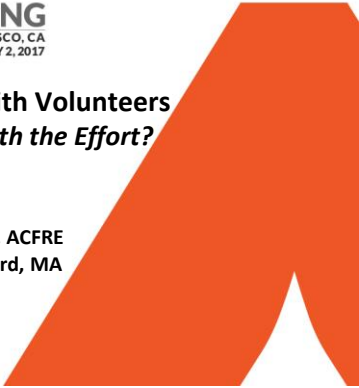


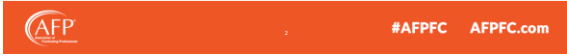
Fundraising with Volunteers *Is it Really Worth the Effort?*

Presented by
Jan F. Brazzell, PhD, ACFRE
and **Kate Albert Ward, MA**

April 30, 2017



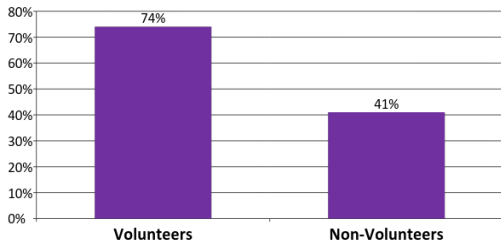
There was something about Augie ...



Why Engage Volunteers?



Volunteers Make Better Givers!



Source: Corporation for National & Community Service (SERVE.gov), Volunteering and Civic Life in America, 2016.



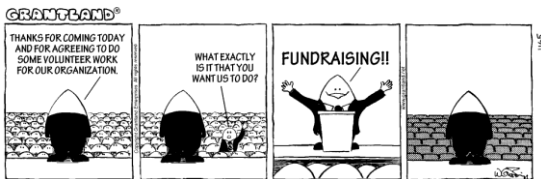
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Volunteers as Fundraising Partners



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The Problem with Volunteers ...



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Or, Is the Problem with Us?

More than 1/3 of nonprofit volunteers each year do *no* volunteering the following year!



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Volunteer Mismanagement Prevails

| Sound Volunteer Management Practices | % of Nonprofits that Use it Regularly |
|---|---------------------------------------|
| Matching volunteers' skills with appropriate assignments | 45% |
| Recognizing volunteers' contributions | 35% |
| Measuring volunteers' impact annually | 30% |
| Providing volunteers with training and professional development | 25% |
| Training paid staff to work with volunteers | 19% |

Source: Volunteer Management Capacity in America's Charities and Congregations, 2004.



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So what can we do?

How can we maximize the advantages of fundraising with volunteers?



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Broad Solutions

1. Recruit and deploy volunteers strategically.
2. Properly train and resource volunteers.
3. Create a culture than values volunteers.



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Recruit and Deploy Strategically

Create a Strategic Volunteer Plan



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Recruit and Deploy Strategically

What's In it for the Volunteer?



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Recruit and Deploy Strategically

Make it Easy to Self Identify



Make a good match



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Recruit and Deploy Strategically

Generational Profile of Volunteers

| GENERATION IN 2014 | % WHO VOLUNTEER | MEDIAN #HOURS | % WHO FUNDRAISE |
|--------------------|-----------------|---------------|-----------------|
| Millennials | 21.7 | 36 | 22.3 |
| Generation X | 29.4 | 45 | 27.4 |
| Baby Boomers | 27.2 | 52 | 24.2 |
| Older Adults | 24.0 | 90 | 22.1 |

Source: Volunteering and Civic Life in America, Corporation for National and Community Service, SERVE.gov 2014.



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Properly Train and Resource Volunteers



Train volunteers AND staff

Provide the proper tools at each step of the way



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Properly Train and Resource Volunteers

Who's Responsible?



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Properly Train and Resource Volunteers

Instill Confidence



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Create a Culture of Gratitude

- **Acknowledge and recognize the work of volunteers.**
- **Show measurable impact.**
 - *Hours contributed
 - *Dollar value (average \$24/hour)
 - *Mission/programmatic impact
- **Create bonding experiences.**



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Your Questions?



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THANK YOU FOR YOUR
PARTICIPATION!

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