

The Coaching Advantage: Helping Volunteers Grow, Contribute, and Thrive

Better Impact

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Learning Objectives

By the end of this session, you will be able to:

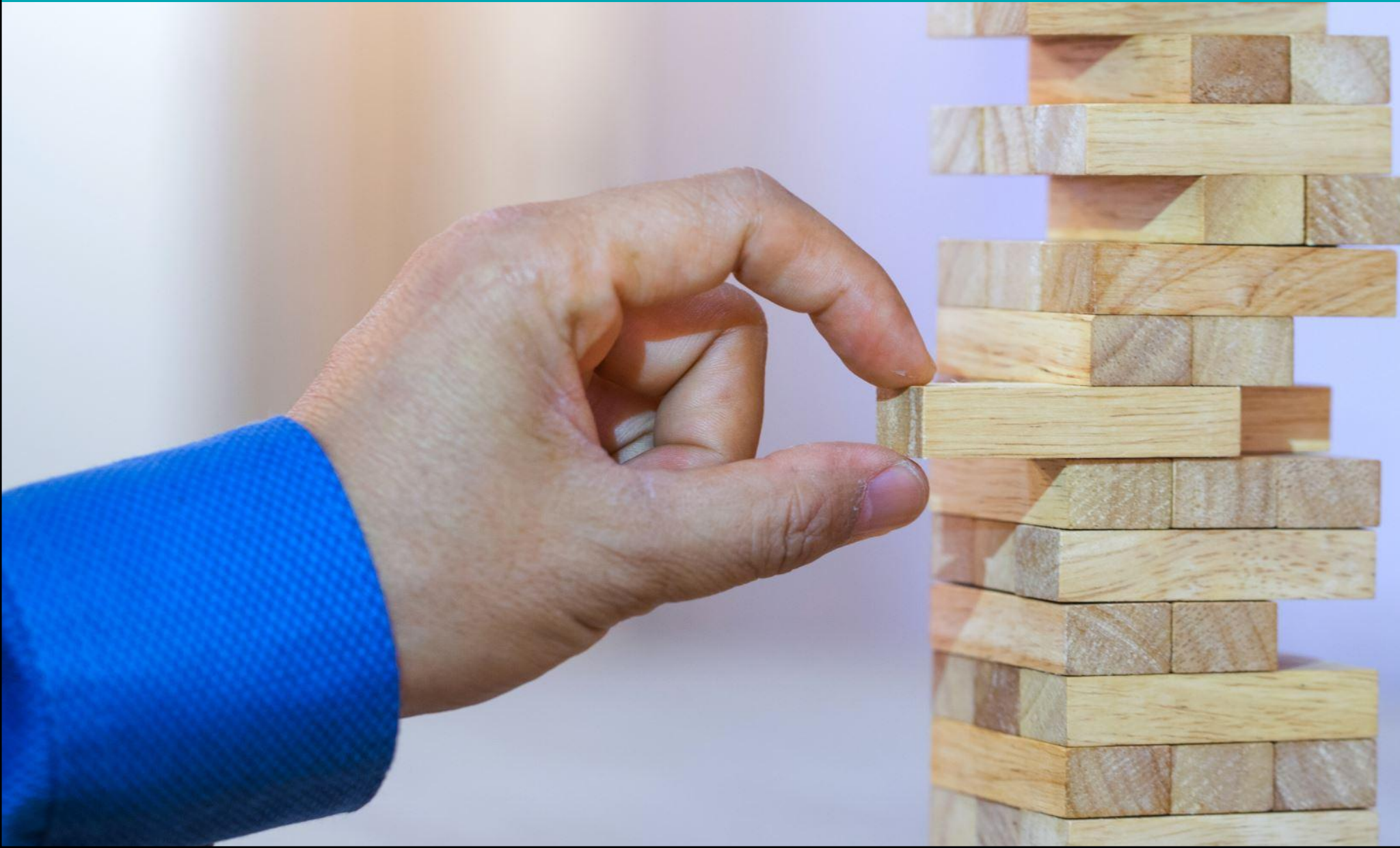
- Differentiate between reactive feedback and proactive coaching.
- Use a practical coaching framework with volunteers, volunteer leaders, and colleagues.
- Understand how coaching supports not just volunteer or staff growth—but leadership growth as well.

Volunteers (and Staff) Want Growth and Meaning

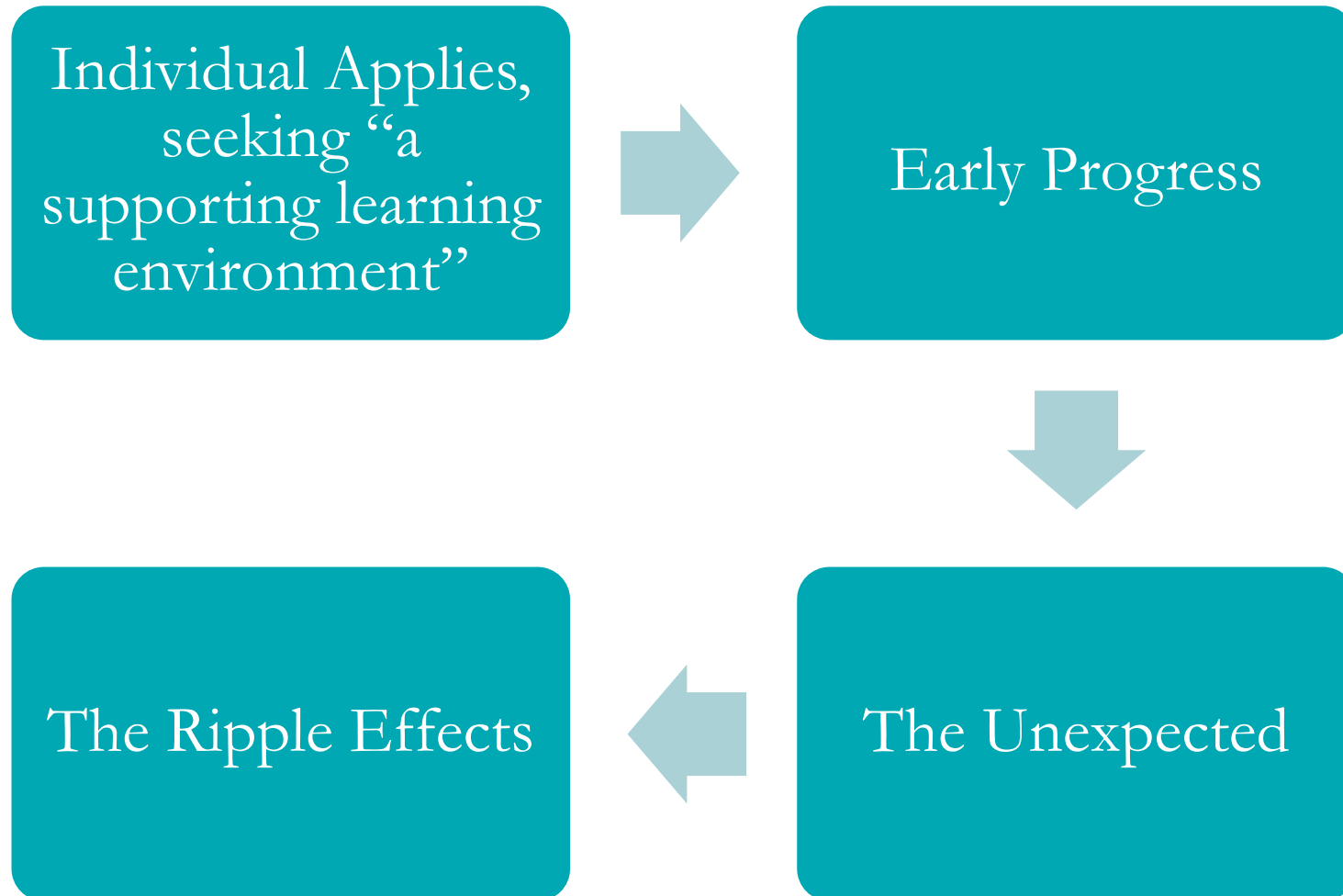


Today's volunteers are often looking for more than simply “a task”.

The Risk of Unfulfilled Potential



When Feedback Doesn't Happen



When Coaching Goes Well

How it works

Coaching is built into the system

- ✓ Starts at recruitment
- ✓ Shared expectations
- ✓ 2x/month contact
- ✓ Quarterly in-person meetings
- ✓ Documented interactions
- ✓ Staff trained to coach

When Coaching Goes Well

Why it works

Coaching =
Relationships + Retention

- ✓ Retention
- ✓ Accountability
- ✓ Relationship-building
- ✓ Volunteer growth
- ✓ Consistency across staff
- ✓ Stronger volunteer community
- ✓ “Coaching is not optional support—it’s part of the role”

Coaching Builds Belonging



When someone invests time in helping a volunteer grow, it communicates:

- “You matter”
- “We see potential in you”
- “You are worth investing in”

Coaching vs Training vs Feedback vs Mentoring

Training

- Focuses on competence

Feedback

- Is more reactive and specific

Mentoring

- Focuses on “What have I learned that may help you?”

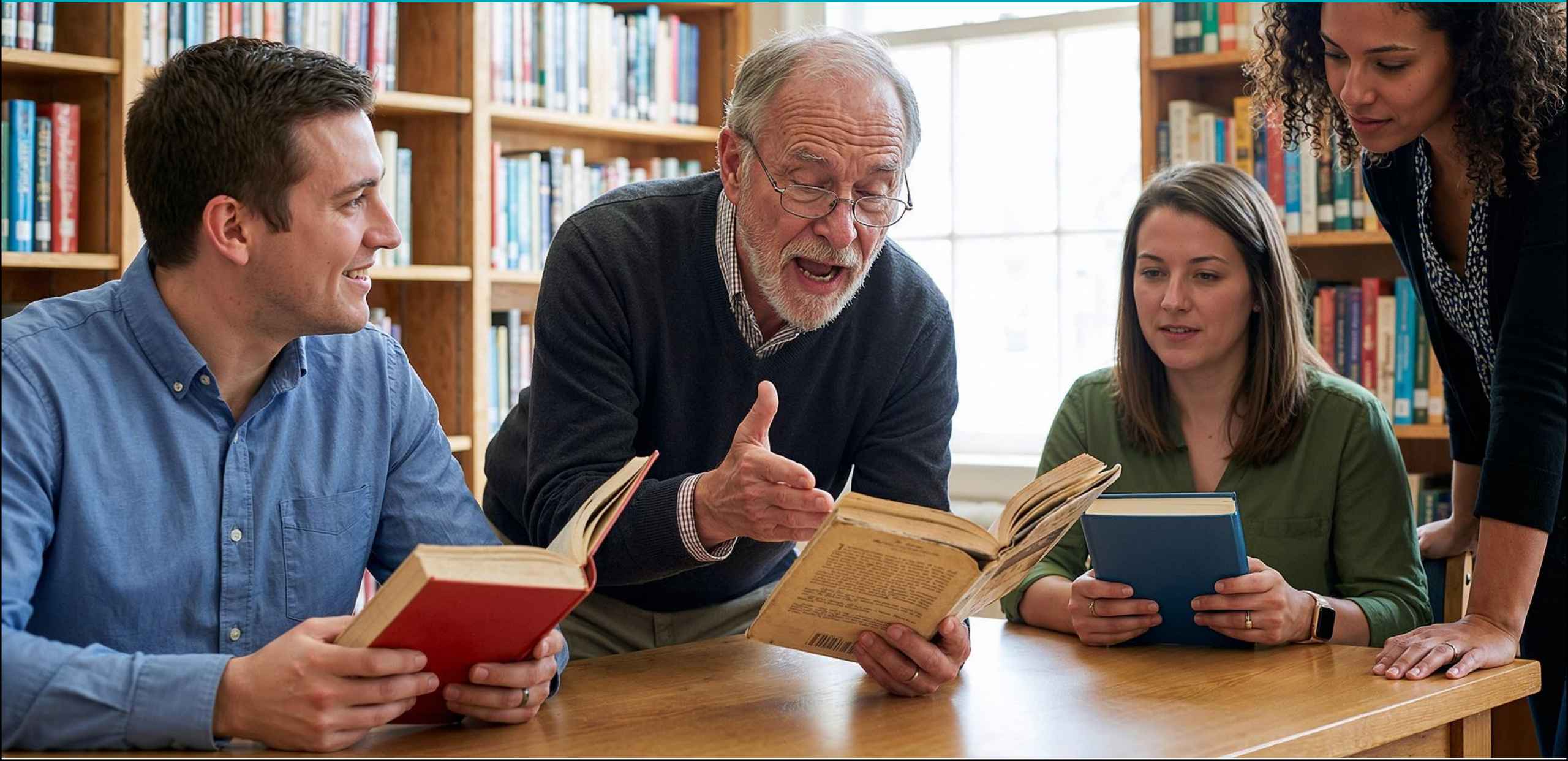
Coaching

- Is broader and more developmental

Feedback



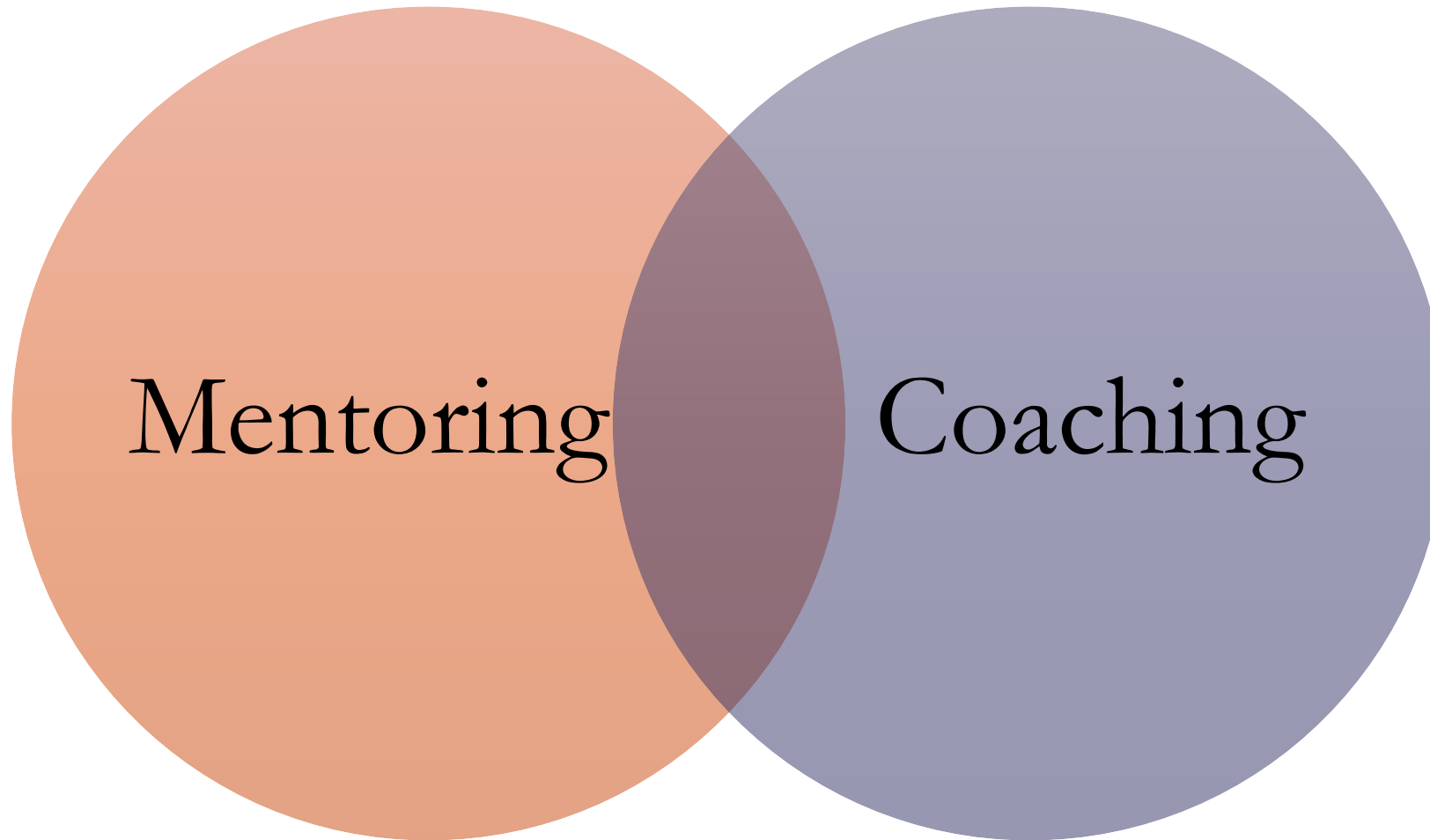
Mentoring



Coaching



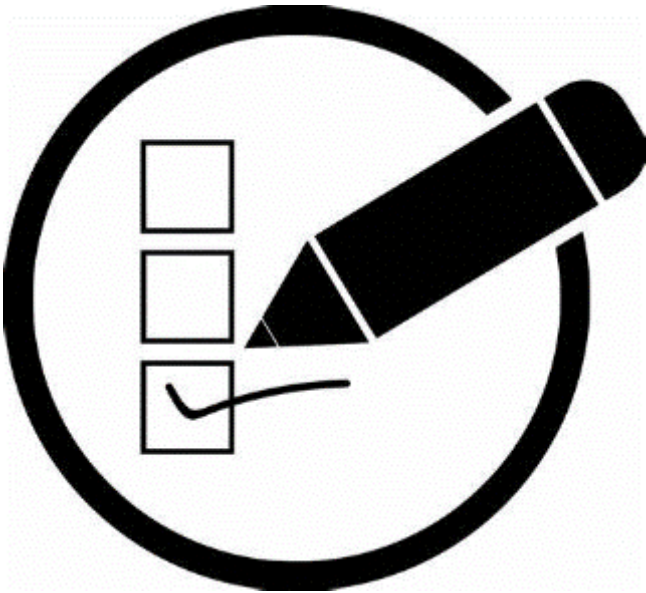
Mentoring and Coaching Can Overlap



Coaching is Mutual



Which of feels hardest?



- A. Training
- B. Feedback
- C. Coaching
- D. Mentoring
- E. None of it seems difficult

Who Gets Coached?



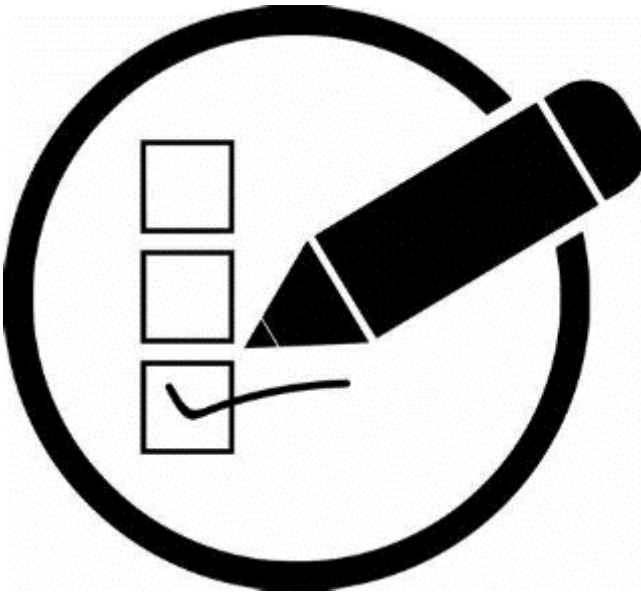
Good Candidates for Coaching



Investing in Yourself

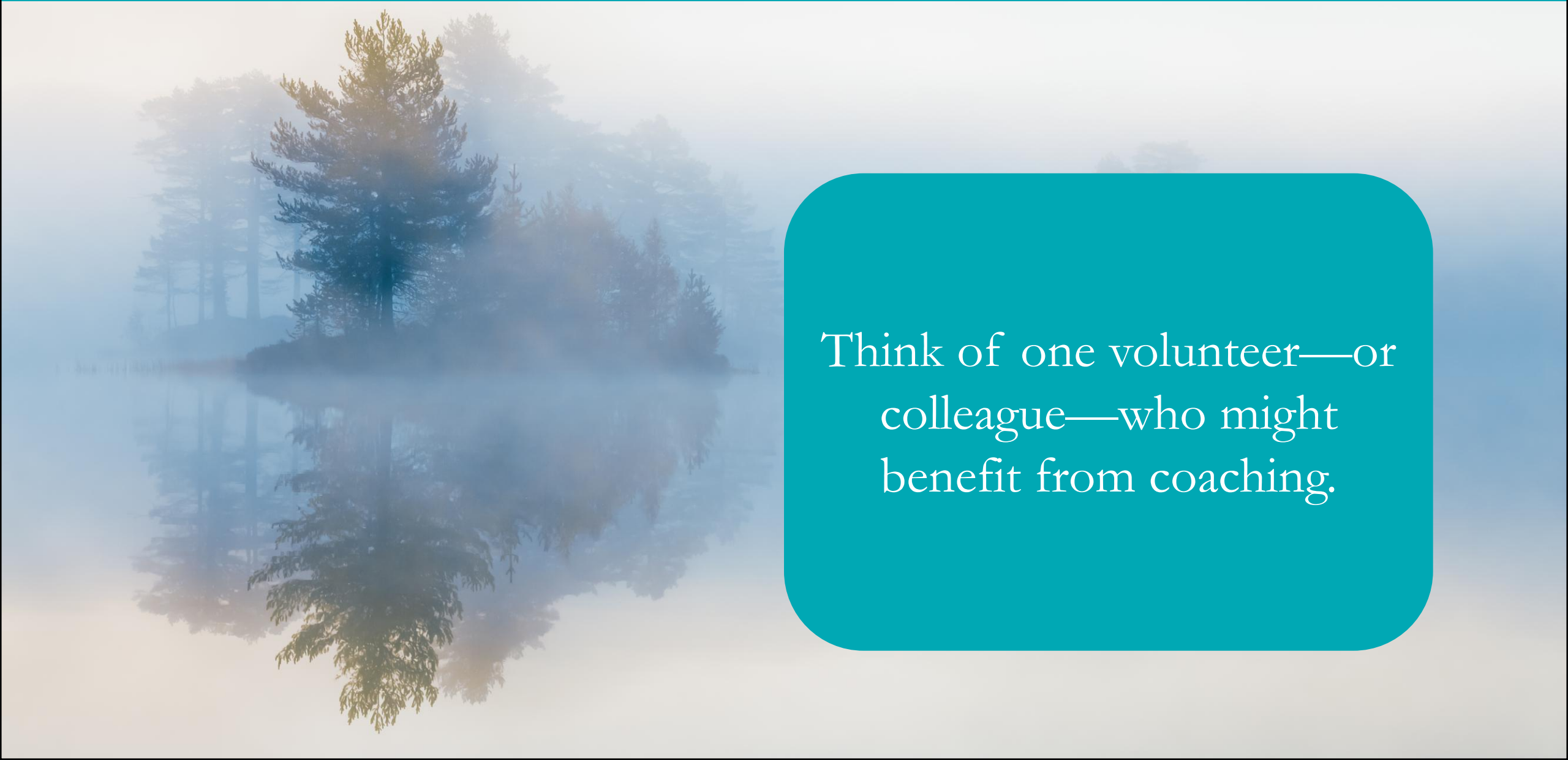


Have you ever been coached?



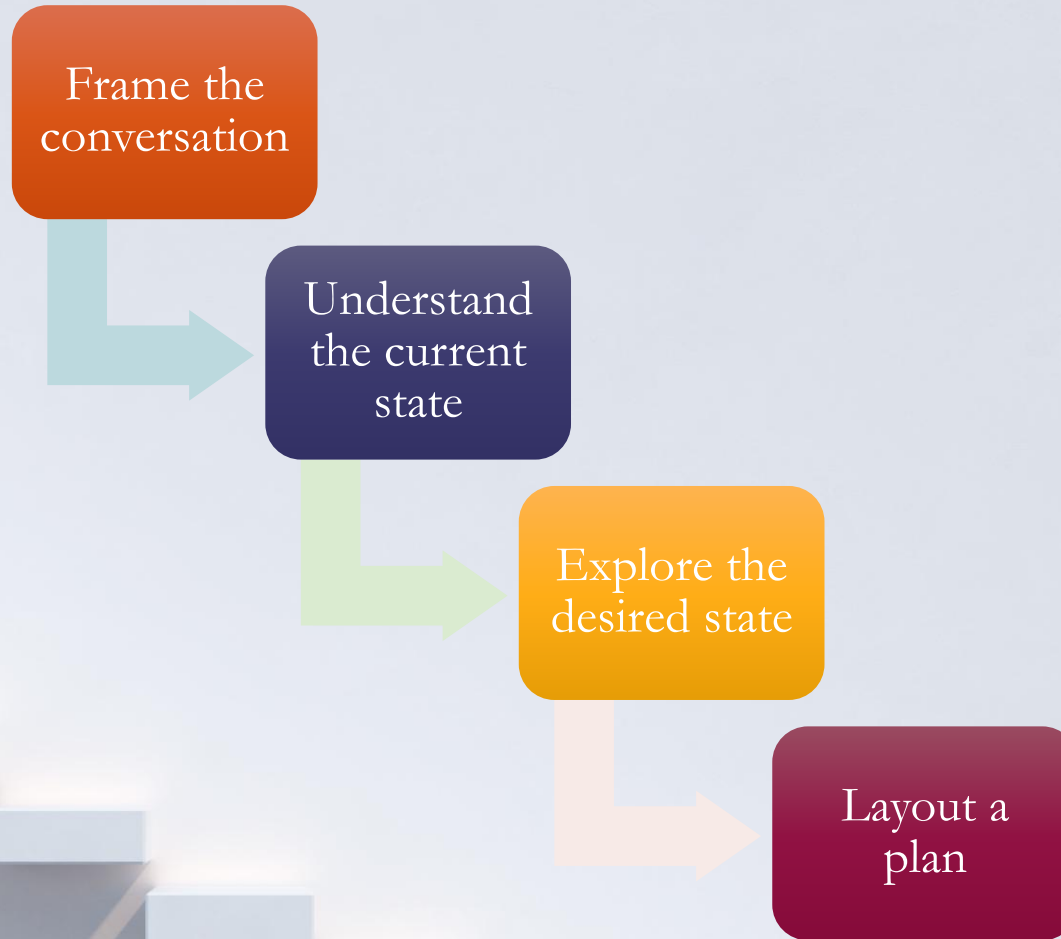
- A. Yes, but just in sports
- B. Yes, professionally
- C. Yes, personally
- D. Not yet

Reflection



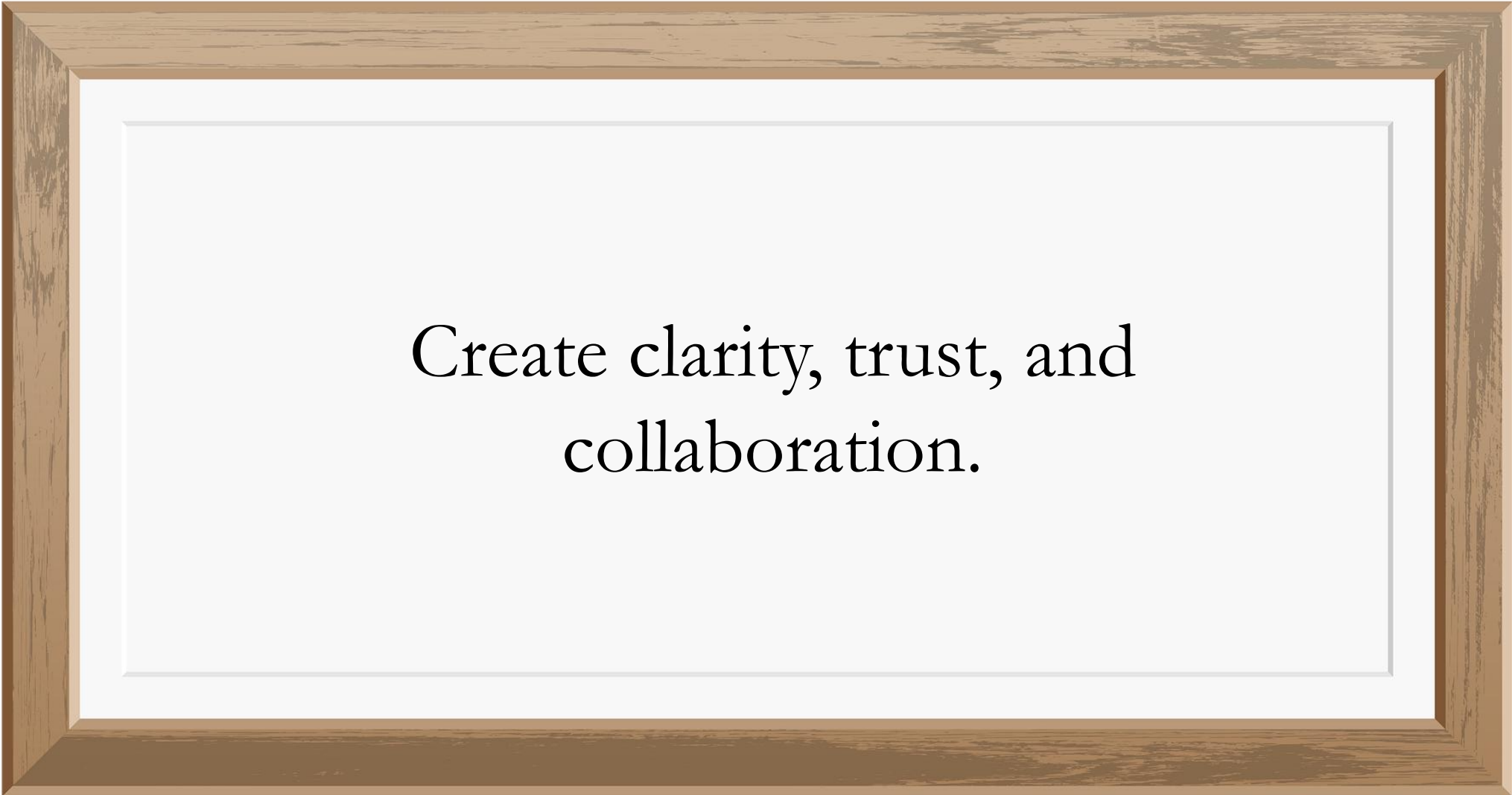
Think of one volunteer—or
colleague—who might
benefit from coaching.

FUEL: A Practical Coaching Framework



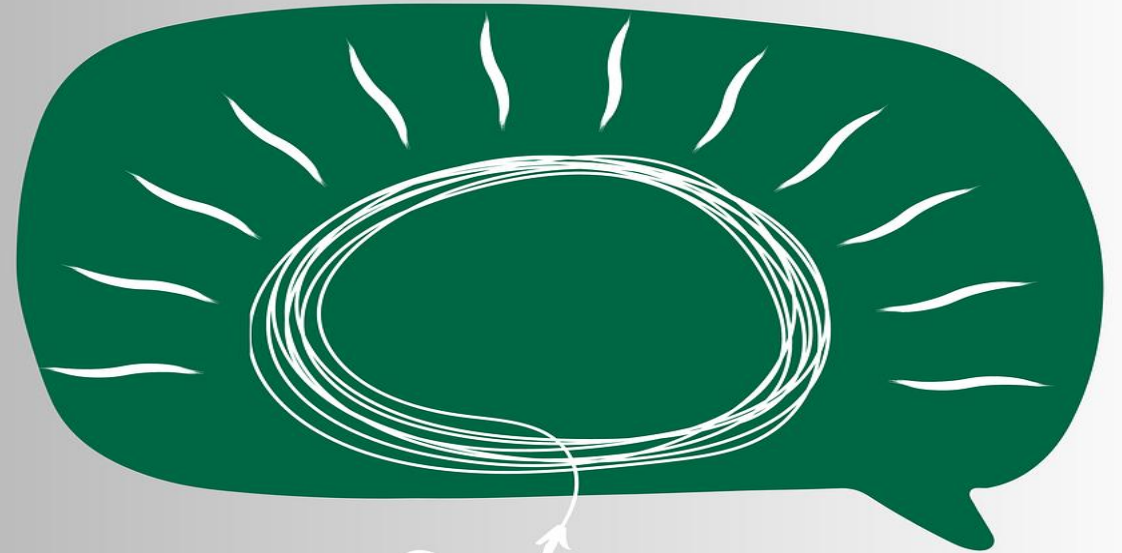
The Extraordinary Coach: How the Best Leaders Help Others Grow, John Zenger and Kathleen Stinnett, 2010

Frame the Conversation

A 3D-rendered wooden picture frame with a light brown, textured finish. Inside the frame is a white rectangular area with a thin grey border. Centered within this white area is the text "Create clarity, trust, and collaboration." in a black serif font.

Create clarity, trust, and
collaboration.

Understand the Current State



This is where curiosity matters.

- What's been going well?
- What's been challenging?
- Where do you feel most confident?
- Where do you feel stuck?



Explore the Desired State



This is where
coaching becomes
future-focused
and empowering.

Lay Out a Plan



The key is keeping goals realistic and specific.

Coaching is Iterative



Coaching is usually
not one conversation.

Key Takeaways

Coaching creates stronger relationships and stronger impact.

Coaching is different from training and feedback—and all three matter.

Coaching works best when it's collaborative and goal-oriented.

Not every volunteer needs intensive coaching—but many volunteers benefit from intentional developmental support.

Great coaches often benefit from having coaches themselves.

VQ Resources

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