

StratusLIVE WEBINAR



Building a Vibrant Volunteer Program:

Strategies and Digital Solutions for Success



AGENDA

- Introductions
- The Foundations of a Thriving Volunteer Program
- How to Create a Flexible & Inclusive Volunteer Program
- Volunteer Engagement Cycle
- Recruitment and Engagement Techniques
- How to Connect Digitally with your Community
- Demo
- Q&A

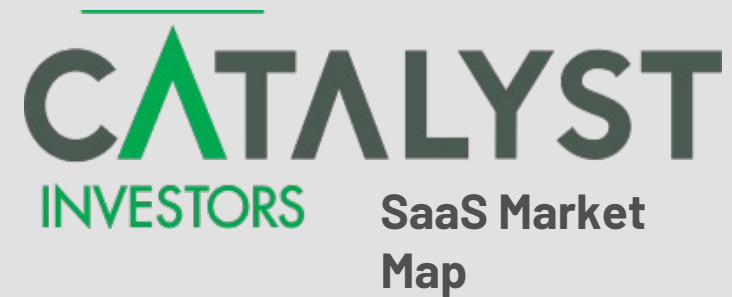
MEET THE SPEAKERS



Kelly Perry
Senior Digital
Marketing Manager
StratusLIVE



Lori Combs
Director of Solution
Engineering
StratusLIVE



Awarded by CIOReview



DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%
Implementation
Success Rate

20+ M
Donor Profiles

+58 NPS

\$1B+
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

Volunteer programs must meet

COMMUNITY needs +

ORGANIZATIONAL goals

THE FOUNDATIONS OF A THRIVING VOLUNTEER PROGRAM

NEEDS ASSESSMENT

- Who does your organization serve?
- Ask your staff – “If we had more time, we would do X”

PURPOSE STATEMENT

- Consider your organization’s mission and vision.
- What is your volunteers’ role in contributing to that?

VOLUNTEER OPPORTUNITY TYPES

- Direct Service
- Events
- Corporate Groups (Volunteer Grants)
- Skills-Based Volunteering
- Board Membership/Committees

Conduct a needs assessment

Develop a purpose statement

Create volunteer opportunity types

Develop project descriptions

Identify your KPIs

THE FOUNDATIONS OF A THRIVING VOLUNTEER PROGRAM

PROJECT DESCRIPTIONS

- Goals/Objectives
- Short-term vs. Long-term
- Group projects

IDENTIFY KPIS

- Consider volunteer program impact AND community/mission impact
- It's not just about # hours, dollars raised
 - Frequency
 - Attendance
 - Retention
 - Impact Stats

Conduct a needs assessment

Develop a purpose statement

Create volunteer opportunity types

Develop project descriptions

Identify your KPIS

KEY CONSIDERATIONS



- How are you creating a benefit for ALL involved in the volunteer project?
- What is meaningful for each program participant? Are those benefits tracked as KPIs?
- Directly involve your staff and relevant stakeholders to define the program.
- All volunteers should work with a FTE.

CREATING FLEXIBLE & INCLUSIVE VOLUNTEER OPPORTUNITIES



Project Length

- Micro-volunteering (1-2 hour opportunities)
- One-time events
- Short-term projects
- Ongoing roles (flexible hours)

Flexible Scheduling

- Multiple shifts
- Ongoing roles (flexible hours)

Inclusive and Accessible Volunteering

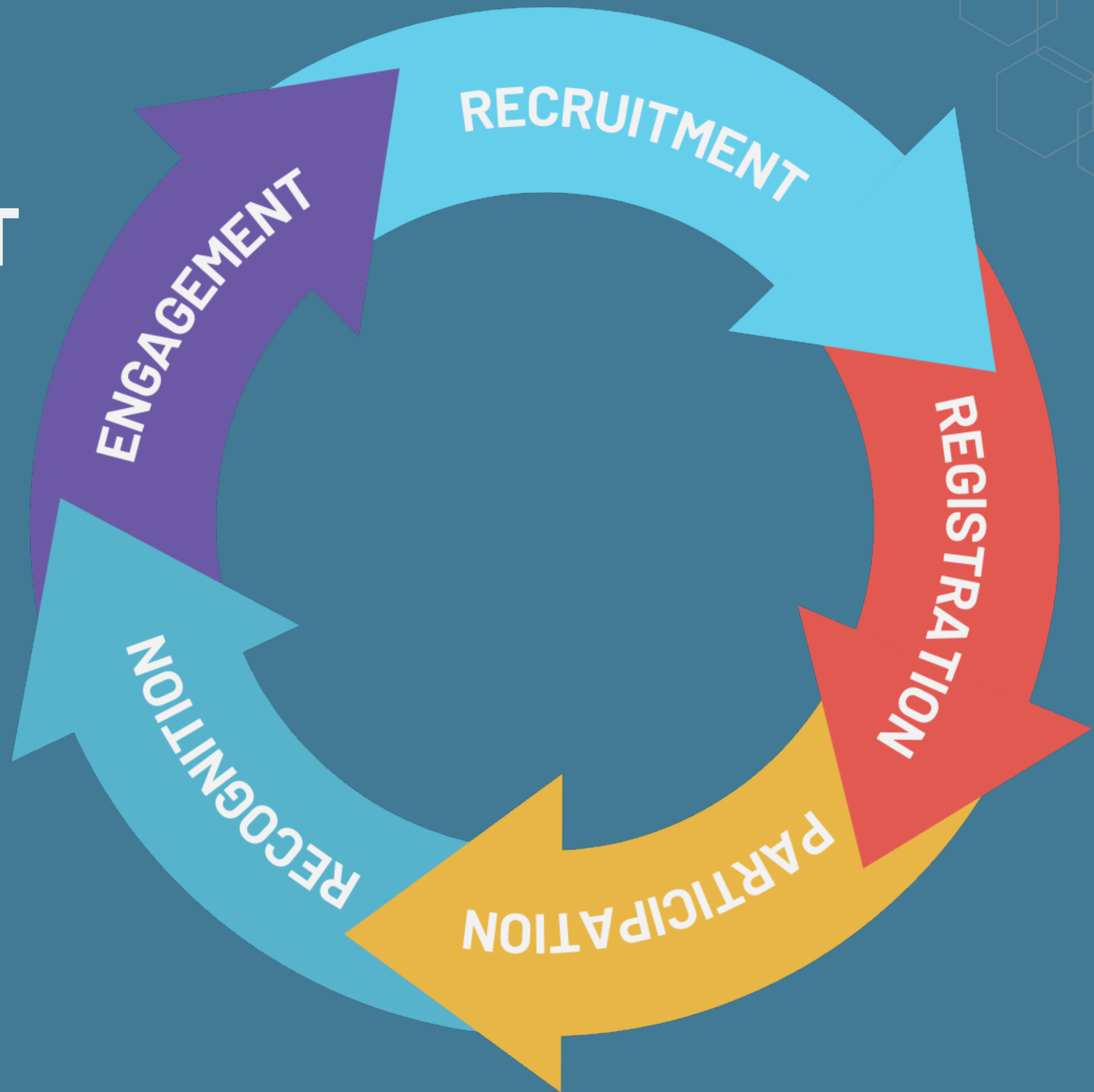
- Wheelchair accessible
- Braille and Large Print Materials
- Engagement Page Translation via AI

Virtual and In-person Opportunities

Skills-Based and General Opportunities

Matching the **RIGHT** volunteer with
the **RIGHT** opportunity is crucial.

**VOLUNTEER
ENGAGEMENT
CYCLE**



EFFECTIVE VOLUNTEER RECRUITMENT



Create "Job" Opportunity

Include an application if necessary.



Ask for Interests and Skills

Shorten the screening process and only accept qualified volunteers.



Promote!

- Social Media
- E-newsletter
- Current Volunteer Base
- Community Groups/Civic Organizations
- Federated Organizations



AN ENGAGED VOLUNTEER BASE

- Volunteers that become donors
- More frequent volunteers
- Volunteers that spread the word about your cause to their networks
- Provide feedback

VOLUNTEER ENGAGEMENT TECHNIQUES

Show
Gratitude

Recognition

Gamification

Perks and
Incentives

Promotion &
Growth
Opportunities

DIGITALLY CONNECT WITH YOUR COMMUNITY

- Create member-based groups based on shared interests
- Promote your volunteer opportunities to federated organizations and corporations to attract a diverse volunteer base

*Remember the
purpose of your
volunteer
program is to
serve your
community*





PRODUCT DEMONSTRATION

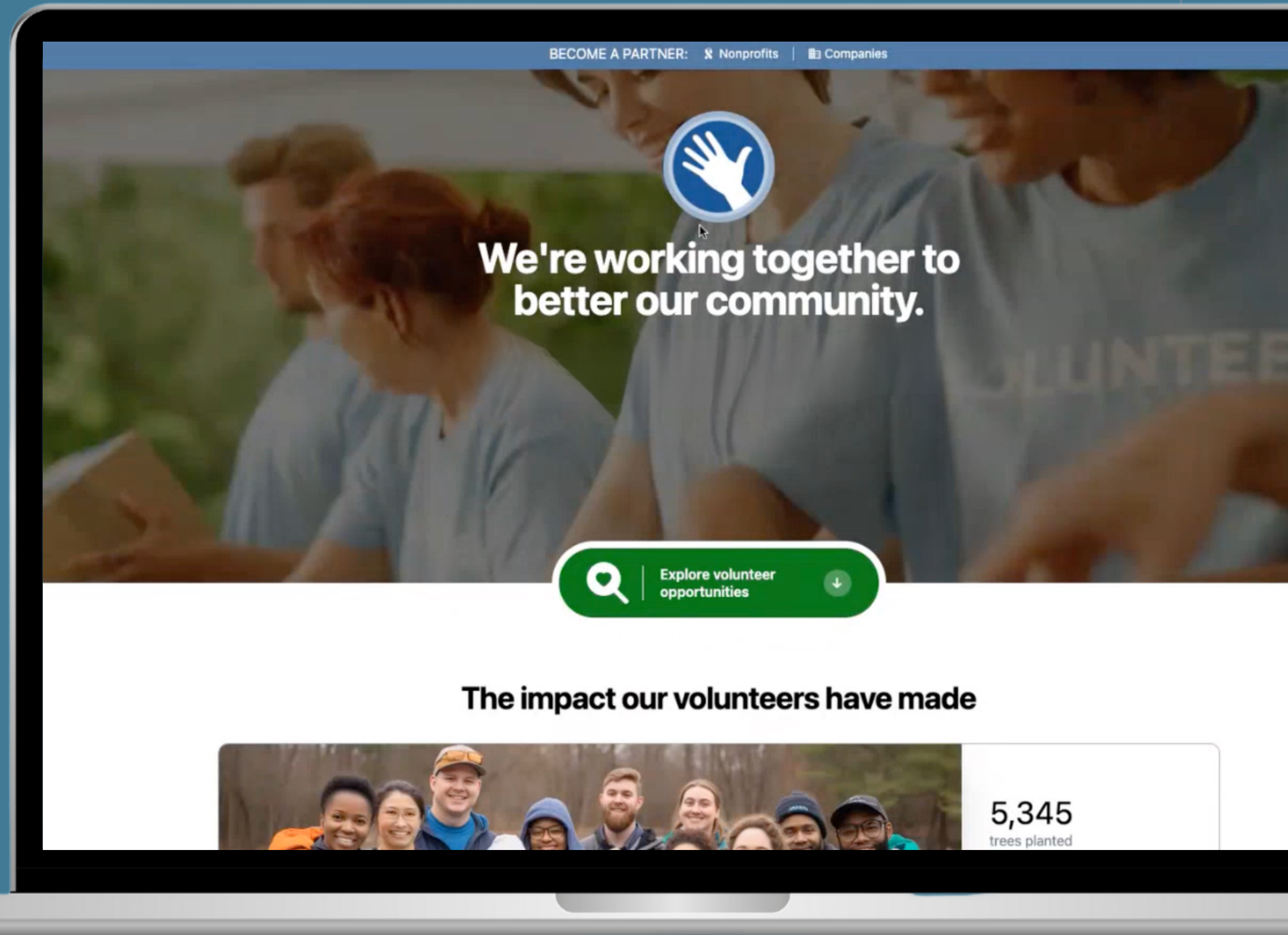
StratusLIVE Ignite with Lori Combs

STRATUSLIVE COMMUNITY VOLUNTEER CENTER

Enhance volunteer recruitment and opportunity creation

Simplify volunteer opportunity creation and boost visibility with features like:

- AI-assisted volunteer opportunity creation process with preview page
- AI-assisted volunteer opportunity search process
- Filter sets that group opportunities based on cause, season, or partner list
- Custom opportunity pages based on filter sets
- Saved volunteer opportunity searches
- Grid, List, Calendar, and Map Views of volunteer opportunities



THANK YOU

ANY QUESTIONS?

StratusLiVE

Stay In Touch

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