>	Community Response Round Waikato
<b>Alexander McMillan Trust</b> <a href="http://www.gallawaycookallan.co.nz/about/alexander-mcmillan-trust">www.gallawaycookallan.co.nz/about/alexander-mcmillan-trust</a>	<b>15 February 2022</b>	General Community Otago
<b>ANZ New Zealand Staff Foundation</b> <a href="http://www.anz.co.nz/about-us/corporate-responsibility/community/staff-foundation">www.anz.co.nz/about-us/corporate-responsibility/community/staff-foundation</a>	<b>15 February 2022</b>	General Community National
<b>Four Winds Foundation</b> <a href="http://www.fourwindsfoundation.co.nz">www.fourwindsfoundation.co.nz</a>	<b>26 February 2022</b> <b>31 March 2022</b> <b>29 April 2022</b>	General Community Auckland, Canterbury, Wellington, Northland, Rotorua
<b>The Four Regions Trust</b> <a href="http://www.fourregionstrust.org.nz">www.fourregionstrust.org.nz</a>	<b>28 February 2022</b>	General Community Wanganui, Rangitikei, Ruapehu and South Taranaki
<b>Estate of Sybil Ada Hensley</b> <a href="http://www.trustees.co.nz/charities/our-charitable-trusts">www.trustees.co.nz/charities/our-charitable-trusts</a>	<b>28 February 2022</b>	Children in Housing, Health & Educational (up to \$2,000) National
<b>Grassroots Trust</b> <a href="http://www.grassrootstrust.co.nz">www.grassrootstrust.co.nz</a>	<b>28 February 2022</b> <b>31 March 2022</b> <b>31 April 2022</b>	General Community Auckland, Rotorua, Hawkes Bay, Manawatu, Wanganui, Taranaki, Wellington

ORGANISATION	APPLICATIONS CLOSE	FOCUS AREA
<b>NZ Glass Packaging Forum Grant</b> www.glassforum.org.nz/grants-and-funding	<b>28 February 2022</b>	Projects working towards zero glass to landfill including infrastructure, plant, equipment, technology, research & events National
<b>Estate of Kathleen Alice Boyd</b> www.trustees.co.nz/charities/our-charitable-trusts	<b>1 March 2022</b>	General Community (up to \$2,000) National
<b>Lottery Community Facilities Fund</b> www.communitymatters.govt.nz	<b>2 March 2022</b>	General Community National
<b>Lottery Environment and Heritage</b> www.communitymatters.govt.nz	<b>2 March 2022</b>	Natural, Physical & Cultural Heritage National
<b>Wilson Home Trust</b> www.wilsonhometruster.org.nz	<b>10 March 2022</b> <b>21 April 2022</b>	Children and Young People with Disabilities Upper Half of North Island
<b>Lottery Significant Projects Fund</b> www.communitymatters.govt.nz	<b>16 March 2022</b>	Community Assets National
<b>D V Bryant Trust</b> www.bryanttrust.co.nz	<b>18 March 2022</b>	Social Welfare Waikato
<b>Environmental Legal Assistance Fund</b> www.mfe.govt.nz	<b>18 March 2022</b>	Help prepare, Mediate and/or Present Resource Management Act cases to the Environment Court National
<b>The Pacific Development and Conservation Trust</b> www.communitymatters.govt.nz	<b>23 March 2022</b>	Conservation, peace, cultural and social development Pacific region including NZ
<b>Mazda Foundation</b> www.mazdafoundation.org.nz	<b>31 March 2022</b>	Environment, Arts, Education and Employment National
<b>Wellington Children's Foundation</b> www.wellingtonchildrensfoundation.org.nz	<b>31 March 2022</b>	Parents and Children's welfare Wellington Region
<b>National Foundation for the Deaf Community Fund</b> www.nfd.org.nz/community-fund	<b>31 March 2022</b>	Short Term Projects/Activities supporting the Deaf Community National
<b>Norah Howell Charitable Trust</b> norahhowellct-nz.baanalyser.com/start	<b>31 March 2022</b>	Arts, Music, social Welfare, education Waikato
<b>Kingston Sedgfield (NZ) Charitable Trust</b> www.trustees.co.nz/charities/our-charitable-trusts	<b>31 March 2022</b>	Youth Well-Being Otago
<b>Rural Communities Trust</b> www.ruralcommunitiestrust.org.nz	<b>31 March 2022</b>	Rural Communities National
<b>Harcourts Foundation</b> www.harcourtsfoundation.org/new-zealand	<b>11 April 2022</b>	General Community National where there are Harcourts Offices
<b>Rehabilitation Welfare Trust</b> www.rwt.org.nz/How-to-Apply	<b>15 April 2022</b>	People with Disabilities National
<b>Outward Sound International Music Market and Business Development Grants Round 2</b> www.nzmusic.org.nz	Please refer to funder's website for 2022 dates	Entry of New Zealand Music and Musicians into Global Markets National



ORGANISATION	APPLICATIONS CLOSE	FOCUS AREA
<b>Kiwanis Foundation Grants</b> www.kiwanis.org.nz	<b>30 April 2022</b>	Education, young people, public benefit National
<b>Transpower CommunityCare Fund</b> www.transpower.co.nz/apply-communitycare-fund	<b>30 April 2022</b>	Community Development National - Particularly areas affected by Transpower assets
<b>Waste Minimisation and Innovation Fund</b> www.aucklandcouncil.govt.nz (then search 'Waste Minimisation Fund')	Please refer to funder's website for 2022 dates	Environment Auckland
<b>Aotearoa Gaming Trust</b> www.agt.nz	<b>All Year</b>	General Community National
<b>Community Trust of Southland General Grants</b> www.ctos.org.nz	<b>All Year</b>	Southland General Community
<b>Ethnic Communities Fund</b> www.ethniccommunities.govt.nz/ethnic-communities- development-fund/	<b>All Year</b>	Ethnic Community Development National
<b>iSport Foundation</b> www.isport.org.nz	<b>All Year</b>	Sports and Youth National
<b>J R McKenzie Trust</b> www.jrmckenzie.org.nz	<b>All Year</b>	Children and Communities of Interest National
<b>Len Reynolds Trust</b> www.lenreynoldstrust.co.nz	<b>All Year</b>	Social Wellbeing Waikato Region
<b>One Foundation</b> www.onefoundation.nz/grants	<b>All Year</b>	General Community National
<b>New Zealand Community Trust</b> www.nzct.org.nz	<b>All Year</b>	General Community National
<b>Rata Foundation – Large Grants Programme</b> www.ratafoundation.org.nz	<b>All Year</b>	General Community South Island regions
<b>Rotorua Energy Charitable Trust</b> www.rotoruatrust.org.nz	<b>All Year</b>	General Community Rotorua
<b>Taranaki Electricity Trust</b> www.taranakielelectricitytrust.co.nz	<b>All Year</b>	General Community Taranaki
<b>The Lion Foundation</b> www.lionfoundation.org.nz	<b>All Year</b>	General Community National
<b>The Tindall Foundation</b> www.tindall.org.nz	<b>All Year</b>	Families, Environment, Enterprise, Community, Generosity, Special Funds National
<b>Whenua Māori Fund</b> www.tpk.govt.nz (then search 'Whenua Māori Fund')	<b>All Year</b>	Improvement of Māori Land National
<b>Youth Worker Training Scheme (DIA)</b> www.communitymatters.govt.nz	<b>All Year</b>	Youth Development National

**While every effort has been made to ensure information given is correct at the time of printing, closing dates, funding availability and other details may change frequently. Always check with the funder before planning your applications.**



# Getting to know...

## Michelle Kitney

Michelle Kitney is the Kaihautū Chief Executive of Volunteering New Zealand, where she has been part of the senior leadership team since 2018. Michelle is passionate about working collaboratively and with impact in the for-purpose sector. Throughout her career she has worked in a range of sectors and has also volunteered extensively in community organisations that provide services and support to whānau and children. She is currently the Chair of Bellyful New Zealand, and has previously been on the executive team of Multiples NZ and President of Wellington Multiples.



## Quick Quiz

**Would you say you are more of an introvert or an extrovert?**

This is a tricky one, as I think I veer between both. I live with an extreme extrovert. He thinks a lot of things out loud and verbalises as part of his processing. I am often the opposite, I think about things over time, and sometimes only verbalise when I have got to a decision. When I become a bit overloaded, I can quickly turn to being a classic introvert, needing time and space and quiet.

**My top three priorities of the year are:**

To exercise more, particularly walking on the beach and possibly doing some running! To maximise the time I get to enjoy things with my kids. To read more books.

**The last book I enjoyed reading was:**

I tend to choose quite grim and gory crime books, or psychological thrillers. They are usually really engrossing, but also a little bit on the disturbing side. The last one I read was called False Witness, by Karin Slaughter.

**My favourite quote**

This is one of my favourite quotes, because it underscores that when we gift our time or mahi to our communities, we are creating our own future.



*Volunteering is the ultimate exercise in democracy. When you volunteer, you vote every day about the kind of community you want to live in.*

(Anon)



### The best piece of advice I've ever had

Was from my Mum, she said, when evaluating whether something is really an issue, whether it's something to let get under your skin, ask the question 'Is this something I will worry about in five years?' This helps me ascertain how important the issue is. Often when I run that question over something that is bugging me, it makes me realise that it really doesn't matter as much as I am letting it.

### The best way to unwind for me... is to cook

Not the kids' dinner or things I have to cook, but something where I get creative, and just let the ingredients take me to where they want to go. I don't tend to follow recipes that often and I enjoy the creative element of cooking something nice from scratch. A walk on the beach is another way I like to unwind.

### I describe my leadership style as...

A mixture of being naturally consultative and inclusive, with the learned skills for exercising my judgment and making quick and hard decisions when needed. I am most comfortable in a team, with people who love what they do, and have a commitment to the work and kaupapa. I would consider my approach to be more intuitive than analytical. Although I can be an analytical person when dealing with some things.

### The most valuable training I have ever undertaken

Is the Leading Community Organisations, by LEAD Centre of Not for Profit Governance and Leadership. I did their face-to-face course in 2019. It was beneficial because it was an intensive three-day training, I was away from home and doing it with a friend. In the evenings we were able to discuss and focus on what we'd learnt. It was also great to be on the course with lots of people in a similar state of mind as me, seeing a wide range of people going through the same thought processes about their own leadership style.

### What is your favourite way to spend a day off?

With two parents working full-time in our household the weekends are quite important times for us to recharge and spend time together as a family. My perfect day-off would be to get up early, have a quick coffee, and then get out for a walk. This would ideally be walking the dog on the beach with my husband and any of our three boys who wanted to come. Then sneaking in brunch on the way home. It would then involve baking or cooking something nice (with someone else doing the dishes), card games with the kids, and then some time in the backyard reading a book. A good day like that would be capped off with friends for an early dinner/BBQ and then everyone home, and to bed, early enough for my husband and I to watch something on Netflix or play backgammon.



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We all have such a bank. Its name is Time. Every morning, it credits you with 86,400 seconds. Every night it writes off, as lost, whatever time you have failed to use wisely. It carries over no balance from day to day. It allows no overdraft so you can't borrow against yourself or use more time than you have. Each day, the account starts fresh. Each night, it destroys any unused time. If you fail to use the day's deposits, it's your loss and you can't appeal to get it back.

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*Author Unknown*  
[www.thoughtcatalog.com](http://www.thoughtcatalog.com)





# Notes

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# Checklist

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"We don't inherit the earth from our ancestors,  
we borrow it from our children."

Native American proverb

