



Finding high caliber volunteers fast!

Challenge: Finding skilled volunteer transcribers and translators fast

When Ashoka faced the **challenge** of finding volunteers to transcribe countless hours of interview footage in various languages and multiple dialects, they turned to a **solution** offered by [LinkedIn](#). Ashoka, the largest network of social entrepreneurs in the world, posted the opportunity on the [LinkedIn Volunteer Marketplace](#). The **results** were impressive. They established and nurtured relationships with a network of volunteers—talented professionals sharing the same commitment to social change—all at no cost to Ashoka.

Solution: Tapping into LinkedIn for skilled volunteers

With a global network of more than 3,000 fellows in 84 countries, Ashoka is a well-known nonprofit often credited for founding social entrepreneurship. Ashoka's vision of "everyone is a changemaker" so powerfully resonates with people that volunteers offer highly sought-after skills simply to do good, to be a changemaker.

As a Senior Communication Specialist at Ashoka, Maggie Lemere knows the value of telling "changemaker" stories through video and multimedia. So when Lemere needed to quickly find people capable of efficiently and accurately transcribing footage from interviews conducted in places like South Africa, Indonesia, Mexico, and Argentina, she turned to the LinkedIn for Good Volunteer Marketplace. Lemere posted opportunities for "Volunteer Transcriber of Ashoka Fellow Stories" and "Volunteer Storytelling Assistant" positions on LinkedIn.

Tips to achieving volunteer success like Ashoka

Be specific about what you need

Says Lemere: "I'm an enormous fan of the Volunteer Marketplace. Not only can you find passionate and enthusiastic volunteers, you can find individuals desiring to contribute the exact expertise you may not have readily available on your own internal team." Ashoka posts all volunteer job descriptions on LinkedIn and is very specific about what is required in terms of skills, deliverables, and timing.

Screen candidates to ensure commitment

"When volunteers applied, they had to write about their own experiences as changemakers," Lemere says. "It helps us identify who is really connected to our mission and who is a good fit culturally and potentially even for jobs." Having a screening mechanism adds another dimension for determining the best fit for your organization.

Remember that volunteering is a two-way value exchange

Lemere advises to "Write a compelling and impactful pitch. It's not a one-way dialogue. Depending on your time and interest, this could develop into other opportunities. Think about what the volunteer can get out of it.

Results from the perspective of the nonprofit: Exceptional volunteers

While working on “Everyone is a Changemaker: The Story of Pinelands, North,” [a story](#) on a groundbreaking South African primary school, Lemere relied on volunteers to transcribe interviews with the principal, teachers, students, and parents. Four LinkedIn members—each of which had a strong understanding of the unique local dialect—provided valuable contributions allowing Lemere to focus on more strategic efforts and to complete the project on schedule.

“The expertise and professionalism Ashoka has access to while recruiting and then collaborating with volunteers has greatly increased through the LinkedIn Volunteer Marketplace.”



Maggie Lemere

Senior Communications Specialist
Ashoka

LinkedIn Volunteer Marketplace accelerated Ashoka’s efforts to both find and vet exceptional talent from all over the world. These volunteers wanted to channel their language skills for good. According to Lemere, “Every applicant asked me to reach out again whenever I had any other needs”—a very enthusiastic response for nonpaid, volunteer roles.”

Results from the perspective of the volunteer: Opportunity to impact the world

A life-long passion for language and literature spurred Nicolee Spiller to search for a way to enter the field of translation after graduating in 2014. As a volunteer, her first assignment was translating a twenty-page manuscript for an Ashoka fellow—the story of a former-Mexican-gang-member turned social entrepreneur. Despite the aggressive one-week deadline, Spiller completed quality work a few days ahead of schedule. The assignment combined her passion for international development, human rights, foreign language, and story telling.

Equally important, the Ashoka volunteer role helped to shape her career aspirations by using her translation skills and by developing her relationship with Lemere via LinkedIn. Lemere provided much appreciated support and advice throughout the process, which strengthened Spiller’s confidence as well as her resolve to further pursue her passion: “I definitely hope that I can continue to contribute to Ashoka in the future.”



Pinelands, North, the groundbreaking South African primary school featured in “Everyone is a Changemaker: The Story of Pinelands, North.”

“Personally I’ve benefited a ton from my experience volunteering with Ashoka. It led me to seek out other opportunities in the field of translation, and I’m even considering graduate programs focused on translating Spanish and Portuguese into English.”



Nicolee Spiller

Volunteer Translator
Ashoka

Compassion, creativity, and collaboration all play a role in shaping innovative solutions to social problems. LinkedIn connects passionate professionals with compelling volunteer opportunities through its marketplace. There are now more than six million professionals around the world who have signaled on their profiles they want to participate in skilled volunteering.

Nonprofits - come find a professional to help you succeed.

Professionals - come find an opportunity to use your skills to impact the world.

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