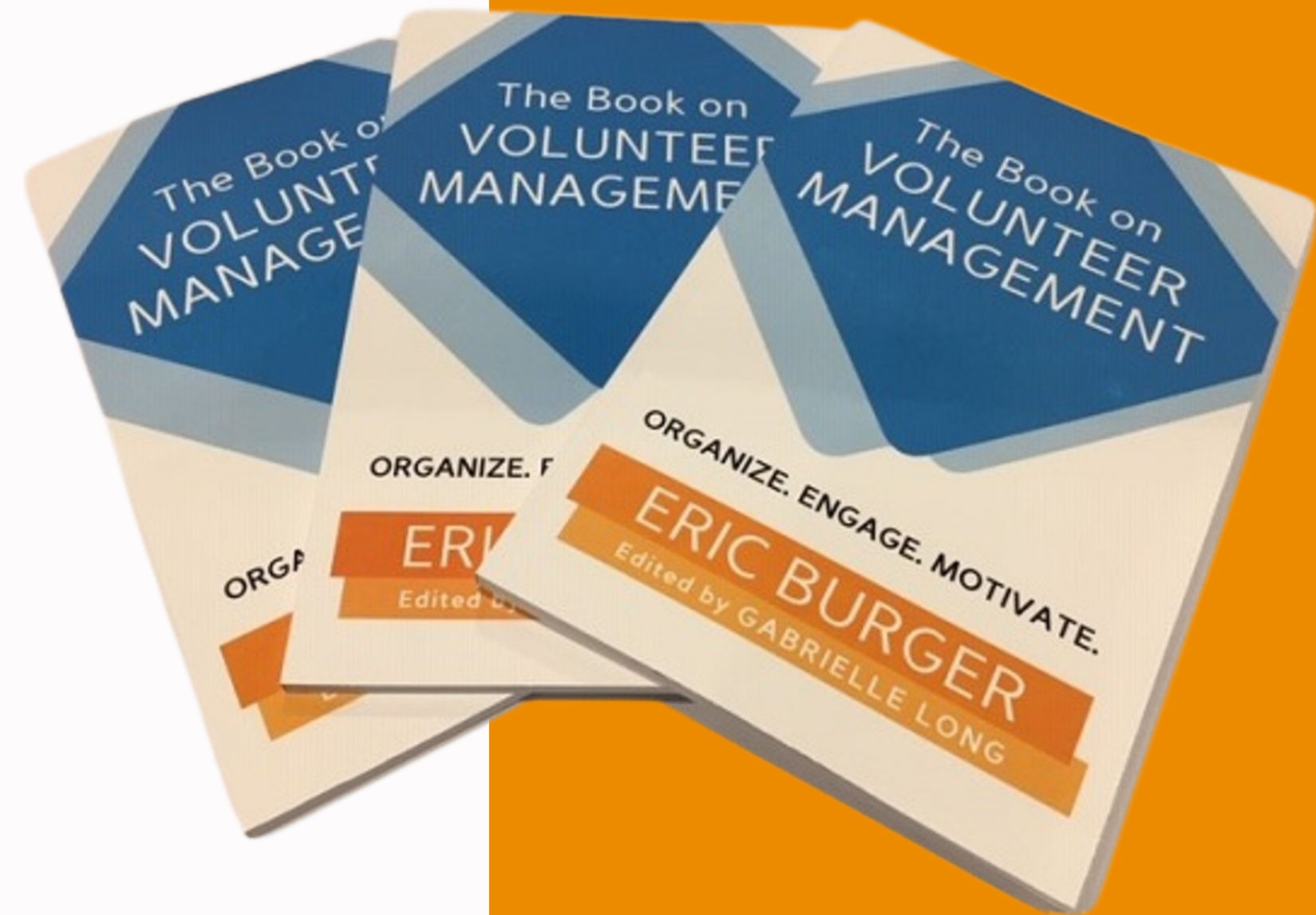


# 10 Takeaways from The Book on Volunteer Management





## About Us

BetterGood creates exciting products and services that help organizations touch lives and make an impact within their communities. Through our innovative solutions, all organizations are able to do good in a more streamlined, better, way.



*VolunteerHub has been a huge time saver for us, eliminating almost all the back-and-forth communications that we used to need to run our volunteer program.*



## Volunteerism dates back to the 1700's

Volunteerism has a long history, with one of the earliest recorded examples dating back to 1736 when Benjamin Franklin established the Union Fire Company in Philadelphia. Franklin recruited thirty volunteers through his publication in the Pennsylvania Gazette, making it one of the first instances of marketing volunteer opportunities. The Union Fire Company fought fires and educated the community about fire prevention, serving as a model for others to create volunteer-based organizations.

## Volunteers have a diverse set of skills and backgrounds

A key aspect of running a volunteer program is getting to know each volunteer's unique skills and strengths, which can help match them to the right roles within your organization.

Volunteers who feel their skills are effectively utilized are more likely to stay involved.

Additionally, offering opportunities for volunteers to learn new skills or develop existing ones shows your nonprofit's commitment to their growth. By aligning volunteer roles with skill development, you can also promote this as a benefit to attract new volunteers.



## Strategy can make or break a volunteer program

A successful volunteer program begins with developing a strategy that resonates with your community and potential volunteers. This plan should prioritize engagement, retention, communication, registration, impact, and community involvement. A strategic plan helps your organization seize opportunities, measure success, and maintain focus. However, a study by The Concord Leadership Group LLC revealed that 49% of nonprofits lack a clear strategy, leading to disorganization and confusion in volunteer programs.





## Learn what motivates volunteers to give their time

Volunteers are motivated by various factors, with many seeking value in their contributions. The most common reason people volunteer for a nonprofit is through a personal invitation, with 71% of volunteers giving their time because they were asked directly. Additionally, many are inspired by the organization's mission or have been personally impacted by it. Nonprofits should also consider engaging those they've served as future volunteers. Other motivations include fulfilling community service requirements, learning new skills, or achieving personal philanthropic goals.

## Retention is a huge problem for today's nonprofits

The rate of volunteerism in the United States has seen a decline over the years. In 2021, formal volunteerism dropped to 23% from pre-pandemic levels of 30% in 2019. However, informal helping, such as assisting neighbors, remained more stable during this period. In 2022, over 11 million people volunteered on an average day. At the same time, the economic value of volunteer hours continues to rise, reaching \$33.49 per hour in 2023, reflecting the significant impact volunteers make on communities

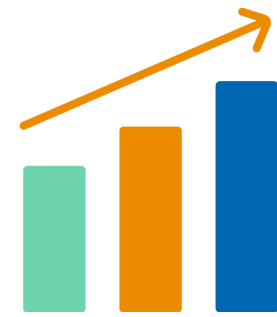


## Volunteers = Donors

Multiple studies highlight the connection between volunteering and financial giving. The Volunteering and Civic Life in America report found that 80% of volunteers also donate to charity. Similarly, a Fidelity Charitable study revealed that 87% of individuals who support their favorite causes contribute both time and money. This underscores a significant opportunity for nonprofits to engage supporters across both dimensions of giving.







## Recruitment rates are influenced by technology

Nonprofits need to eliminate barriers in their volunteer recruitment and registration processes to attract more supporters. Technology is playing a crucial role in simplifying registration systems, making it easier for volunteers to sign up and engage. Additionally, tech tools help organizations track and optimize their recruitment and fulfillment efforts, ensuring better alignment between available opportunities and volunteer interests. In contrast, nonprofits that still rely on manual processes risk missing out on potential volunteers due to inefficiencies and outdated methods.

## Communication is key

Effective communication is a key component of any successful volunteer program. Many organizations lose valuable relationships with supporters due to inconsistent communication. Regular contact with volunteers offers several strategic benefits. First, it provides an avenue to promote new opportunities to existing supporters, boosting recruitment efforts. Second, it strengthens relationships by keeping volunteers informed about the nonprofit's mission and progress toward goals. Lastly, effective communication can generate referrals, as most people volunteer after being personally invited, making regular outreach crucial to program growth.



## Tracking key metrics

To maximize the value of your volunteer program, it's crucial to track key metrics like the number of volunteers, hours worked, the value of those hours, and community impact. Regularly measuring these aspects allows your nonprofit to assess whether it is meeting its goals and make data-driven improvements. Additionally, sharing these insights with supporters demonstrates the program's tangible impact, helping to strengthen relationships and boost engagement. This ensures that the program not only meets internal benchmarks but also resonates with volunteers and donors alike.





## Focus on impact

Volunteer programs aim to create meaningful impact, yet only 55% of nonprofits measure this impact regularly. Tracking volunteer impact is essential for understanding whether a program aligns with an organization's goals, mission, and values. Despite 34% of nonprofits not measuring impact due to resource constraints, doing so is worth the investment. Many nonprofits that measure impact discover ways to optimize their strategies, with 19% increasing their recruitment and retention efforts as a result. Measuring impact provides valuable data that highlights the benefits of volunteerism for both the community and the volunteers themselves.

# Recruit, Engage, Manage Volunteers

VolunteerHub is a feature-rich, easy-to-use volunteer management software created to help organizations get the most value from their volunteer program by eliminating constraints.

[Request a Demo](#)

