

Creating and Funding your Volunteer Development Strategy

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Welcome!

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What is Volunteer Development

- Investing in your volunteers beyond the typical “management” commitment
- Supporting volunteers through obstacles and challenges regarding your organization
- Creating a sense of community and connection between volunteers and your organization

The Truth

Volunteers are free, but not cheap.

According to Public/Private Ventures, the annual cost for a nonprofit to screen, train and manage one volunteer per year is \$300.

The Truth

Volunteers require resources.

94% of non-profits with an annual budget of under \$1 million report that volunteer management necessarily takes a back seat to core functions.
(Points of Light)

What are your barriers to truly investing in your volunteers?

Benefits of Volunteer Development

- Better outcomes for clients
- More effective volunteer recruitment
- Develop ambassadors for your organization

Goals

Your Volunteer Development Strategy goals must be tied directly to your **mission!**

Signs of a Successful Strategy

- Mission-Focused
- More than a Model
- Strategic Priority

Framework

Model



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graph TD; Model[Model] --> Preparation[Preparation]; Preparation --> Implementation[Implementation]; Implementation --> Outcomes[Outcomes]
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Preparation

Implementation

Outcomes

Model



Volunteer Development

- Recognition
- Appreciation
- Training
- Retention

Preparation

- Focus Group
 - Find out what matters most to your volunteers
 - If you don't know, ASK!
- Pay attention to behaviors
- Based on this feedback, create a plan
 - Action Items
 - Time Line
- Base Proposal

Implementation

- Work your plan!
- Constantly assess success
 - Don't pursue what doesn't work
 - Don't give up
- Focus on relationships!
- Track your progress
 - Conversations
 - Surveys (this will help with funding!)

Outcomes

- Short Term
 - % of volunteers who recruit new volunteers
 - % of volunteers who become donors
 - % of volunteers who become “ambassadors”
- Long Term
 - Program Outcomes
 - Volunteer Outcomes
 - Is the culture of your agency changing?

BBBS Preparation

- Focus Group
 - Training
 - Group Activities
- Behavior Assessment
 - What works and what doesn't?
- Plan
- Base Proposal
 - How do we make our case?

BBBS Implementation

- Scope of Work
 - 400 Bigs
 - 50 Other Volunteers (events, Board, etc.)
 - 10 staff
- Communication Tools
 - Big Update (weekly newsletter)
 - Monthly match-support calls
 - Communication is all about VOLUNTEERS

BBBS Timeline

- 24 Months since Volunteer Development was implemented as a Strategic Initiative
- 3 months later- Focus Group
- Next 6 months- Planning and securing funding
- Implementation
 - Big Summit
 - Communications
 - Assessing Success

BBBS Outcomes

- 10% of Bigs are Ambassadors
- 25% of new volunteers are recruited from current or former volunteers
 - These are also our highest performing Bigs
- Increase in volunteers as donors

Pitfalls

- Making communication about YOU
- Planning Volunteer Development strategies without consulting volunteers
- Not engaging all staff in Volunteer Development Strategies

What is the Cost?

- Volunteer Development takes time and money.
- Once you have a plan, make a budget!

Grant Funding

- Create your case around your Mission
Focused goals
- LOI with your best funding relationships to test the waters.
- Research: Points of Light
- Tie your Volunteer Development Plan back to its impact on your clients
- Track your outcomes!

Corporate Sponsorship

- Build case around branding and community building
- You are giving companies direct access to volunteers
- Focus on covering hard costs (t-shirts, appreciation gifts, etc.)
- Tie it all back to the mission

Individual Donors

- Volunteers can be a funding source
- Leverage volunteers and their networks to invest back into the Volunteer Development Program.

In Conclusion

- Your Volunteer Development Strategy should:
 - Be Mission-Focused
 - Be a Strategic Priority
 - Change your agency culture

Questions?