

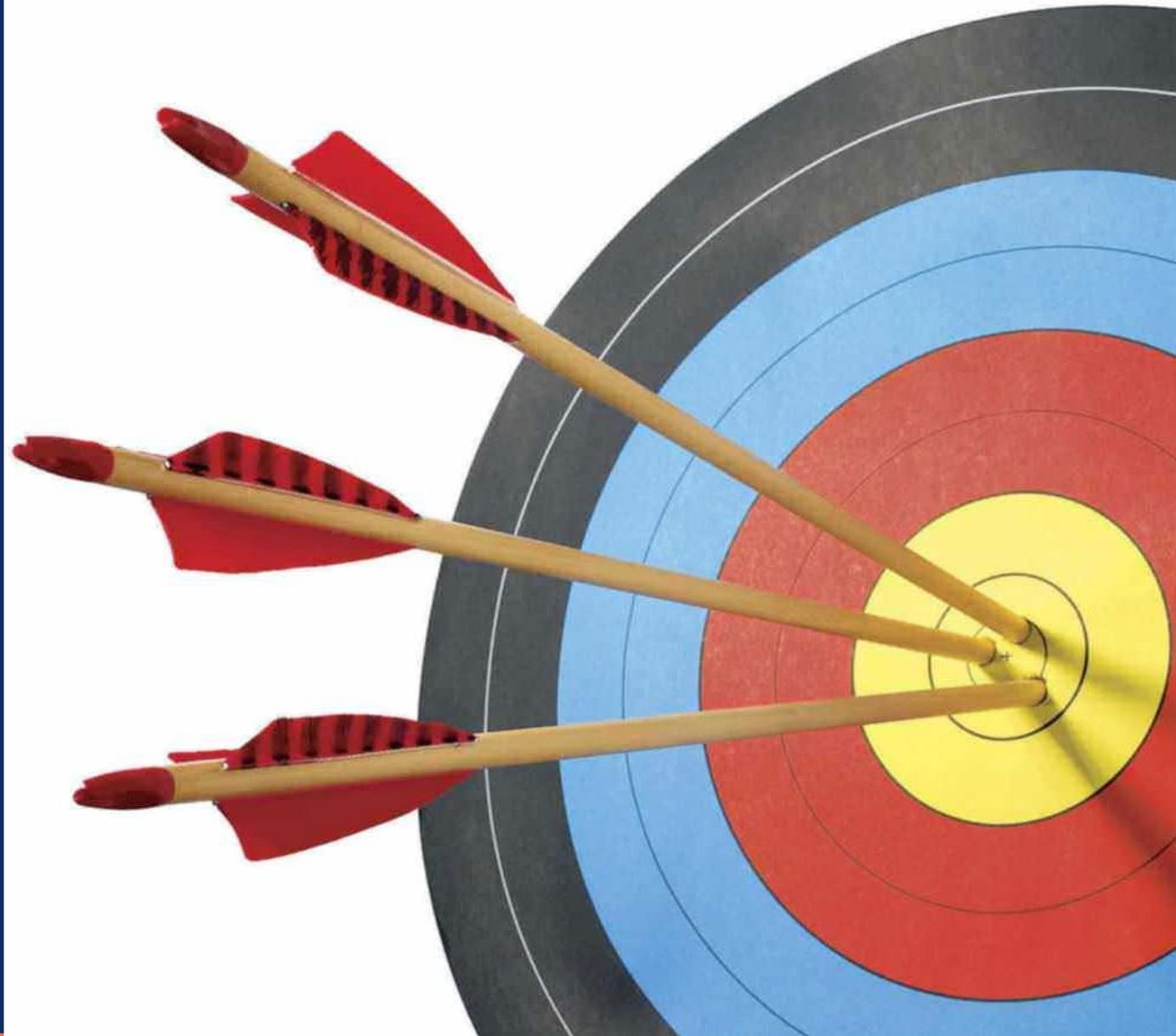


Demonstrating the Value and Impact of Volunteers



ADISA

BETSY MCFARLAND





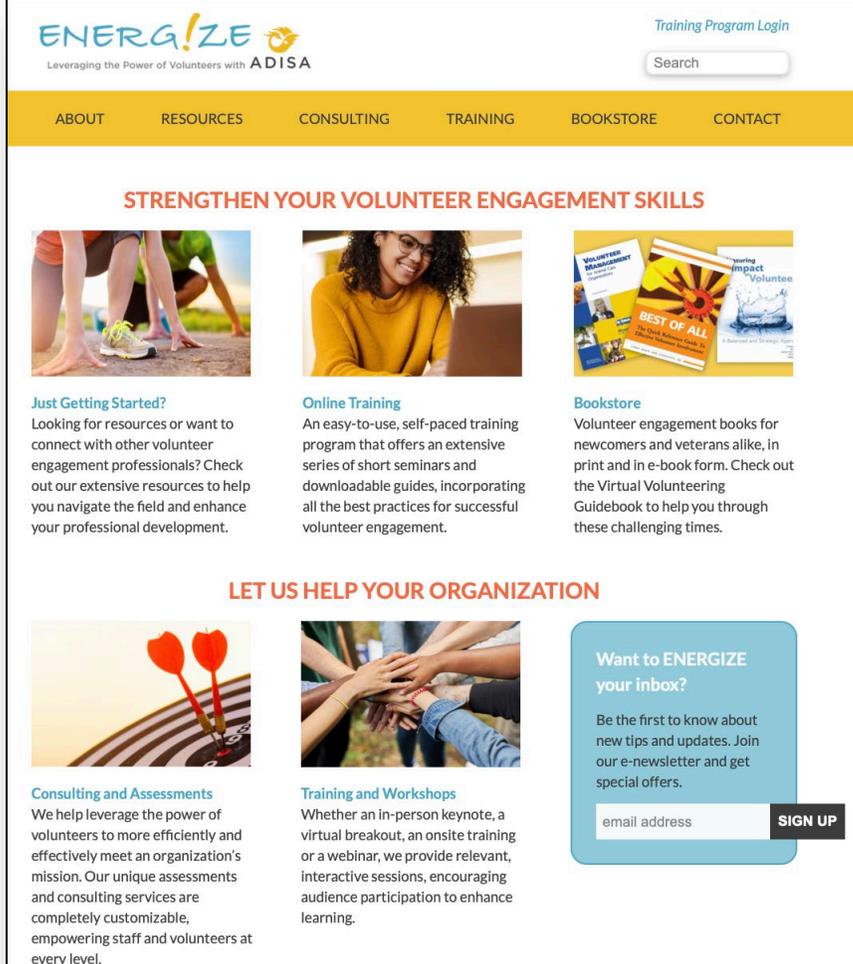
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Leveraging the Power of Volunteers with ADISA

Training Program Login

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STRENGTHEN YOUR VOLUNTEER ENGAGEMENT SKILLS



Just Getting Started?
Looking for resources or want to connect with other volunteer engagement professionals? Check out our extensive resources to help you navigate the field and enhance your professional development.



Online Training
An easy-to-use, self-paced training program that offers an extensive series of short seminars and downloadable guides, incorporating all the best practices for successful volunteer engagement.



Bookstore
Volunteer engagement books for newcomers and veterans alike, in print and in e-book form. Check out the Virtual Volunteering Guidebook to help you through these challenging times.

LET US HELP YOUR ORGANIZATION



Consulting and Assessments
We help leverage the power of volunteers to more efficiently and effectively meet an organization's mission. Our unique assessments and consulting services are completely customizable, empowering staff and volunteers at every level.



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Whether an in-person keynote, a virtual breakout, an onsite training or a webinar, we provide relevant, interactive sessions, encouraging audience participation to enhance learning.

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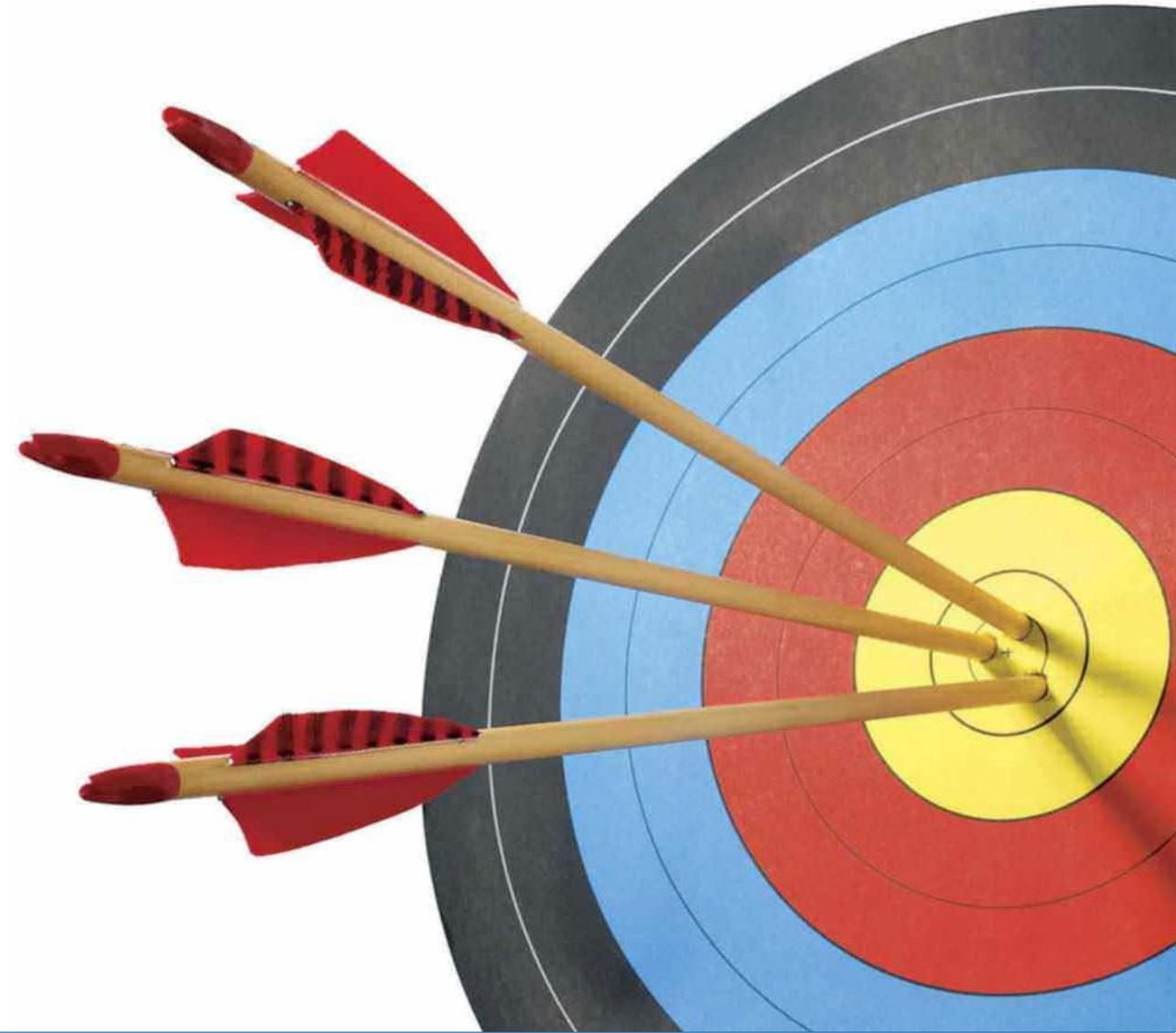
What We'll Cover

1. Determining what to measure
2. Explore options for assessing the value of volunteer contributions
3. How to set meaningful goals for volunteers
4. How to tell the story of volunteer impact

**Volunteers are
not paid not
because they
are worthless
but because
they are
priceless.**

- Anonymous

Determining What to Measure



Why measuring and sharing impact is important

- Ensure an accurate picture of volunteer involvement across the organization
- Monitor changes in volunteer involvement over time
- Ensure volunteer efforts are aligned with the organization's mission and plans
- Inspire and recruit more volunteers

What gets measured...

...gets managed.



To whom do you wish to present the results and what will they be most interested in?



LEADERSHIP

Build buy-in and support, justify more support and resources



DEPARTMENT HEADS

How volunteers supported their department, stats for grant proposals



YOU

Most effective recruitment campaigns, volunteer retention and turnover



VOLUNTEERS

What difference they have made to the organization and cause

What volunteers say keeps them engaged:

Understanding the impact of my volunteer service

81%

Relationships I've built with other volunteers, staff, or the community I am helping

59%

Continued opportunities to build skills and gain experiences

45%

Ongoing recognition by staff and the organization as a whole

24%

Sharing my volunteer efforts with my friends and other networks

24%

The opportunity to volunteer with my children/family/friends

21%

The work I do is mandated

5%

Other

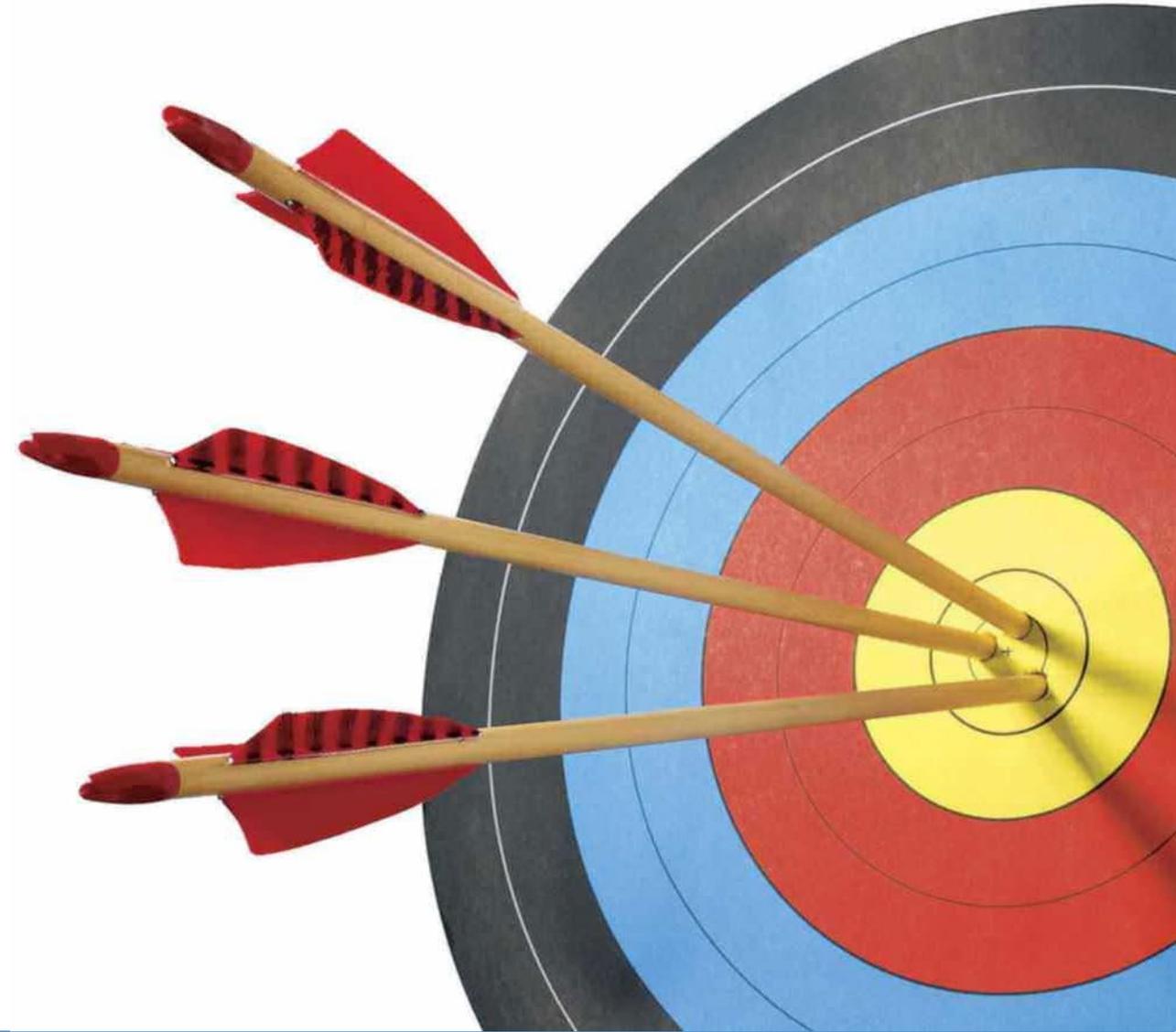
5%



VolunteerMatch

Sterling
Volunteers

Options for Assessing the Value of Volunteer Contributions



Move Beyond Simply Tracking Quantity



of Volunteer/Hours \neq Impact

- The number of volunteers and/or hours they gave only communicates quantity.
- It does not reflect efficiency or impact.



Outputs (Activities) and Outcomes (Results)

OUTPUTS

(What we we do / Who we serve)

- Number of volunteers
- Hours served
- Programs run

OUTCOMES

(What changed as a result)

- x% improvement or changes in behavior
- Knowledge increased



Share **IMPACTFUL** Data



- Talk about what actually **CHANGED** as a result of the volunteers' efforts.
- What did volunteers actually accomplish?

Be Mindful What You Measure

- If you only focus on the number of volunteers and how many hours they serve, the only thing you leave open to improve is the number of volunteers and hours!
- Increasing the number of volunteers may not address real needs and may even be a detriment.



Moving from Activity Outputs to Impactful Outcomes

10
volunteer
dog walkers
served 160
hours



They
walked 50
dogs and
taught
them basic
manners



This allowed staff
to focus more on
helping dog
owners resolve
issues they were
having with their
dogs, keeping 20
dogs in their
homes and out of
the shelter.



Because the shelter
dogs had manners,
they were adopted
faster resulting in 20%
more adoptions last
month and a 30%
decrease in the time
they had to stay at the
shelter. And overall,
the shelter helped
many more dogs.



Calculating the Value of Volunteer Time

The Current Estimated National Value of
Each Volunteer Hour Is

\$28.54



CAUTION: Would the market value really be the same?

Volunteer Picking Up Trash



10 Hours x \$28.54 = \$285.40

Registered Nurse Volunteer Teaching Wellness Classes



10 Hours x \$28.54 = \$285.40

A more accurate option
may be to use the
Fair Market Value
of each role

An official website of the United States government [Here is how you know](#)

 **U.S. BUREAU OF LABOR STATISTICS**

HOME ▾ SUBJECTS ▾ DATA TOOLS ▾ PUBLICATIONS ▾ ECONOMIC RELEASES ▾ CLASSROOM ▾ BETA ▾

National Compensation Survey

BROWSE NCS

- NCS HOME
- NCS OVERVIEW ▸
- NCS NEWS RELEASES ▸
- NCS DATABASES
- NCS TABLES
- NCS PUBLICATIONS ▸
- NCS FAQs
- NCS DATA REQUESTS
- CONTACT US

SEARCH NCS

NCS TOPICS

- HISTORICAL DATA ▸
- INFORMATION FOR RESPONDENTS
- RESPONSE RATES

What are employer costs for wages and benefits?



The Employment Cost Index (ECI) component National Compensation Survey (NCS) is a Principal Federal Economic Indicator that measures changes in labor costs. Average hourly costs for employee compensation are presented in the Employer Costs for Employee Compensation (ECEC) series.

Who has benefits?



The NCS also provides benefits incidence data on the percentage of workers with access to and participating in employer provided benefit plans. The survey covers a broad range of benefits including holidays and vacations, sick leave, health and life insurance, and retirement plans. Details of employer provided health and retirement plan provisions are also provided.

Watch **videos** to learn more about the Employment Cost Index and how it is used.

 WATCH VIDEOS

https://www.bls.gov/oes/current/oes_nat.htm

Fair Market Value Approach

Volunteer Picking Up Trash



10 Hours x \$22.55 = \$225.50

Registered Nurse Volunteer Teaching Wellness Classes



10 Hours x \$57.96 = \$579.60

Determining the Return on Investment (ROI)



=

**(volunteer value - program cost)
/ program cost**

ROI = (volunteer value - program cost) / program cost

1.

Start with your overall annual volunteer program costs (staff salaries, marketing, recognition, supplies, etc.).



2.

Calculate the volunteer wage value (total number of hours your volunteers contributed last year) x the estimated value per hour.

Example: 50 volunteers x 150 hours per year each = 7,500 hours x \$28.54 = \$214,050.



3.

Calculate ROI:

\$214,050
(volunteer value) -
\$80,000 (annual
program costs) =
\$134,050 net value

\$134,050 / \$80,000
= \$1.68

Up Your Game!

Use the fair market value for each volunteer position to determine a more accurate ROI.

Add on any donations (in kind or monetary) made by volunteers.

For every \$1 invested in volunteers, \$1.68 is returned in service to the community.



Free Volunteer Return on Investment Calculator

Is Your Volunteer Program Paying Off?

Use this calculator to find out.

Your organization invests a great deal of time and resources into your volunteer program. Knowing the true value of your program can be the deciding factor when securing financial support from funders, foundations, partners and stakeholders.

This easy-to-use calculator will quickly determine your organization's Return on Volunteer Investment (ROVI) so you are ready to make your case!

ITEM	COST (Enter whole numbers only. Do not use commas, \$, or decimal places.)
Enter Your Total Annual Expenditure On Volunteer Recruitment Materials	\$ <input type="text"/>
Enter The Average Salary Of A Volunteer Coordinator/Manager At Your Organization	\$ <input type="text"/>
Enter The Number Of Volunteer Coordinator/Managers You Have On Staff At Your Organization	<input type="text"/>
Enter The Average Salary Of A Program Manager At Your Organization	\$ <input type="text"/>
Enter The Number Of Program Managers You Have On Staff At Your Organization	<input type="text"/>
Enter Your Total Annual Expenditure On Volunteer Training Materials	\$ <input type="text"/>
Enter Your Total Annual Expenditure On Volunteer Recognition Activities	\$ <input type="text"/>
Enter Your Total Annual Expenditure On Professional Development Activities	\$ <input type="text"/>
INVESTMENT TOTAL =	
Enter The Number Of Volunteer Hours Tracked By Your Organization Last Year	<input type="text"/>
Enter The Value Of Each Volunteer Hour	\$ <input type="text"/>
VALUE OF VOLUNTEER CONTRIBUTION =	

NEVER say: “Volunteers saved us this much money” –
which is always untrue!



- The concept of “savings” implies a decision not to use cash for staff positions.
- If anything, volunteers allow you to spend every cent you raise and then do *more*. Volunteers extend the budget.



Do you know how many volunteers are also financial donors and vice versa?

- Volunteers tend to give their money where they give their time.
- Volunteers donate to charity at twice the rate as non-volunteers.
- **50%** of volunteers say they give more financial support *because* they volunteer

Keeping It Simple: Impacts to Consider

Impact on
Staff &
Operations

Impact on
Organization &
Clients

Impact on
Volunteers



Impact on Staff & Operations

- What did volunteers free staff to do?
- What did we experiment with because volunteers tested it?
- How many full-time equivalent employees do our volunteers represent?
- Which assignments are the most popular, why? Where was their turnover?
- Where within the organization are volunteers not being incorporated and why?

Impact on Organization & Clients

- What were we able to do more of because of volunteer help?
- What have clients said about volunteers?
- What projects have been completed? What were the results of those projects (lbs of trash picked up from park, number of students tutored, etc.)?
- What special services were delivered that couldn't have happened otherwise?

Impact on Volunteers

- How are our volunteers benefiting from their service?
- What do volunteers say about their service?
- Will there be changes that could have an impact on volunteers, and how?
- What should the next year's goals be for volunteer engagement?



Who else might be a source of information on volunteer accomplishments?

- Do you get reports from supervisors, department heads or others?
- Is information about volunteers included in program/department reports if volunteers were part of it?
- Or is **only** the volunteer services department responsible for reporting on volunteer activity?



Be sure to take credit yourself!

- Number of interviews of prospective volunteers.
- Number and type of consultations given to paid staff
- Number of email received inquiring about volunteering, etc.
- How many people become volunteers after applying and/or attending an information session, etc.

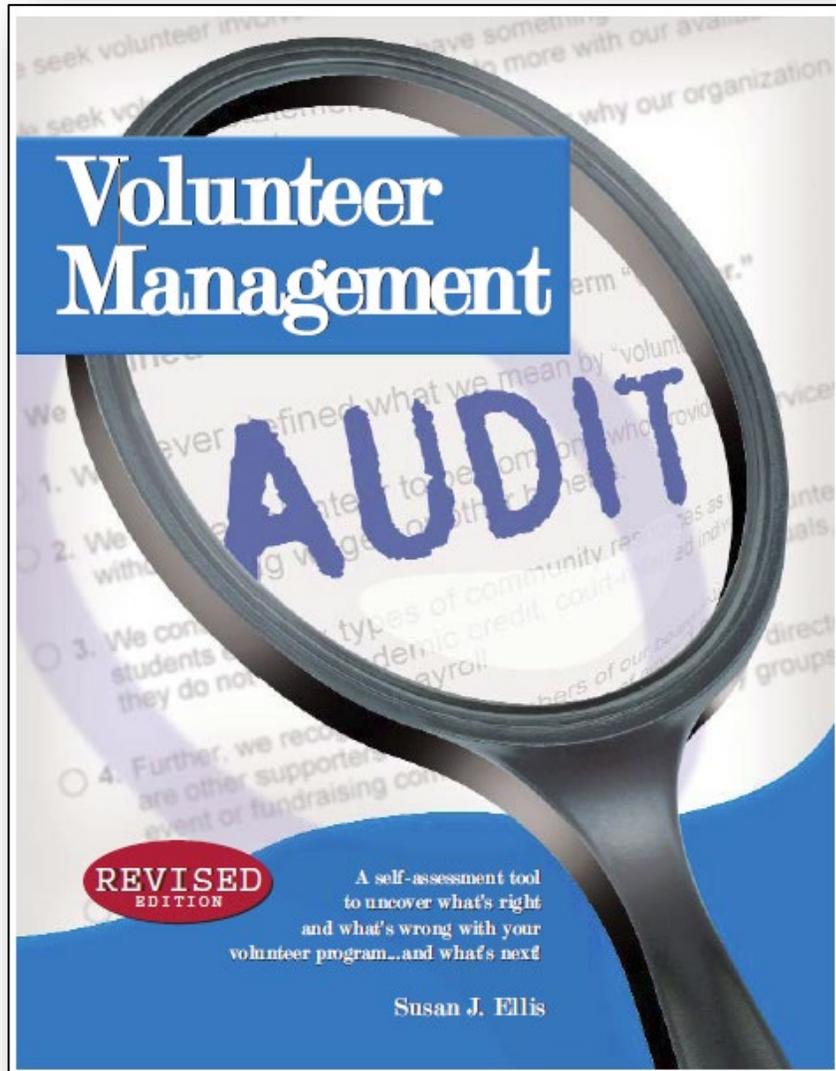
Feedback Surveys



The screenshot shows the homepage of the Volunteer Program Assessment website. The header features the UNC Charlotte logo and the text "Volunteer Program Assessment College of Liberal Arts & Sciences". A search bar is located in the top right. The main banner is green with the text "VOLUNTEER PROGRAM ASSESSMENT" and "Learn and Grow" in a script font. Below the banner is a navigation menu with links: Home, About VPA, VPA Process, Our Clients & Testimonials, FAQ's, Our Partners, After VPA, New! RGPA, Apply Now!, and Resources. The main content area is divided into three columns. The left column has four links: "Learn about our history, vision & consultants", "Read about our consultants and how they support our clients", "Find detailed information about the VPA process, survey, and report", and "Learn about our past clients & hear about their experiences". The middle column is titled "About VPA" and contains a sub-section "Our History" with text describing the program's inception in 2009 and its growth. The right column is titled "CONTACT US" and lists contact information for Dr. Steven Rogelberg, including his address, phone number, and email. Below this is a "META" section with links for "Log in", "Entries RSS", "Comments RSS", and "WordPress.org".

<https://vpa.uncc.edu>

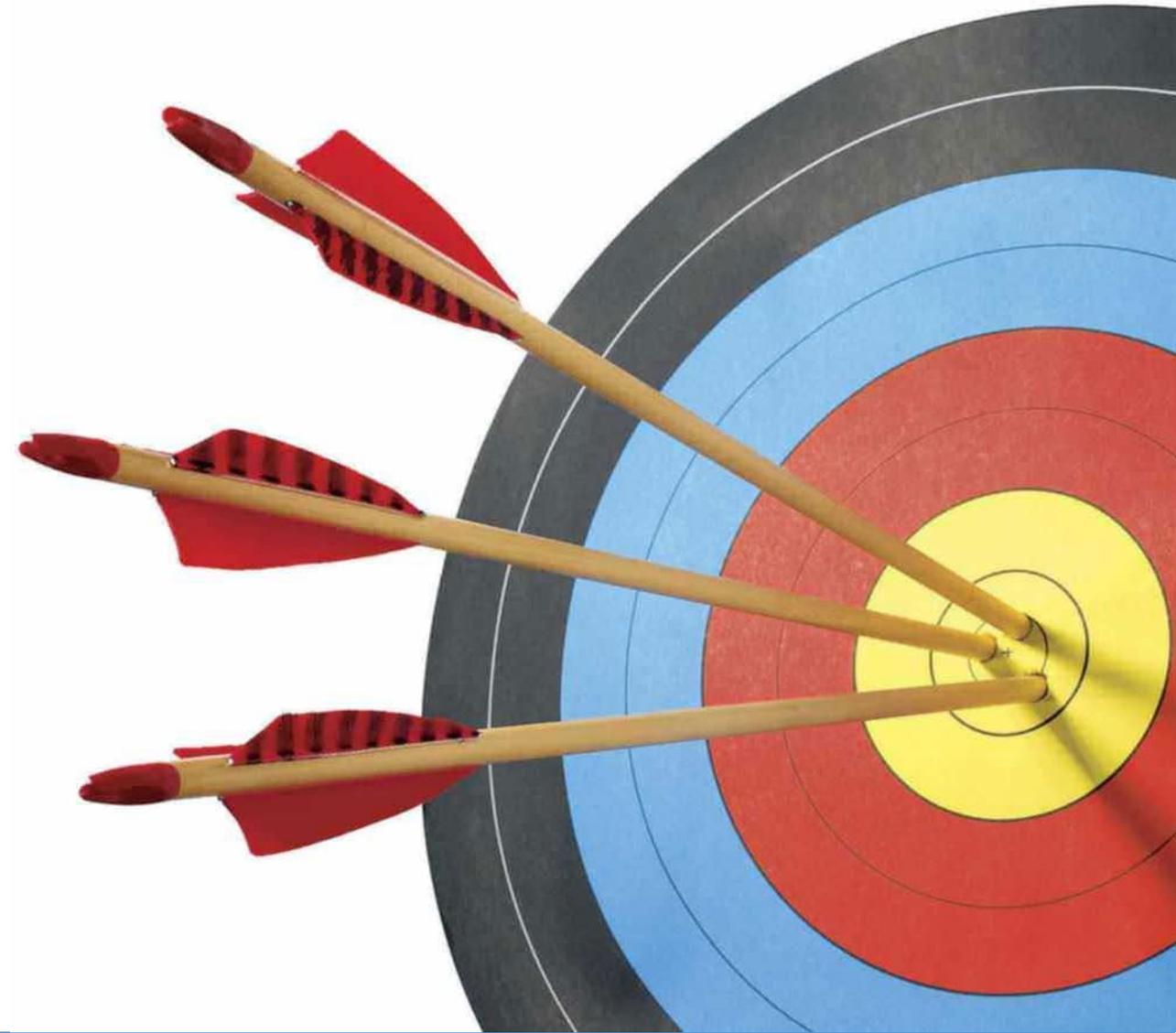
- Survey volunteers
- Survey staff!
- Host focus groups
- Conduct exit surveys when volunteers leave



Conduct an Audit ...and share the results!

[https://www.energizeinc.com/
store/volunteer_management_audit](https://www.energizeinc.com/store/volunteer_management_audit)

How to Set Meaningful Goals for Volunteers



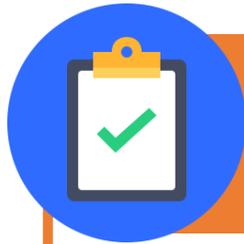
if you don't know where you're going, how will you know when you get there?



- To assess whether volunteers had an impact by doing these things, we must verbalize what we want **AT THE VERY START.**
- Volunteers also need to know what their goals/targets are in order to help you reach them.



Example: Volunteer Tutor



Task:

- Help students with homework



Desired Outcome:

- Assure that student achieves at least a C+ average



Example: Dog Walking Volunteer



Task:

- Walk dogs



Desired Outcome:

- Ensure each dog receives two walk a day and learns to sit and not pull on leash.



Example: Nursing Home Volunteer



Task:

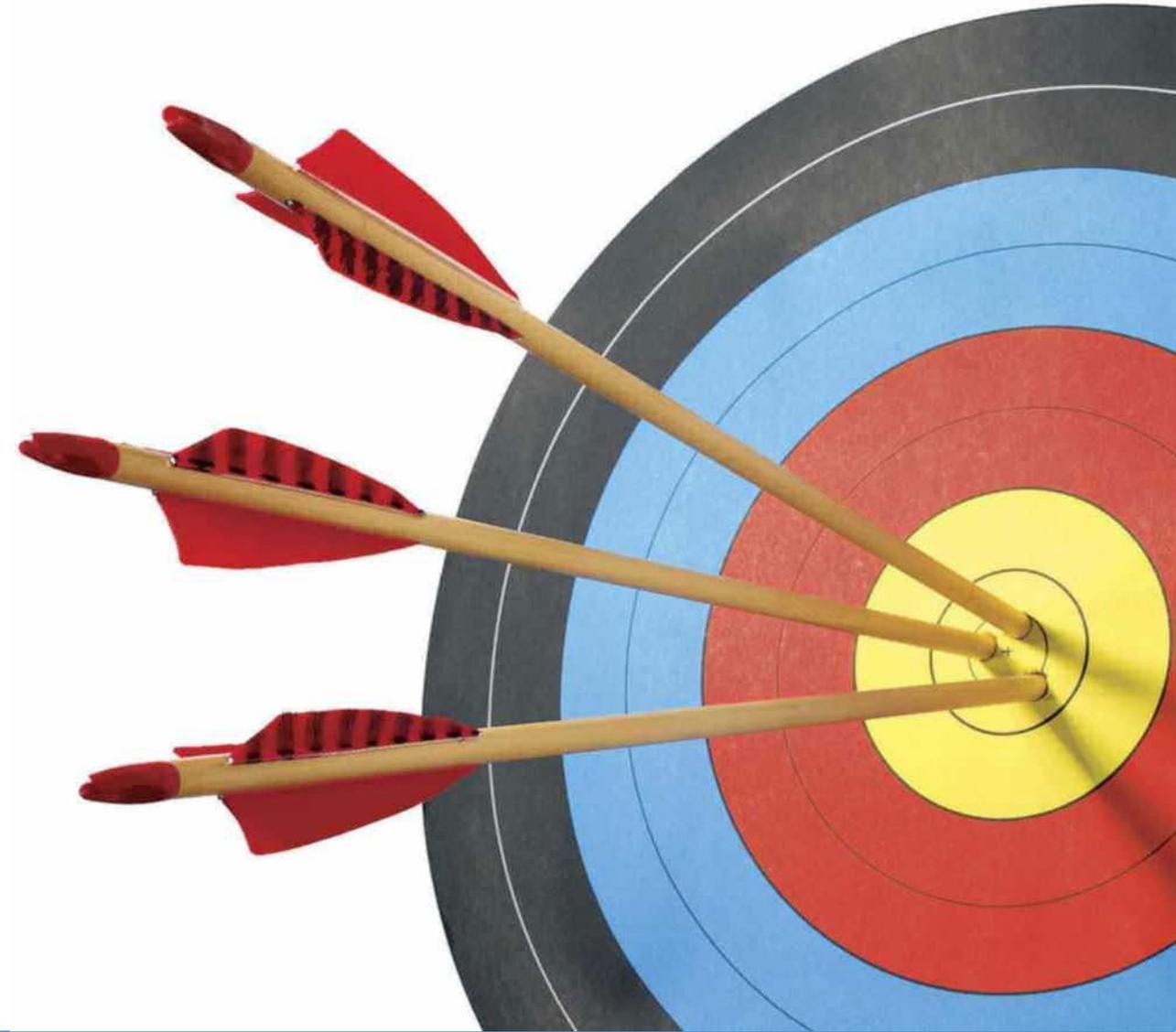
- Visit with residents



Desired Outcome:

- Increase the resident's participation in scheduled activities with other residents

How to Tell the Story of Volunteer Impact



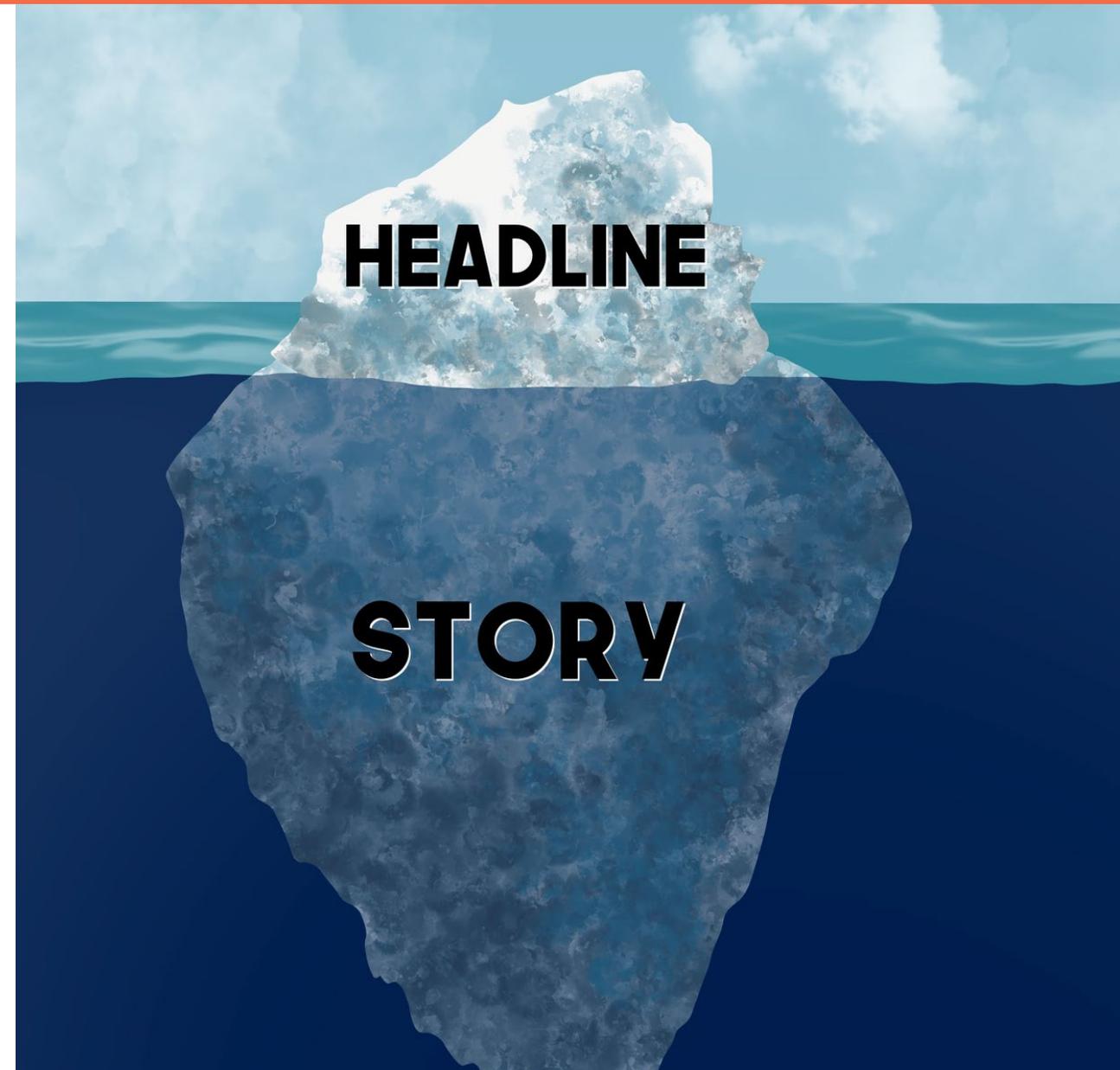
Go Beyond simply “This happened.”

- Types of volunteers (ages, backgrounds)
- Has this been done before? Will it be done again?
- What is the expected outcome?
- Why is it important?



Share the Love and Be Transparent

- Give credit, by name, to volunteers and staff who do an extra special job.
- Don't be afraid to admit problems. Explain them and describe your proposed plan of attack to solve them.

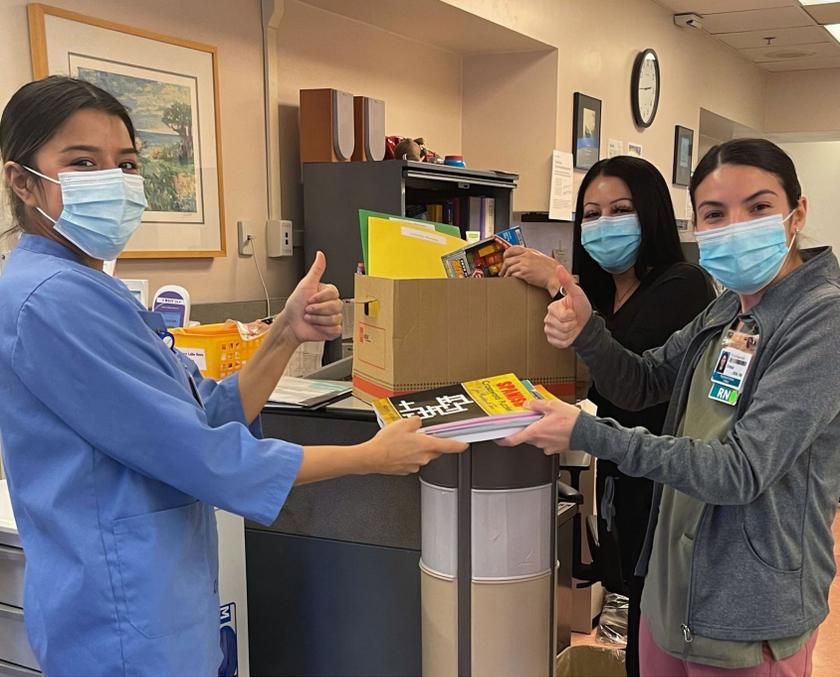


Don't wait to be asked. **Proactively share!**

Create a written/visual report and share it:

- With the volunteers
 - With all department heads and staff
 - With the board of directors
 - On social media
 - With supporters
-
- Ask to be on meeting agendas to present the report. Create a slide show for visual effect.



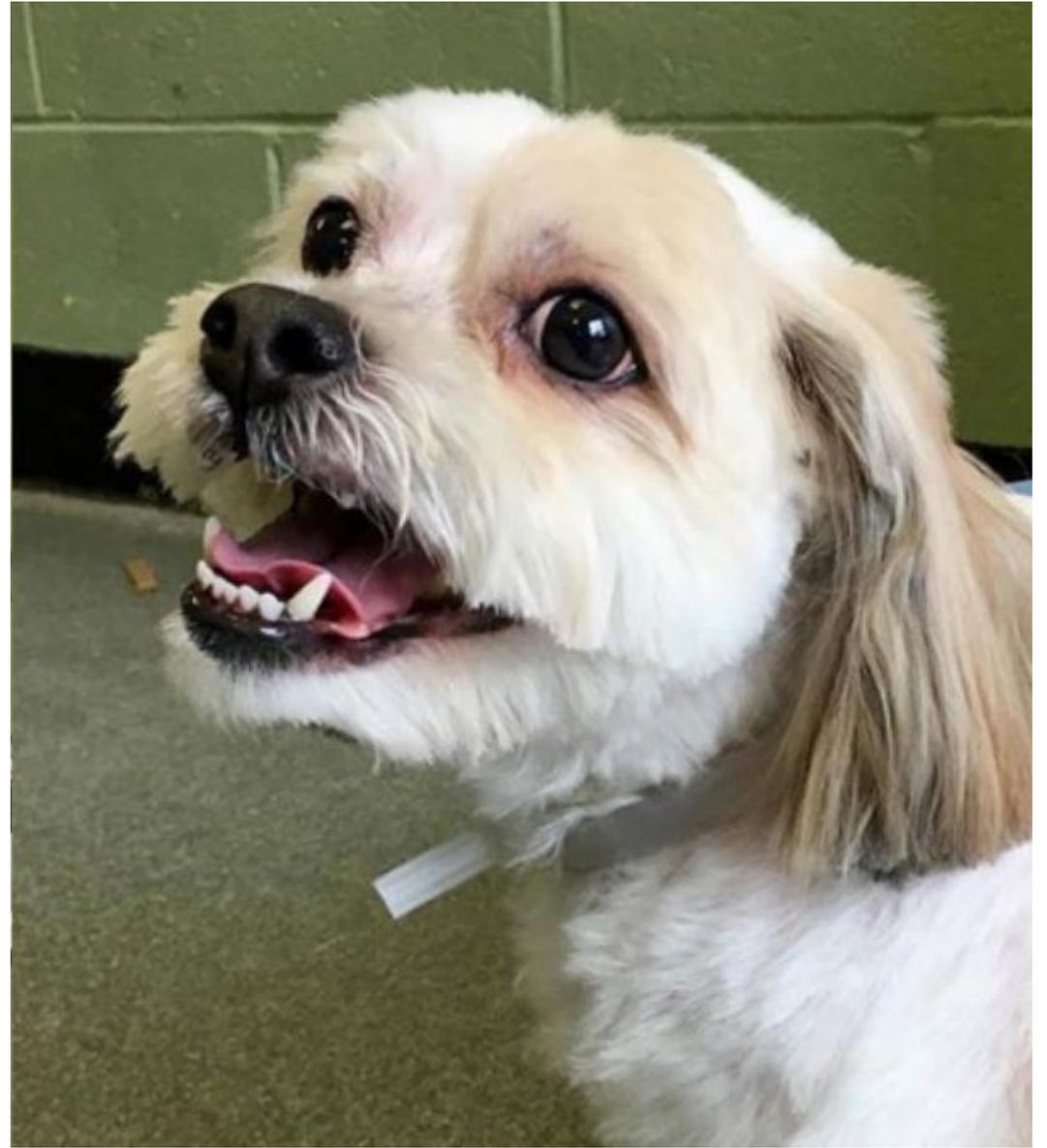


Don't Just
Tell...
SHOW



Habitat for Humanity Philadelphia







Include Evidence

Consider other materials that might be appended to a report to provide additional, “external” evidence of success. Some ideas:

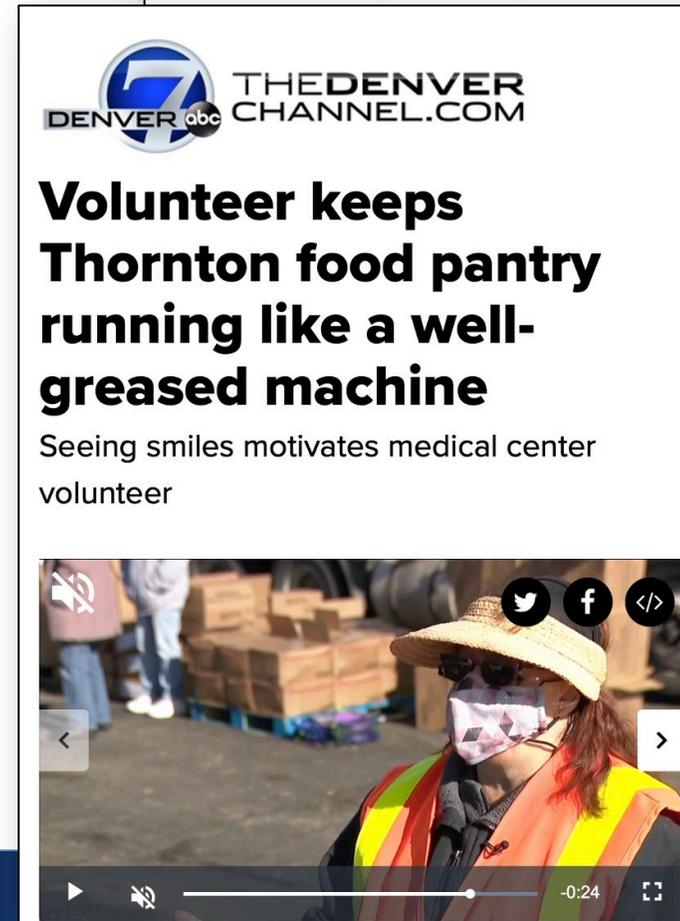
- Media attention received (articles, quotes, interviews)
- Unsolicited letters or e-mails of thank you from service recipients
- Results of any program evaluations or needs assessments
- Outside recognition that the program or individual volunteers have received (awards, etc.)



The Philadelphia Inquirer

Overwhelmed Delaware County hospitals get help from volunteers during COVID-19 surge

The Delaware County Medical Reserve Corps has deployed volunteers to four Crozer health hospitals to help with tasks like restocking supplies and moving



THE DENVER CHANNEL.COM

Volunteer keeps Thornton food pantry running like a well-greased machine

Seeing smiles motivates medical center volunteer

Video player interface showing a woman in a yellow safety vest and straw hat working at a food pantry.



Consider Infographics

VOLUNTEER IMPACT 2018

50%
HABITAT RESTORATION
AND FIRE PREVENTION



44%
TRAIL IMPROVEMENTS
AND PARK CLEAN UP



1,875
VOLUNTEERS COMPLETED
PROJECTS IN 2018



15,020
VOLUNTEER
HOURS
LEVERAGED
LAST YEAR,
WITH YOUR
SUPPORT



49
PARTICIPATING PARKS
BENEFITTED FROM
IMPROVEMENT
PROJECTS IN 2018



Now, what's wrong with this graphic?

See the difference?

— Volunteers: The **heart** of our organization —



Thank you to all of our amazing volunteers!

Thank You Volunteers!

Here's a look at what our volunteers accomplished last year.

4,782,361 lbs.



rescued and repacked by our volunteers

3,212,606 lbs.



of fruits and vegetables
distributed at our Mobile Markets



44,352 Hours

spent volunteering



189 Cooking Demos

completed around New York City

10,000 Volunteers



1,729 projects completed

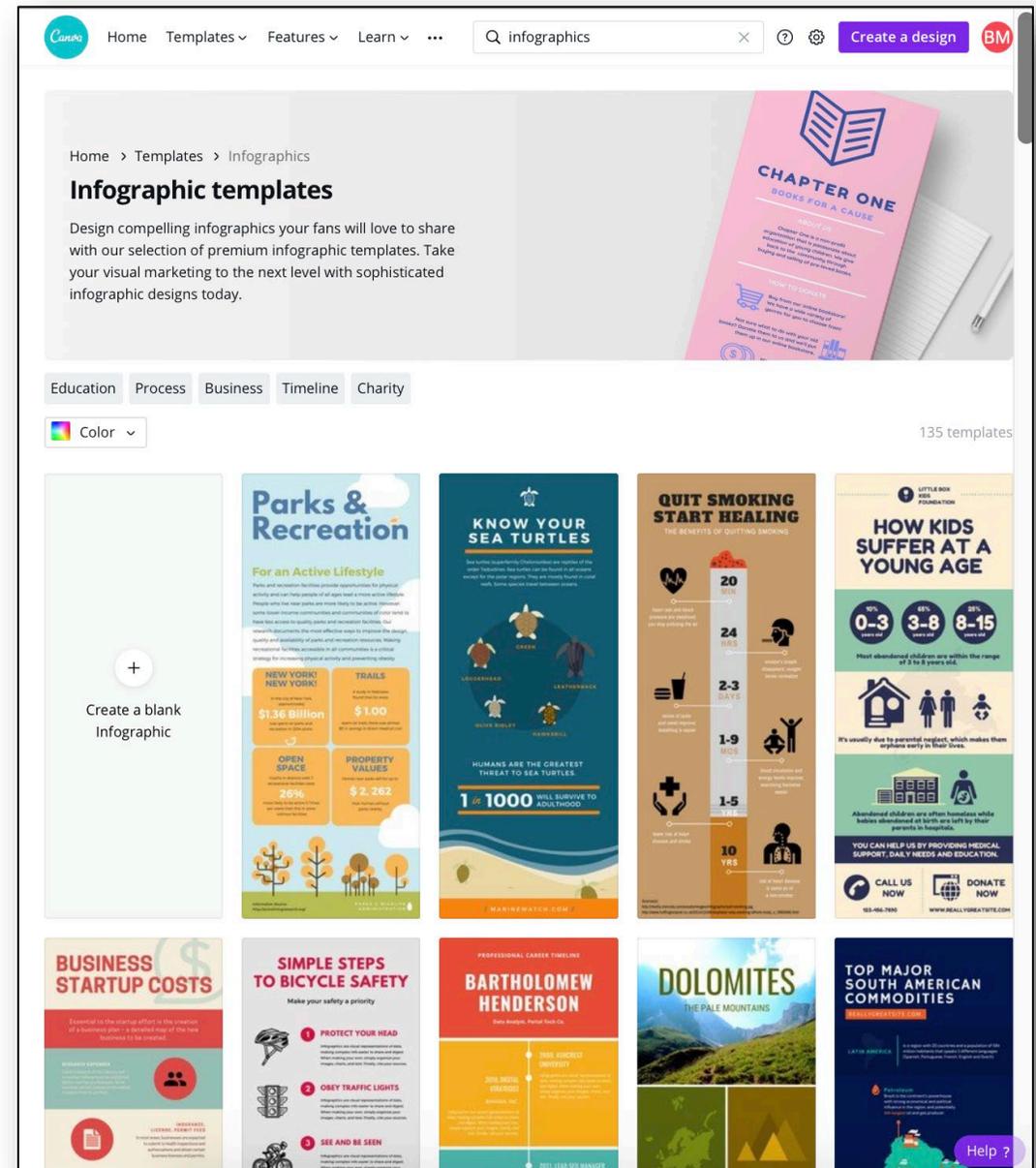


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HUNGRY
**CITY
HARVEST**



Infographic Creation Tools

- www.canva.com
- www.easel.ly
- www.venngage.com
- www.infogram.com



**Never
underestimate the
power of a
compelling story.**





What story can you tell?

Join me for two more sessions!

**Empowering YOU as a
Leader in Advocating for
Volunteers**

**Wednesday,
March 23, 2022
10:00 am – 12:00 pm**

**Re-Imagining Volunteer
Engagement in a
Changing World**

**Wednesday,
May 4, 2022
10:00 am – 12:00 pm**

Thank You!



CONTACT US

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