

Volunteering at PMI

A Leadership Pathway

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- This presentation is for registered attendees of *Asia Pacific / South Asia Leadership Institute Meeting 2026*.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Understand why volunteering drives higher member retention and longer membership tenure at PMI
- Shift mindset from assigning volunteer roles to designing volunteer pathways that align with member intent and growth
- Apply the four controllable levers—entry design, progression pathways, visibility (VEP), and recognition—to strengthen volunteer journeys in their chapters
- Communicate volunteering more effectively to create psychological safety, clarity, and progression for members considering or starting their volunteer journey

Why This Conversation Matters Now

Members who volunteer:

Are significantly
more likely to stay
with PMI

Show approximately
15% higher
retention than non-
volunteers

Have longer average
membership tenure

Build stronger
relationships with
the PMI community

Are more likely to
continue
contributing over
time

Let's Hear from Chapter Leaders



Q1. Do you have a documented progression pathway for new or first-year members?

Never | Sometimes | Always

Q2. Do you offer small, time-bound “safe entry” volunteer roles with clear time commitment?

Never | Sometimes | Always

Q3. Do you have a clear next-step conversation after a member’s first volunteer task?

Never | Sometimes | Always

Mindset Shift: From Roles to Pathways

From Role Filling

- Supporting events and initiatives
- Contributing to chapter activities
- Helping with specific tasks
- Serving immediate program needs
- Participating when opportunities arise



To Leadership Pathways

- Designing volunteer journeys during onboarding
- Matching opportunities to member interests
- Creating visible next steps
- Helping members build confidence and skills
- Supporting growth from contribution to leadership

The PMI Volunteer Journey

1. Entry
I can safely try

2. Engagement
I'm contributing
meaningfully and
getting recognised

3. Growth
I'm gaining skills
and trust

4. Leadership
I own outcomes

The 4 Levers: How Chapters Can Shape the Journey



Entry Design

Make the first step simple, safe, and clear.



Progression Pathways

Show how volunteers can move from task to ownership to leadership.



Visibility Through VEP

Make opportunities visible, structured, and trackable.



Recognition

Acknowledge contribution early, fairly, and consistently.

The 4 Levers: How Chapters Can Shape the Journey



Entry Design

Make the first step simple, safe, and clear.

A strong first volunteer experience helps members feel:

- Welcomed
- Clear about expectations
- Comfortable to try
- Supported by the chapter
- Confident enough to continue

What this can look like

- Small, time-bound opportunities
- Clear role description
- Simple onboarding or briefing
- Buddy or point of contact
- Defined time commitment
- Easy first contribution

The first step should build confidence

The 4 Levers: How Chapters Can Shape the Journey



Progression Pathways

Show how volunteers can move from task to ownership to leadership.

Volunteers are more likely to stay engaged when they can see a path from:

- Small contribution
- Regular participation
- Ownership of an activity
- Portfolio or committee contribution
- Chapter leadership
- Regional or global volunteering

What this can look like

- Volunteer journey map
- Next-step conversations
- Skills-based role matching
- Gradual increase in responsibility
- Mentoring by experienced volunteers
- Leadership readiness conversations

Progression turns participation into growth

The 4 Levers: How Chapters Can Shape the Journey



Visibility Through VEP

*Make opportunities
visible, structured, and
trackable.*

Visibility helps members understand:

- What opportunities are available
- What skills or interests fit each role
- How much time is expected
- How to express interest
- How their contribution is captured
- What future opportunities may follow

What this can look like

- Clear VEP opportunity postings
- Regular volunteer opportunity updates
- Role descriptions with time commitment
- Tracking of service and contribution
- Sharing upcoming needs early
- Highlighting different ways to volunteer

When opportunities are visible, more members can step forward

The 4 Levers: How Chapters Can Shape the Journey



Recognition

*Acknowledge
contribution early, fairly,
and consistently.*

Recognition helps volunteers feel:

- Seen
- Valued
- Motivated
- Connected to the chapter
- Encouraged to continue
- Ready for future opportunities

What this can look like

- Personal thank-you messages
- Recognition during events
- Volunteer spotlight posts
- Certificates or appreciation notes
- LinkedIn mentions
- Newsletter highlights
- Invitations to take the next step
- Recommendations for larger opportunities

Recognition reinforces belonging and growth

Volunteer Journey System

Signature Model: Volunteer Growth System

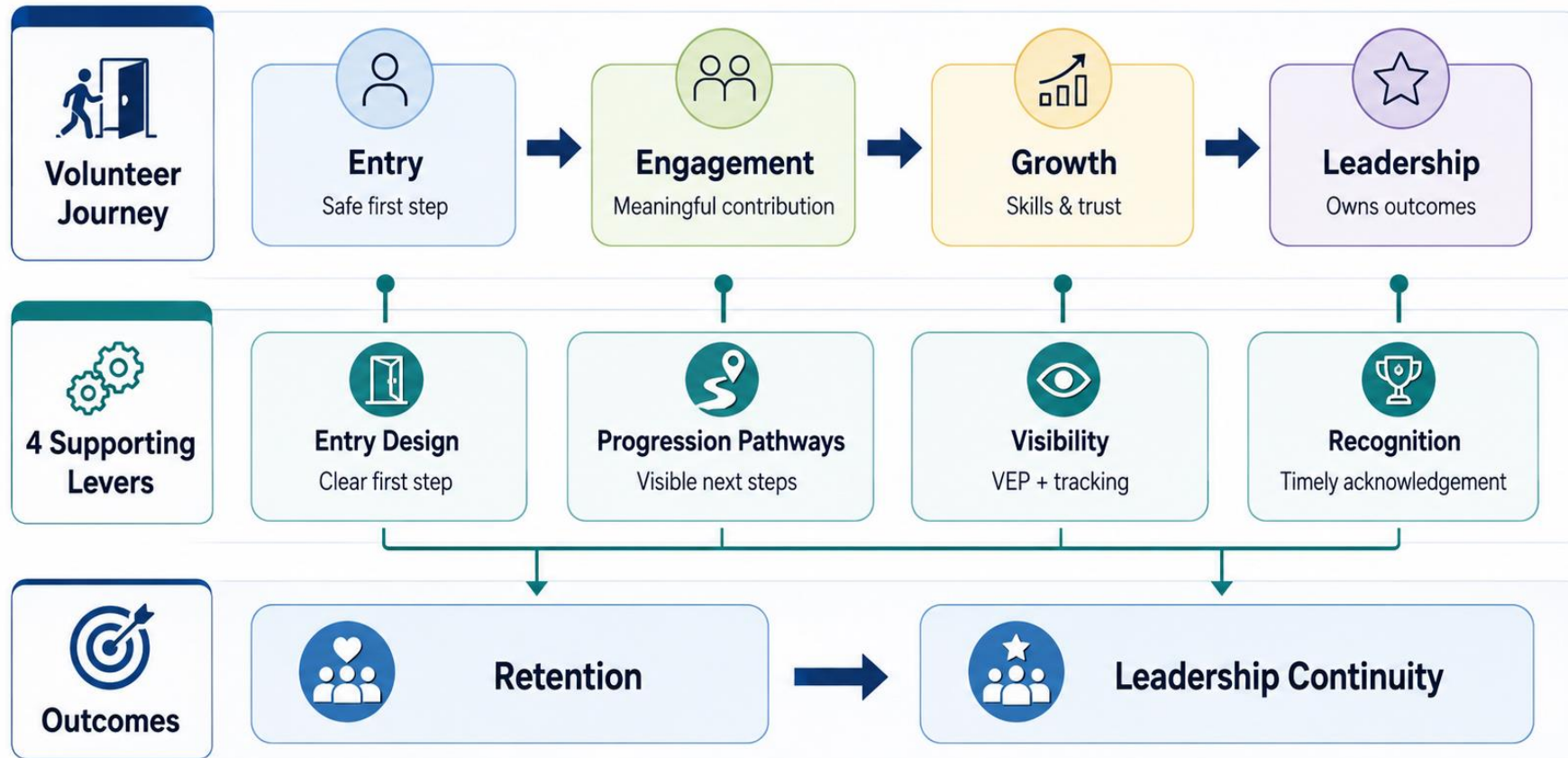


Table Activities

We are not just discussing volunteering today
We are designing volunteer journeys

Activity 1 — Quick Energizer

Find the Signature Model Words

Duration

16 words in 3 Minutes

Words appear:
horizontally,
vertically,
diagonally,
backward.

N L L G K L T U A Y J F L T Z O T E O B
H G V V L E Y X C D X B H T E J A V K W
Z D O J O L P A K G X R G G R Q Y I E R
P T L P X E E W W V A M S V Q B I F B P
J G U R Z A W T I B O U A C M V I V V L
D A N O E D T J N O I T N E T E R U M H
M Q T J N E W R P A T H W A Y D K P T G
R C E E T R F G A Q O R W A B H Q B R J
V K E C R S P M X C F A L V L L O O U J
I H R T Y H Q I Z B K U I M A A W R I H
S E K M V I E C X M Q I V T R T U V H N
I H S E N P J T K O R E N D H G U E S R
B V J Z G E J W W R E C O G N I T I O N
I Q E O N Y E U S F K C L E A D E R R R
L X D F U K E X A Y K N N J O X U X I E
I Y G D E R F A Y T T I T S T H T H H V
T A L C W Y N P E Q M E N T O R I N G T
Y P W U L F M E N G A G E M E N T P P E
F G H B N Y A I Y N H X V G Y G C F O T
P W K O H N M Y B T X M X K M T X S T R

Phase 1 — Quick Energizer

**Find the Signature
Model Words**

**Duration
3 Minutes**

Words appear:
horizontally,
vertically,
diagonally,
backward.



Activity 2 — Volunteer Journey Design Sprint

Build one realistic volunteer journey using the Volunteer Growth System

You will work in table teams to:

- Understand one member persona
- Design a volunteer pathway
- Apply the 4 levers
- Submit your journey through Smartsheet

The 4 Levers: How Chapters Can Shape the Journey



Entry Design

Make the first step simple, safe, and clear.



Progression Pathways

Show how volunteers can move from task to ownership to leadership.



Visibility Through VEP

Make opportunities visible, structured, and trackable.



Recognition

Acknowledge contribution early, fairly, and consistently.

Smartsheet Activity

Scan the QR Code

Important Instructions

Discuss FIRST. Submit LATER.

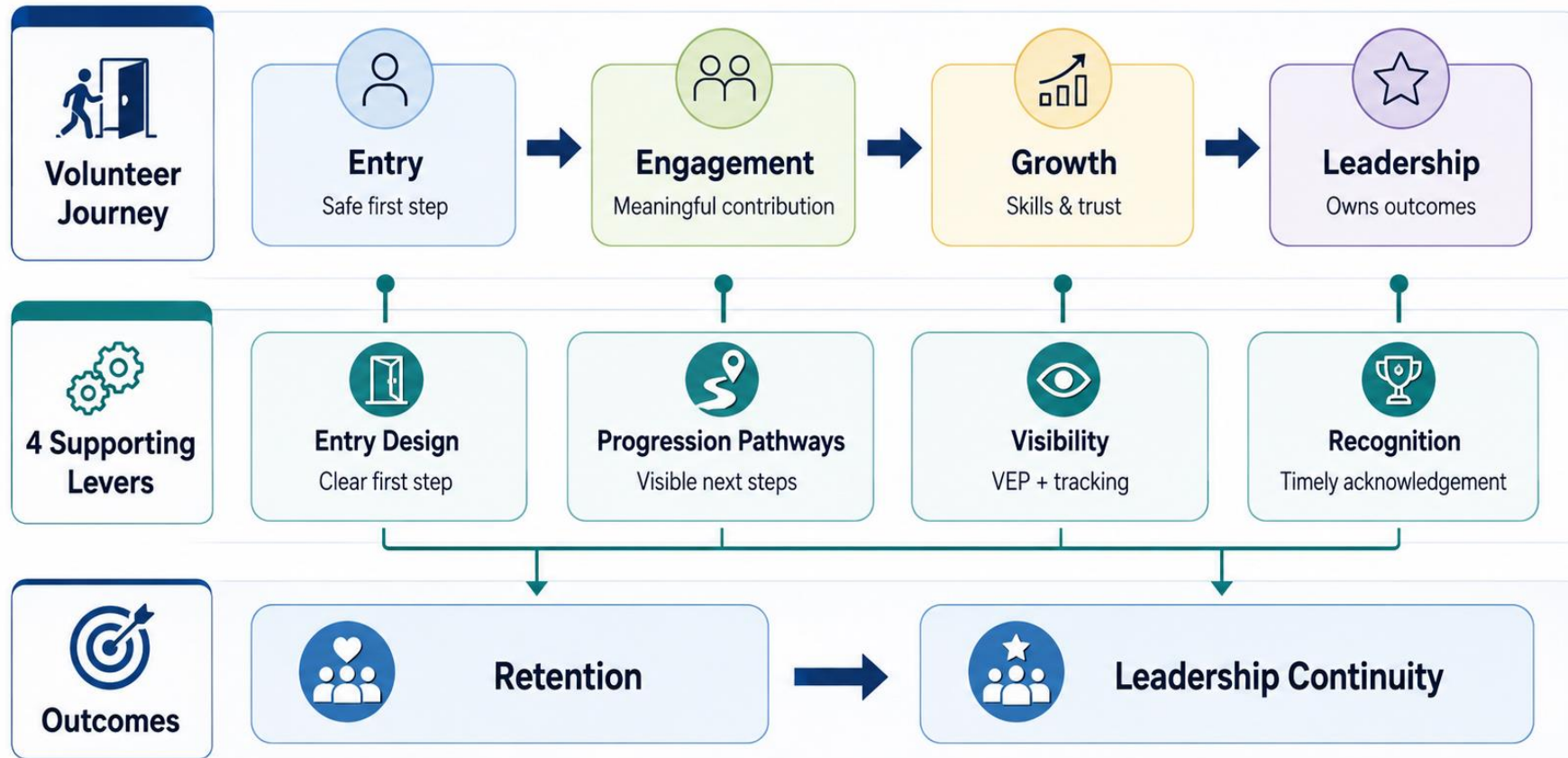
Only ONE person per table should submit the form.

Your Table Should Decide:

- Safe first role
- Meaningful contribution
- Growth opportunity
- Leadership next step
- Visibility approach
- Recognition idea

Volunteer Journey System

Signature Model: Volunteer Growth System



Volunteer Journey Design Sprint

Live Responses

What This Means for Chapters



Better journeys can create stronger engagement.



Stronger engagement can support retention.



Retention can build leadership continuity.

Let's Hear from Chapter Leaders



Q4. Compared to before this session, my clarity on building a progression pathway is:
Much higher | A bit higher | No change | Still unclear

Q5. Which of the 4 levers do you feel most ready to apply now?
Entry Design | Progression Pathways | Visibility | Recognition

One concept or practice I learned today that I can apply is...
Short answer

Closing Thought



Chapters that design better volunteer journeys build stronger communities, stronger leaders, and stronger futures.

Thank you!

Let's continue the conversation!



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Open Q&A

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