

VSys Voices: The Value of Volunteering Beyond Hours and People



Presenters

Roseanna Galindo, CAVS, CCBA, blends three decades of teaching experience with 16 years in healthcare leadership. Certified in business analysis, she helps nonprofit and healthcare leaders to confidently harness data for meaningful impact. Through her blog on www.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) and the Executive Director of a nonprofit foundation.

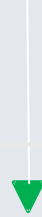
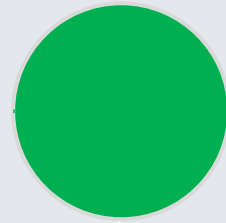


Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”. 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.



Target audience for today's webinar

SKILL LEVEL



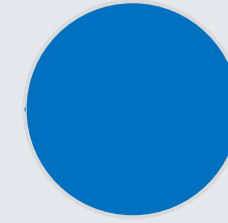
Minimal Knowledge

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

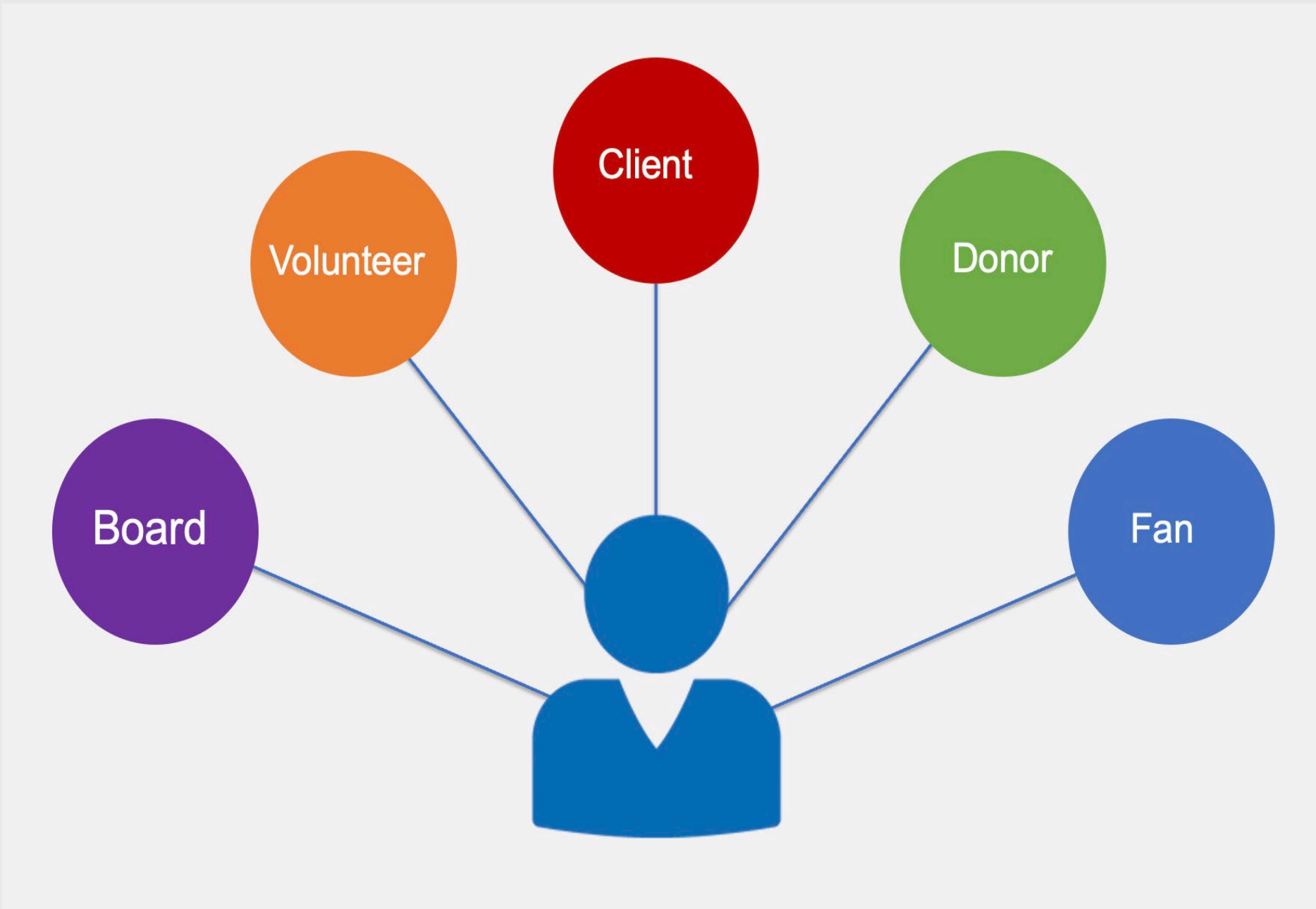
Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.



Today's Objectives

1. Understand the holistic value of volunteers.
2. How to use Return on Volunteer Investment (ROVI) Tools.
3. Communicate volunteer impact with data storytelling.

Who are volunteers?



- Peers!
- Community members.
- Multiple roles at any time.
- Holistic vs. Hierarchical (ladder/pyramid) engagement model.



Board and Beyond



- Elected or appointed?
- Fundraising
- Working Board vs warm bodies
- In other volunteer roles?



Value of Volunteers



- Quantity vs Quality
- Hours vs Impact
- Independent Sector Avg. Hourly Rate
- Volunteers as inputs vs outputs
- Numbers numb!



Clients and Community



- Participants in programs
- Patients
- Clients
- Constituents/Voters



Donors and Dollars



- Volunteers are usually also donors
- Volunteer impact for org sustainability
- Funders want volunteer impact data stories!
- Leadership and legacy



Fans and Friends



- Ambassadors
- Advisory council
- “Friends of”
- Social Media



ROI vs ROVI



- Return on Investment
- Return on Volunteer Investment
- ROVI Calculators: Tobi Johnson/VolPro, Sterling, etc.



Volunteer Value Iceberg by Dr. Sue Carter-Kahl



*"Not everything that counts can be counted
and not everything that can be counted counts."*

- William Bruce Cameron

- Above the waterline: hours, # of volunteers, donations, people served, services provided
- Below/Hidden: trust, legislation, advocacy contacts, community connections, etc.
- Make volunteer value visible!



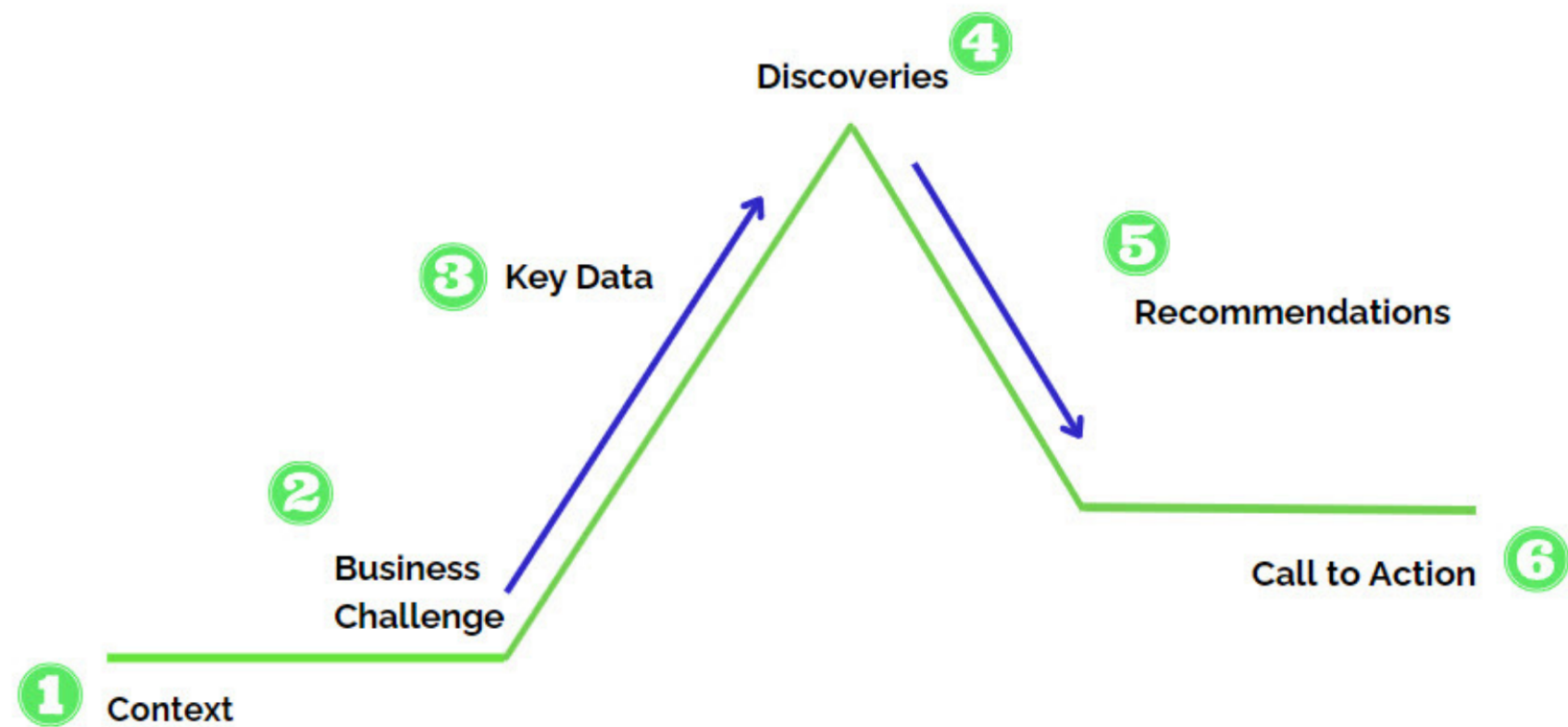
Volunteer Satisfaction Index (VSI)



- Measuring and correlating the volunteer experience to impact on organizational outcomes
- Dependent Variables
 - Net Promoter Score
 - Donor Behavior
- Measurable, data-driven impact



Numbers Numb, Stories Resonate



	DATA STORY ARC ELEMENT	CLASSIC STORY ARC	NARRATIVE FUNCTION
1	Context	Exposition or Stasis	Introduce the plot, the characters, and current state
2	Business Challenge	Conflict	Create tension. Identify the problem to solve.
3	Key Data	Rising Action	Develop the story with supporting information.
4	Discoveries	Climax	Illuminate the key insight. Reveal the big takeaway.
5	Recommendation	Falling Action	Guide audience to connection with business challenge.
6	Call to Action	Resolution	Leave your audience knowing the desired action to take.

Data Story Arc

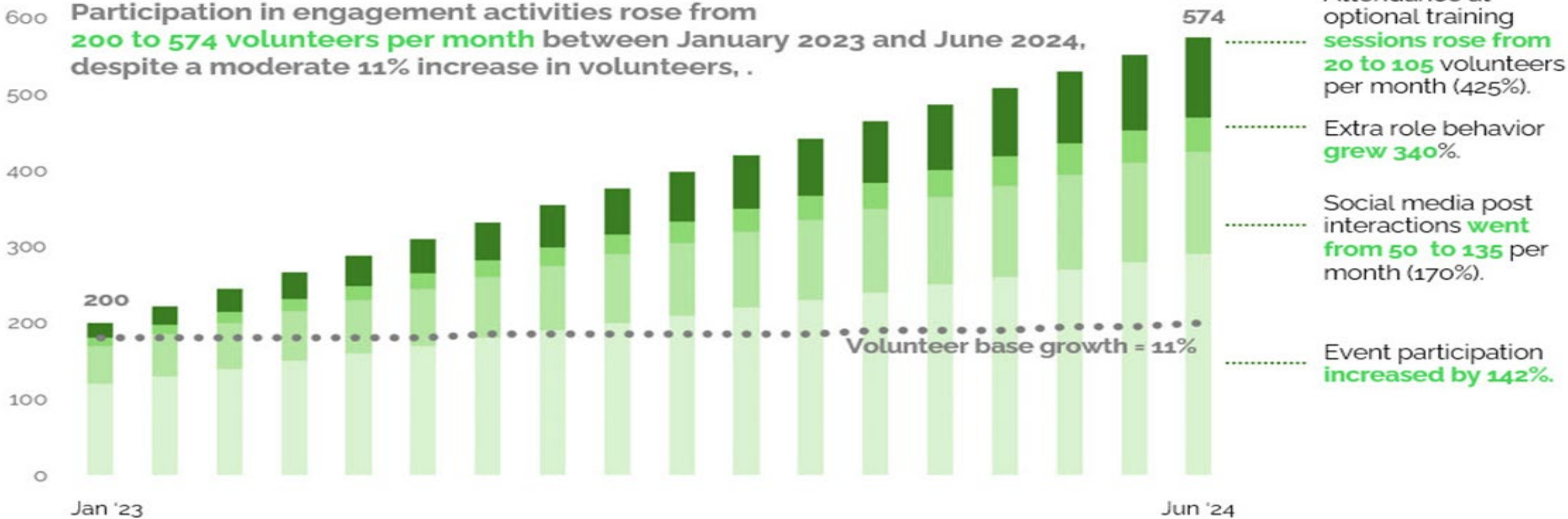


- Numbers don't motivate, move, nor inspire action
- The numbers are supporting evidence for the stories they illuminate
- Use a narrative data story arc to engage your audience when sharing



A Data Story Communicating Value

Engagement activity **increased 187 %** during the past 18 months





Ideas to Action



- Run programs through ROVI calculator
- Start small, pilots as needed
- Share volunteer impact stories (with data)
- Partner with Development Dept., PR/Marketing, etc.



Key Takeaways

1. Investing in Strategic Volunteer Engagement (SVE) pays off with ROVI.
2. Showing and telling volunteer impact influences funders/foundations.





Open Discussion & Questions



More Resources

From PeriscopeBPA.com

- The Volunteer Satisfaction Index:

<https://www.periscopebpa.com/volunteer-satisfaction-index>

Blog articles:

- <https://www.periscopebpa.com/post/beyond-surveys-methods-and-metrics-to-demonstrate-volunteer-engagement>
- <https://www.periscopebpa.com/post/data-storytelling-essentials-to-help-motivate-volunteers-staff-and-funders>



More Resources

ROVI Tools:

- <https://www.volunteercommons.com/volunteer-impact/>
- <https://www.volunteercommons.com/volunteer-impact-point-of-view/>
- <https://www.sterlingvolunteers.com/resources/return-on-volunteer-investment-calculator/>
- <https://tobijohnson.com/roi-for-volunteer-programs>



Thank you for joining us!

