

# Presenters



**Dana Litwin**, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”, served as President of the Association of Leaders in Volunteer Engagement (ALIVE), and is a founder and facilitator of the National Alliance for Volunteer Engagement.

**Roseanna Galindo**, CAVS, with 30+ years in volunteer leadership, established Periscope BPA to bolster data communication among business professionals. Formerly a Director of Volunteer Services, her influence in volunteer engagement is far reaching. Hailing from CSU, Chico, her work on the Volunteer Satisfaction Index, “VSI,” has garnered international recognition, illuminating the intricacies of the volunteer experience. An advocate for data literacy, Roseanna guides leaders in the essentials of data storytelling. Her blog, "Periscope Insider" on PeriscopeBPA, intersects communication and data, solidifying her role as a champion for data literacy, the human experience in healthcare, and volunteer leaders everywhere.



**Todd McMullin** graduated in non-profit management and has 25 years experience as a technology consultant for community organizations. He is the co-founder of a United Way chapter, a local Volunteer Center, Samaritan Technologies, The Disaster Help Network, The Congress of Volunteer Association Administrators and the Association of Leaders in Volunteer Engagement (ALIVE).



# VSys Voices: Future Trends & How to Apply Them



# Presenters



**Dana Litwin**, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”, served as President of the Association of Leaders in Volunteer Engagement (ALIVE), and is a founder and facilitator of the National Alliance for Volunteer Engagement.

**Roseanna Galindo**, CAVS, with 30+ years in volunteer leadership, established Periscope BPA to bolster data communication among business professionals. Formerly a Director of Volunteer Services, her influence in volunteer engagement is far reaching. Hailing from CSU, Chico, her work on the Volunteer Satisfaction Index, “VSI,” has garnered international recognition, illuminating the intricacies of the volunteer experience. An advocate for data literacy, Roseanna guides leaders in the essentials of data storytelling. Her blog, "Periscope Insider" on PeriscopeBPA, intersects communication and data, solidifying her role as a champion for data literacy, the human experience in healthcare, and volunteer leaders everywhere.

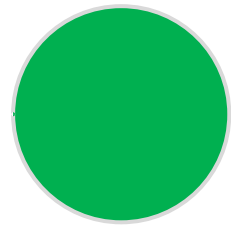


**Todd McMullin** graduated in non-profit management and has 25 years experience as a technology consultant for community organizations. He is the co-founder of a United Way chapter, a local Volunteer Center, Samaritan Technologies, The Disaster Help Network, The Congress of Volunteer Association Administrators and the Association of Leaders in Volunteer Engagement (ALIVE).



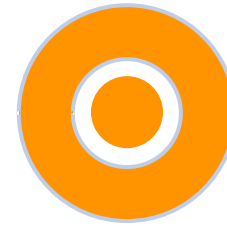
# Target audience for today's webinar

## SKILL LEVEL



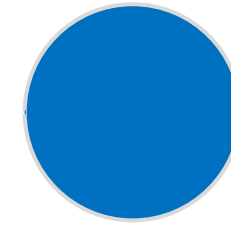
### Minimal Knowledge

Looking for some basic information, key principles and “how-to’s” on the subject.



### Working Knowledge

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic



### Authoritative Knowledge

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.







<https://karenknight.ca/volunteering-trends-in-2024/>



<https://youtu.be/m2MsQz588fQ>

**INITIATIVE FOR**  
**STRATEGIC**  
**VOLUNTEER**  
**ENGAGEMENT**





# First, some broader trends

## THE STATE OF VOLUNTEER ENGAGEMENT:

INSIGHTS FROM NONPROFIT  
LEADERS AND FUNDERS

- Nearly two-thirds (64.4%) of nonprofits reported an **increase in demand** for their organizational services, with ... 48.5% increasing staff workloads to meet demand. At the same time, 28.7% of nonprofits are operating **with less funding** and paid staff than they had before the pandemic.
- Nearly half (46.8%) of CEO's say that **recruiting sufficient volunteers is a big problem**,... with many sharing that their **volunteers were doing less** of any specific organizational activity today.
- 72.2% of nonprofit leaders felt that **volunteer improve the quality of services**, but only **25.2% of funders agreed**.



## Active Volunteer Average Back to Pre-Covid Levels

Over the past two years, COVID has had a significant impact on volunteer capacity, in terms of active volunteers.

However, it appears that the field has bounced back to previous levels, with the mean (or average) quantity band reporting higher than pre-COVID levels.

Below is the history in recent years:

- Pre-COVID Mean: 4.8 (approx. 101-250 active volunteers)
- Fall 2020 Mean: 3.9 (approx. 51-100 active volunteers)
- Fall 2021 Mean: 3.9 (approx. 51-100 active volunteers)
- Fall 2022 Mean: 5 (approx. 101-250 active volunteers)

... which explains the demand

## Top 5 Challenges – 8-Year Trends



2016	2017	2018	2019	2020	2021	2022	2023
Recruitment (25%)	Recruitment (24%)	Recruitment (31%)	Recruitment (33%)	Recruitment (30%)	Supervision (18%)	Recruitment (28%)	Recruitment (33%)
Support & Buy-In (9%)	Respect & Reliability (16%)	Respect & Buy-In (14%)	Respect & Buy-In (13%)	Respect & Buy-In (13%)	Retention (16%)	Change Management (13%)	Time (14%)
Time (9%)	Roles & Matching (9%)	Retention (13%)	Retention (9%)	Time (11%)	Recruitment (16%)	Supervision (11%)	Respect & Buy-In (10%)
Financial Investment (7%)	Retention (8%)	Roles & Matching (10%)	Roles & Matching (9%)	Roles & Matching (10%)	Roles & Matching (12%)	Retention (10%)	Roles & Matching (10%)
Retention (6%)	Time (8%)	Time (8%)	Time (7%)	Retention (9%)	Change Management (9%)	Respect & Buy-In (9%)	Supervision (7%)





# Current Trend #1: Fundraising Landscape is Changing

- Giving is down overall
- Removing barriers to funding (Vu Le, Mackenzie Scott)
- Repairing community trust in funders & institutions





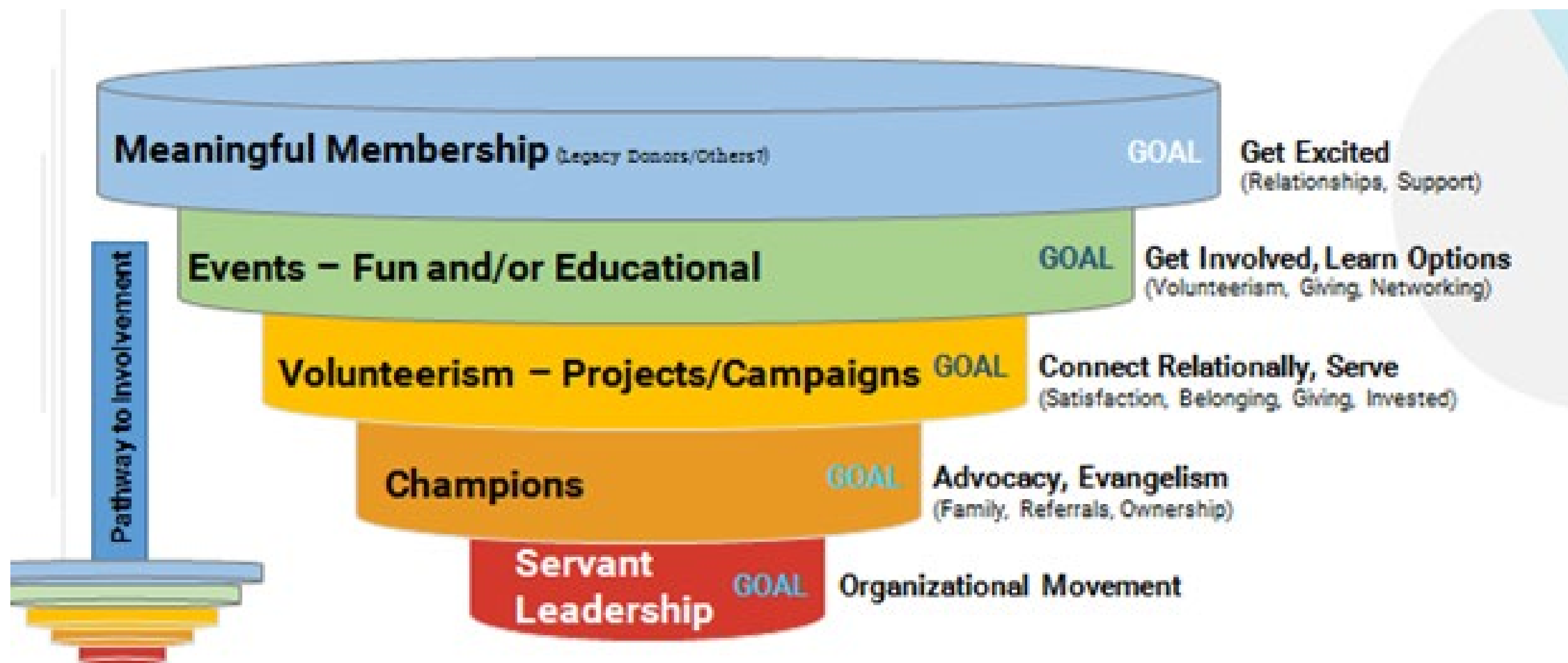
# Current Trend #1: Fundraising Landscape is Changing



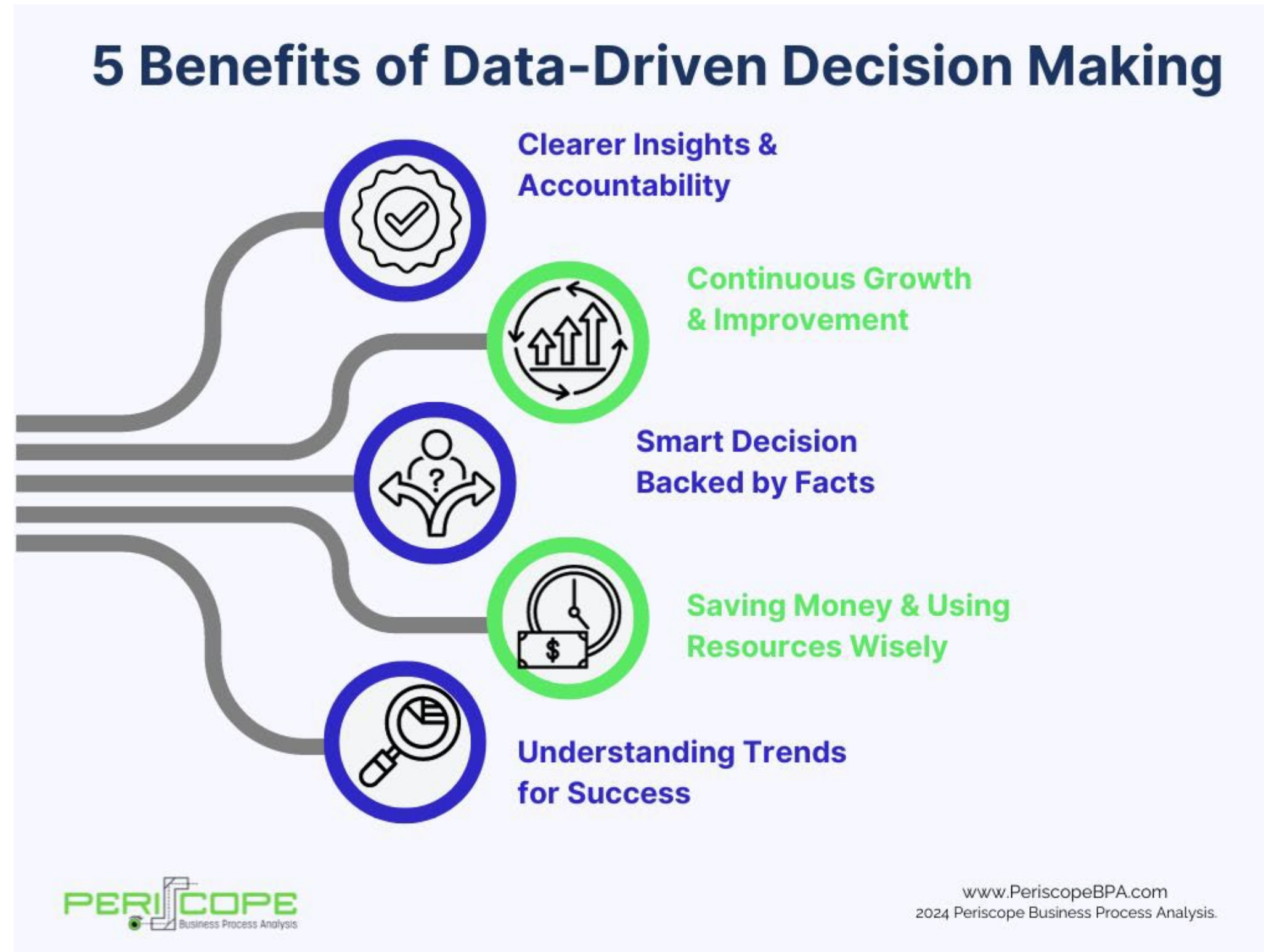
- Real change = long term investment
- Crowdfunding
- “AI” + Data-Driven
- Donor Revolts



# Current Trend #2: Integrated Giving of Time & Money



# Current Trend #3: Data Driven Decisions





# Current Trend #3: Data Driven Decisions

- Data savvy– data consumer or data creator
- Data storytelling – numbers numb, stories resonate





# Current Trend #4: Giving Green





# Current Trend #4: Giving Green

- Climate Change
- Local sustainable food
- CSR/ESG employee driven
- Informal and/or with orgs
- #TrashChallenge





# Current Trend #5: Volunteer Passports



- Volunteers are free to roam
- Background checks and credentials follow them
- Reinforces spontaneous & socialized volunteering





# Current Trend #6: Care Circles

## Digital Care Circles: The Future in Volunteering?



Feature Articles

January 2023



- Spontaneous & socialized
- Volunteer driven
- Circle-driven recruiting, fundraising & measurement



# Current Trend #7: Micro-giving and Volunteering



- Localized or Individualized
- Spontaneous
- Social or self-measured



# Ideas To Action

---

## 1. Changes in Fundraising Landscape:

- a. Connect with your development team and discuss value of volunteer programs
- b. Make your funding as transparent as possible to stakeholders. Collaborate as needed!

## 2. Integrated Giving/Volunteering:

- a. Connect with your Development team and brainstorm new ways that volunteers could be engaged, with the goal of increasing their commitment level.

## 3. Data Driven Decisions:

- a. Review Voices Presentations on Data Storytelling and Data Driven Decisions.
- b. Use the Voices alignment tool [[sample](#), [blank](#)] to align programs w/ standards better.





# Ideas To Action

---

## 4. Giving Green:

- a. Jot down which practices your organization has that align with “going green”, Net Zero, etc. and add these to your recruiting pitch for volunteers.

## 5. Volunteer Passports:

- a. Partner with other organizations that share your objectives. Share volunteers!
- b. Talk to your VMS provider about Passports / aka “Commutable Engagement.”

## 6. Care Circles:

- a. Read [Care Circles Articles](#) and respond to new survey
- b. Review our Powerpoint and jot down ideas.







# Ideas To Action

---

## 7. Micro-Giving and Volunteering:

- a. Ask your volunteers if they'd participate in crowd funding for targeted causes, projects, events they're involved with.
- b. Ask your volunteers which of your services most inspire them and whether they'd be willing to donate money (or switch volunteer positions) to improve it.





# Open Discussion & Questions



# Summary of Resources

## ➤ Giving Credit Where Credit Is Due (for this presentation)

- Karen Knight Consulting: <https://karenknight.ca/volunteering-trends-in-2024/>
- Dana Litwin's Tuesday Tips: "Top 5 Trends" <https://youtu.be/m2MsQz588fQ>
- VolunteerPro: <https://volpro.net/>
- Initiative for Strategic Volunteer Engagement: <https://strategicvolunteerengagement.org/>



# Summary of Resources

## ➤ Giving Credit Where Credit Is Due (for this presentation)

- Karen Knight Consulting: <https://karenknight.ca/volunteering-trends-in-2024/>
- Dana Litwin's Tuesday Tips: "Top 5 Trends" <https://youtu.be/m2MsQz588fQ>
- VolunteerPro: <https://volpro.net/>
- Initiative for Strategic Volunteer Engagement: <https://strategicvolunteerengagement.org/>

## ➤ Broader Trends:

- "The State of Volunteer Engagement" report. 2023: [https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement\\_DGI2023\\_0.pdf](https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement_DGI2023_0.pdf)
- VolunteerPro: Annual Progress Report (from 2022 Survey)  
[https://s3.amazonaws.com/kajabi-storefronts-production/file-uploads/sites/60619/themes/1474670/downloads/b67f0ee-188b-40a4-c1aa-64e32be737d7\\_2023\\_VMPR\\_Report\\_FINAL\\_v6-compressed.pdf](https://s3.amazonaws.com/kajabi-storefronts-production/file-uploads/sites/60619/themes/1474670/downloads/b67f0ee-188b-40a4-c1aa-64e32be737d7_2023_VMPR_Report_FINAL_v6-compressed.pdf)





# Summary of Resources: Broader Trends

## ➤ Broader Trends:

- “The State of Volunteer Engagement” report. 2023:  
[https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement\\_DGI2023\\_0.pdf](https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement_DGI2023_0.pdf)
- VolunteerPro: Annual Progress Report (from 2022 Survey)  
[https://s3.amazonaws.com/kajabi-storefronts-production/file-uploads/sites/60619/themes/1474670/downloads/b67f0ee-188b-40a4-c1aa-64e32be737d7\\_2023\\_VMPR\\_Report\\_FINAL\\_v6-compressed.pdf](https://s3.amazonaws.com/kajabi-storefronts-production/file-uploads/sites/60619/themes/1474670/downloads/b67f0ee-188b-40a4-c1aa-64e32be737d7_2023_VMPR_Report_FINAL_v6-compressed.pdf)



# Summary of Resources: Trend #1

## ➤ Trend #1: The Fundraising Landscape is Changing

- Stanford University's article on "Relational Philanthropy"  
[https://ssir.org/articles/entry/relational\\_philanthropy#](https://ssir.org/articles/entry/relational_philanthropy#)
- McGovern Foundation Awards  
<https://www.philanthropy.com/article/mcgovern-foundation-awards-66-million-to-advance-a-i-for-the-public-good>
- Chronicle of Philanthropy "Best Read Articles, 2023"  
<https://www.philanthropy.com/article/the-10-best-read-articles-in-the-chronicle-in-2023>



# Summary of Resources: Trend #3

## ➤ Trend #3: Data Driven Decisions

- VSys Voices: “Data Storytelling Essential for Volunteer Leaders”  
<https://www.vsysone.com/download/webinars/2023/VSysVoices-DataStorytellingEssentialsForVolunteerLeaders-2023-06-07.mp4>
- VSys Voices: “Survey Measurement & The Volunteer Satisfaction Index”  
<https://www.vsysone.com/download/webinars/2023/VSysVoices-VolunteersSatisfactionIndex-2023-09-28.mp4>
- Roseanna Galindo: “5 Benefits to Data Driven Decision Making (2024)”  
<https://www.periscopebpa.com/post/5-benefits-of-data-driven-decision-making>



# Summary of Resources: Trends #4-5

## ➤ Trend #4: Giving Green

- Volunteer Now (UK) “Sustainable Future, Taking a Step for Net Zero”  
<https://www.volunteernow.co.uk/sustainable-volunteering-taking-a-step-for-net-zero>
- #trashchallenge

## ➤ Trend #5: Volunteer Passports / Global Giving Platform

- Karen Knight “Volunteer Passports:” <https://karenknight.ca/volunteer-passports/>





# Summary of Resources: Trends #6-7

## ➤ Trend #6: Care Circles

- Engage Journal: “[Care Circles: The Future of Giving?](#)” Part 1 (no login required)
- Engage Journal: “Care Circles: The Future of Giving?” [Part 2](#)
- Engage Journal: Care Circles: The Future of Giving?” [Part 3](#)

## ➤ Trend #7: Micro-giving & Volunteering

- Giving Compass: “Micro Donations Overview.” <https://givingcompass.org/article/micro-donation-platforms-an-overview>



# Summary of Resources: Trend #3

## ➤ Trend #3: Data Driven Decisions

- VSys Voices: “Data Storytelling Essential for Volunteer Leaders”  
<https://www.vsysone.com/download/webinars/2023/VSysVoices-DataStorytellingEssentialsForVolunteerLeaders-2023-06-07.mp4>
- VSys Voices: “Survey Measurement & The Volunteer Satisfaction Index”  
<https://www.vsysone.com/download/webinars/2023/VSysVoices-VolunteersSatisfactionIndex-2023-09-28.mp4>
- Roseanna Galindo: “5 Benefits to Data Driven Decision Making (2024)”  
<https://www.periscopebpa.com/post/5-benefits-of-data-driven-decision-making>





# Thank you for joining us!

