



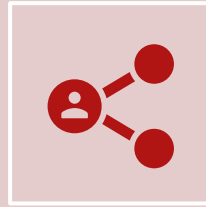
THE EVER CHANGING VOLUNTEER CLIMATE

NOVEMBER 14, 2023

Volunteer Center

Ani Etter, Executive Director

Camille Garrison, Program
Outreach Coordinator

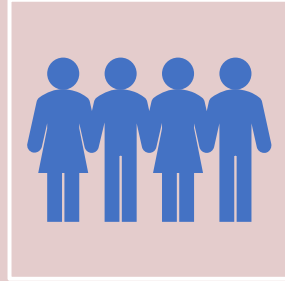


Partners with 140+ local non-profits & assists with volunteer recruitment needs

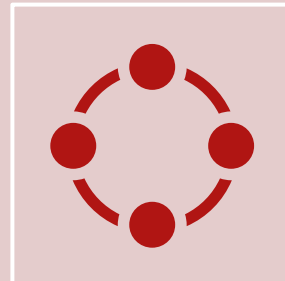


Works with volunteers to help them identify their passions and best matches for volunteering

Volunteer Center



Manages volunteers who serve at agency's Signature Programs



Coats for Kids

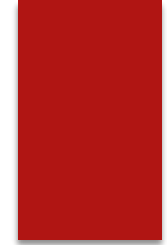
Volunteer Income Tax Prep

Second Chance Legal Initiative

I CAN Service Team



Reality for Local Non-Profits



Increased demand for services

Increased competition for funding dollars

Labor shortages



Increased demand on staff's time

Inflation



How volunteers help- Mission



Enable non-profits to meet their mission



Help increase the scale and scope of services



Improve quality & patient experience by providing an extra set of hands



Expand and boost awareness of the organization

How volunteers help- Sustainability



Volunteer Engagement

\$31.80

Can be as part of an organization's Return of Investment ratio

\$\$\$ value of 1 hour of volunteer time
Independent Sector annual calculation

Compares the total cost of running your program to the total value of volunteers' time.

Volunteer Lifecycle

- ❖ Lots of effort and time goes into recruiting and engaging volunteers
- ❖ Training requires a commitment of staffing resources
- ❖ By focusing more efforts on volunteer retention, organizations maximize their training efforts and increase efficiency



Why do volunteers leave?

Don't feel they have the appropriate training

Don't feel effective or that their work is making a difference

Feel their skills are being underutilized

Don't feel part of the group at large

Lack of clear expectations

Don't feel valued

Poor communication

Don't feel they have a voice

35%
of volunteers do not finish the time they committed to volunteering
(AmeriCorps 2022)

VolPro 2023 Annual Survey Results

Volunteer managers are significantly less diverse than nonprofit staff and the general workforce. This has not changed in eight years and is not improving.

Only one in five devote 100% of their time to volunteer management in an average week.

Organizations are most likely to gather input from volunteers on an annual basis with few gathering input at key touchpoints in the volunteer journey.

Many VM have no idea of their budget, they are flying blind.

A noticeable uptick in burnout of staff and volunteers.

VolPro Annual Survey Results

TOP FIVE CHALLENGES FACED BY VOLUNTEER MANAGERS

Recruitment (32.8%) VM struggled to recruit effectively in a post-pandemic world. Their previous strategies no longer working.

Time (13.8%) Working to meet same expectations with fewer staff, increased workloads, and dividing time between competing priorities. Increase of 5%

Respect & Buy-In (9.6%) Building back after pandemic requires buy-in of mgmt and staff, plus willingness of depts. to welcome volunteers back.

Roles & Matching (9.0%) Volunteers returning in pre-covid numbers; matching them to limited open roles & creating meaningful work to keep them engaged were both challenges. Up 3%.

Supervision (6.8%) The two biggest challenges reported here were maintaining shift coverage & motivation of volunteers. Down 4%.

HARD FACTS



MOBILITY

People don't live in one place very long, or stay in jobs as long = Tend not to volunteer as much

VOLUNTEERS WANT

- Flexibility
- Short Term Opportunities
- Evening and Weekend Opportunities

From VolPro Survey: Special events (73%) and short-term projects (67%) were also popular ways to engage the community.

BUILDING RELATIONSHIPS



- Utilize nametags
- Personalize Email Communications
- Regular, thoughtful communication
- Encourage / reward your volunteers to recruit
- Look for “partners” in your area. Churches, schools, businesses.
- Re-evaluate criteria for bringing on new volunteers.
- Onboarding too cumbersome?
- Don’t discard new ideas!
- Don’t waste their time-Utilize their skills
- Volunteers waiting for a personal invitation
- They need real connection. Text, email, or letters don’t always do the job. Try high 5’s and hugs!

ENGAGING YOUNGER VOLUNTEERS

- Gen Z will soon be 30% of work force
- Zoomers – Born between 1996-2014
- Spend from 4 to 10 hrs a day on phone
- Attention span of 8 seconds
- Passionate about causes
- Anxious
- Consider online activism fulfills community involvement
- Digital Frustration – more than 3 clicks/taps
- Required to volunteer/beef up resume/personal “brand”
- Won’t do anything outside job description

**BEST
PRACTICE**



ENGAGING YOUNGER VOLUNTEERS

- Want to know the WHY- Impact

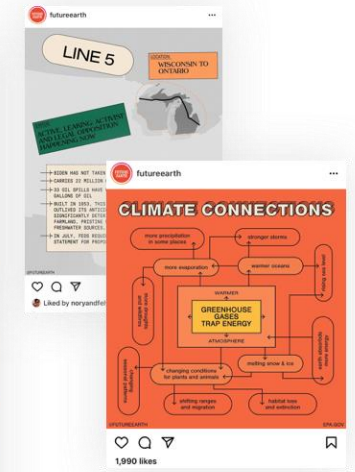
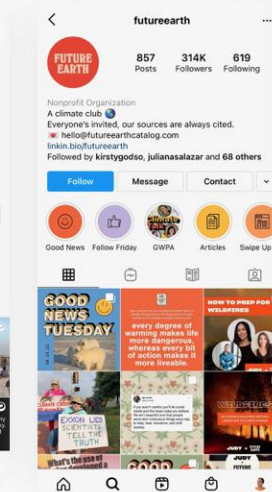
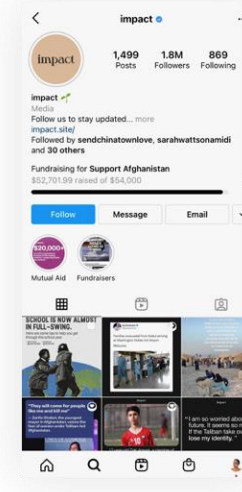
- 1) Action Verb
- 2) Who you are helping
- 3) Significant details



VS



- Use social media creatively – Instagram & TikTok, no FB
- Offer flexible & diverse options
- Post “infographics” not just pictures
- Matching the urgency younger have
- Start from the bottom up – surveys, polls, focus groups
- Recognize & reward their efforts



BEST PRACTICE



VIRTUAL VOLUNTEERS

- Research / Content Writing
 - Creative Web Pages
 - Social Media & Marketing
 - Legal or Business Assistant
 - Online Mentoring / Training
 - Managing Other Volunteers Online
- Creatively engage these volunteers
 - Welcome message from VM or CEO (email or video)
 - Private Social Media groups to allow interactions
 - Appreciation posts - birthday/milestone achievements
 - Volunteer feedback surveys

From VolPro Survey: Nearly half (43%) currently engage remote or virtual volunteers.

BEST PRACTICE



MICROVOLUNTEERISM

Creating big change in small increments by asking people to complete simple tasks.

- Minute or an hour to support nonprofit activities (sharing a post/liking a photo/retweeting a need for volunteers/sharing a link)
- Often unscheduled or one-off
- On volunteers' terms
- Post on website or social media
- Cast wider net to attract more volunteers
- Engage existing volunteers
- Should not replace traditional volunteering but support existing programming.
- Limits socialization, no long-term relationships

BEST PRACTICE



VOLUNTEER OPPORTUNITIES

- **Use Clear Titles for Your Volunteer Descriptions**
- **Keep paragraphs short**
- **Use formatting tools**
- **Include related links – ie; Event posting**
- **Use AI for volunteer descriptions**
- **Tell a compelling story**

BEST PRACTICE



USE OF TECHNOLOGY - MOBILE FRIENDLY


- Not using to full potential
- QR Codes
- Text Communication with Volunteers
- Mobile Volunteer App for Check In, Log Hours, Etc.
- Mobile Friendly Email Content
- Donations – Apple Pay or Other

BEST PRACTICE



CORPORATE VOLUNTEERING

- Many businesses allow for paid time to volunteer
- Part of their Corporate Social Responsibility
- Corporate Benefits
- Large groups – Break ‘em down?
- Do it on your terms



**What are the trends
you are seeing?**

Questions?

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