VSys Voices

What We're Hearing:
Trends & Themes in Volunteerism

VSys Voices Presenters

Lisa LaVigna, DM is the Vice President of Business Development & Sales at Bespoke where she focuses on helping existing and prospective VSys clients maximize their use of VSys One to reduce their workload and improve the volunteer experience. She teaches Business Communications at her local community college as an adjunct professor. In her previous role she worked at a nonprofit college as the Executive Director of Partnerships where she focused on recruiting, admissions and building strong relationships. Lisa is on the board of Jazzy Sun Birthdays, an organization that organizes birthday parties for children in homeless shelters. She also volunteers weekly at a local shelter for women and children.

Roseanna Galindo, CAVS, CCBA, blends 30+ years of experience in leadership in volunteerism, both in practice and in research. She is certified in business analysis and helps nonprofit and healthcare leaders to confidently harness data for meaningful impact. Through her blog on PeriscopeBPA.com, she bridges communication and data, championing the human experience in healthcare and the essential role of volunteer leaders. Roseanna is also the developer of the Volunteer Satisfaction Index (VSI). Roseanna worked as a Volunteer Manager in healthcare for many years.

VSys Voices 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". She served as President of the Association of Leaders in Volunteer Engagement (AL!VE) and is a founder of the National Alliance for Volunteer Engagement. Learn more at danalitwinconsulting.com.

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 (AL!VE). Todd brings experience with multiple volunteer management software solutions and an overall vision for the future of volunteerism to the Voices.

Today's Learning Objectives

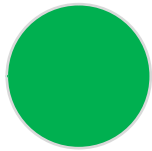Tour of Conferences We Attended

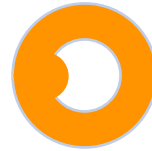Discuss Trends & Themes We Observed

Open Discussion on How These Apply
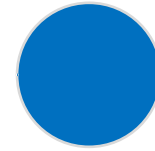
Target Audience for Today's Webinar

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.
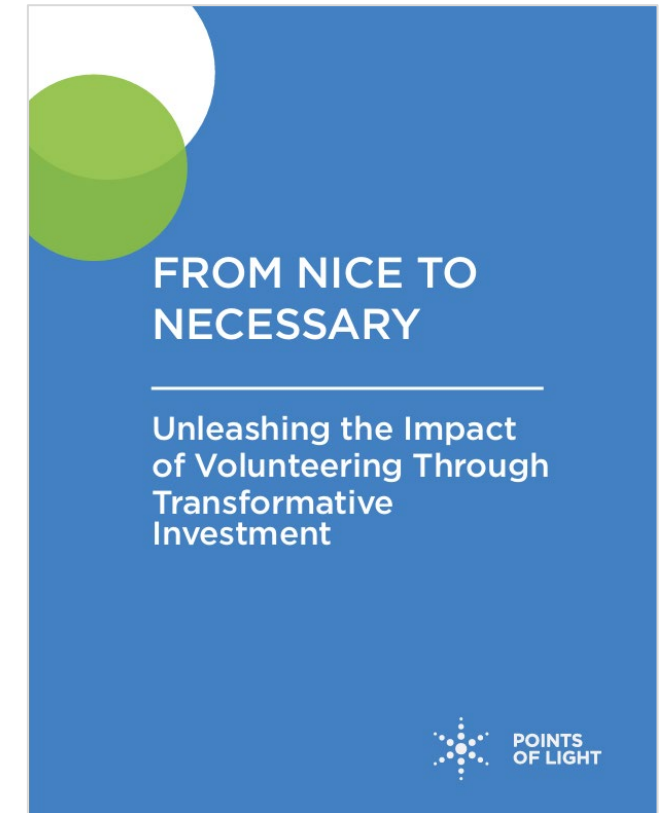
Conferences We Attended

- Society of Healthcare Volunteer Leaders (SHVL)

- Beryl Institute: Elevate 2025

- Points of Light Foundation (POLF)

- Minnesota Healthcare Volunteer Resource Professionals (MHVRP)

- New Jersey Assoc Healthcare Volunteer Resource Professionals (NJAHVRP)

- Ohio Healthcare Volunteer Management Association (OHVMA)

Interesting Things We Learned

1. ⅓ of the non-profit workers are volunteers.

2. Only 50% of volunteer shifts are filled.

3. Corporations give more $$ than foundations.

4. Healthcare volunteerism is moving closer to Patient Experience (PX).

5. Volunteer staff turnover is increasing.

6. People are talking about AI. Can we use it?

7. Consolidations. Mergers & Acquisitions.

8. Increase of CAHPS / HCAHPS is causing a lot of stress.

FROM NICE TO NECESSARY

Unleashing the Impact of Volunteering Through Transformative Investment

POINTS OF LIGHT

Society of Healthcare Volunteer Leaders (SHVL)

Theme:

"Dig a Little Deeper and Flourish"

Trends:

1. Importance of PX
2. Engaging in the Community
3. Non-Traditional Volunteer Experiences
4. Volunteer Management
5. Customer Service
6. Mergers & Acquisitions

New Jersey Assoc Healthcare Volunteer Resource Professionals (NHAHVRP)

Themes/ Trends:

1. 1st Meeting post-COVID

2. Equipping Staff for Success: Training Colleagues to Engage Volunteers (Beth Steinhorn)

3. Positioning volunteers in your organization as a "workforce" not a "workload"

4. $ are TIGHT

Ohio Healthcare Volunteer Management Association (OHVMA)

Themes/ Trends:

- Communication Strategies
- Growing # of volunteers
- Onboarding is difficult

Beryl Institute: "ElevatePX 2025"

Themes:

1. PX takes a village
2. Changes in CAHPS metrics
3. Program innovations

Trends:

1. Volunteer leaders are increasingly at the table.
2. ED's & Outpatient volunteer
3. Collaborations are resulting in innovative volunteer roles.

Michigan Healthcare Volunteer Resource Professionals (MHVRP)

Themes:

1. Developing a data strategy is essential
2. Practical, easy to learn tools and techniques for data communication
3. Volunteer Satisfaction is a framework for recruitment and retention

Trends:

1. Leaders juggling multiple programs or systems
2. Tenure gap

Points of Light Foundation

Themes:

1. Creating Community & Partnerships.
2. Ethical Storytelling & Data Driven Metrics.
3. Challenges due to Federal Cuts (AmeriCorps,etc).
4. Shifting from CSR to VEP focus (again).
5. Inclusion and diversity is still popular and effective.

Trends:

1. Holistic engagement vs. volunteer "programs."
2. The need for more investment in Strategic Volunteer Engagement & tech.
3. Lack of CSR & Foundation funding for SVE & tech.
4. Sharing info, technology, seamlessly between orgs.

Points of Light Foundation – VMS & Tech Stuff

Trends:

1. There is more $$ available in the VMS world.
2. VMS's are being used / adopted more.
3. JustServe.org is expanding rapidly by recruiting local ambassadors.
4. Idealist recently merged with VolunteerMatch; will debut new features this year.
5. New synergies between fundraising & volunteerism
6. Care Circles ("V <> V" Volunteering) are gaining traction

In Summary: Lessons Learned

1. Volunteerism is changing due to generational movements, increased turnover, decreased commitment times, integrated giving, and AI.
2. Volunteers in healthcare have increasing visibility in the pursuit of patient experience.
3. Orgs are pooling resources in new partnerships (cooperation vs competition)
4. Disconnect between funders and the resources required to sustain good work.

Resources

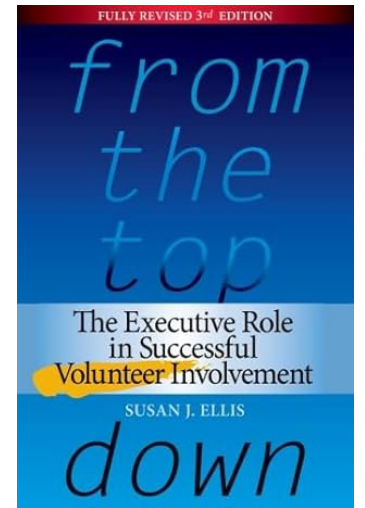**Conferences We Attended Or Think Would be GREAT!**

- Michigan Healthcare Volunteer Resource Professionals
- Society for Healthcare Volunteer Leaders (SHVL)
- Points of Light Foundation (POLF)
- National Summit on Volunteer Engagement - Association of Leaders in Volunteer Engagement
- New Jersey Association of Healthcare Volunteer Resource Professionals
- Ohio Healthcare Volunteer Management Association

Resources

Additional Resources:

- [From Nice to Necessary: Unleashing the Impact of Volunteering Through Transformative Investment](#)

- [Tools & Templates - VQ Strategies](#)

- [Volunteer Management Progress Report – VolunteerPro](#)

- [The Susan J. Ellis Archives](#)

- "[From the Top Down](#)" (by Susan J. Ellis)

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