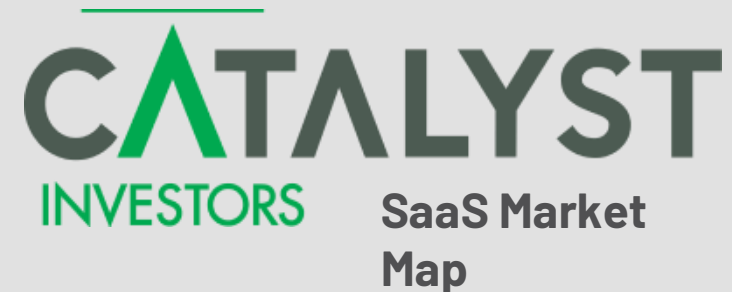# AGENDA

Kelly Perry

Senior Digital

Marketing Manager

StratusLIVE

Debbie Snyder

Chief Revenue Officer

StratusLIVE

- Introductions
- Volunteer Program Essentials
- Effective Recruitment Practices
- Volunteer Engagement Cycle
- Volunteer Engagement Techniques
- Creating Flexible and Inclusive Volunteer Opportunities
- The Role of AI and Volunteering
- Brief Demo
- Q&A

DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%
Implementation Success Rate

+58 NPS

20+ M
Donor Profiles

$1B+
Annualized Giving

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

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Volunteer programs must meet COMMUNITY needs + ORGANIZATIONAL goals

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VOLUNTEER PROGRAM ESSENTIALS

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

VOLUNTEER PROGRAM ESSENTIALS

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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 benefits 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.

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

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EFFECTIVE VOLUNTEER RECRUITMENT

Create "Job" Opportunity

Include an application if necessary.
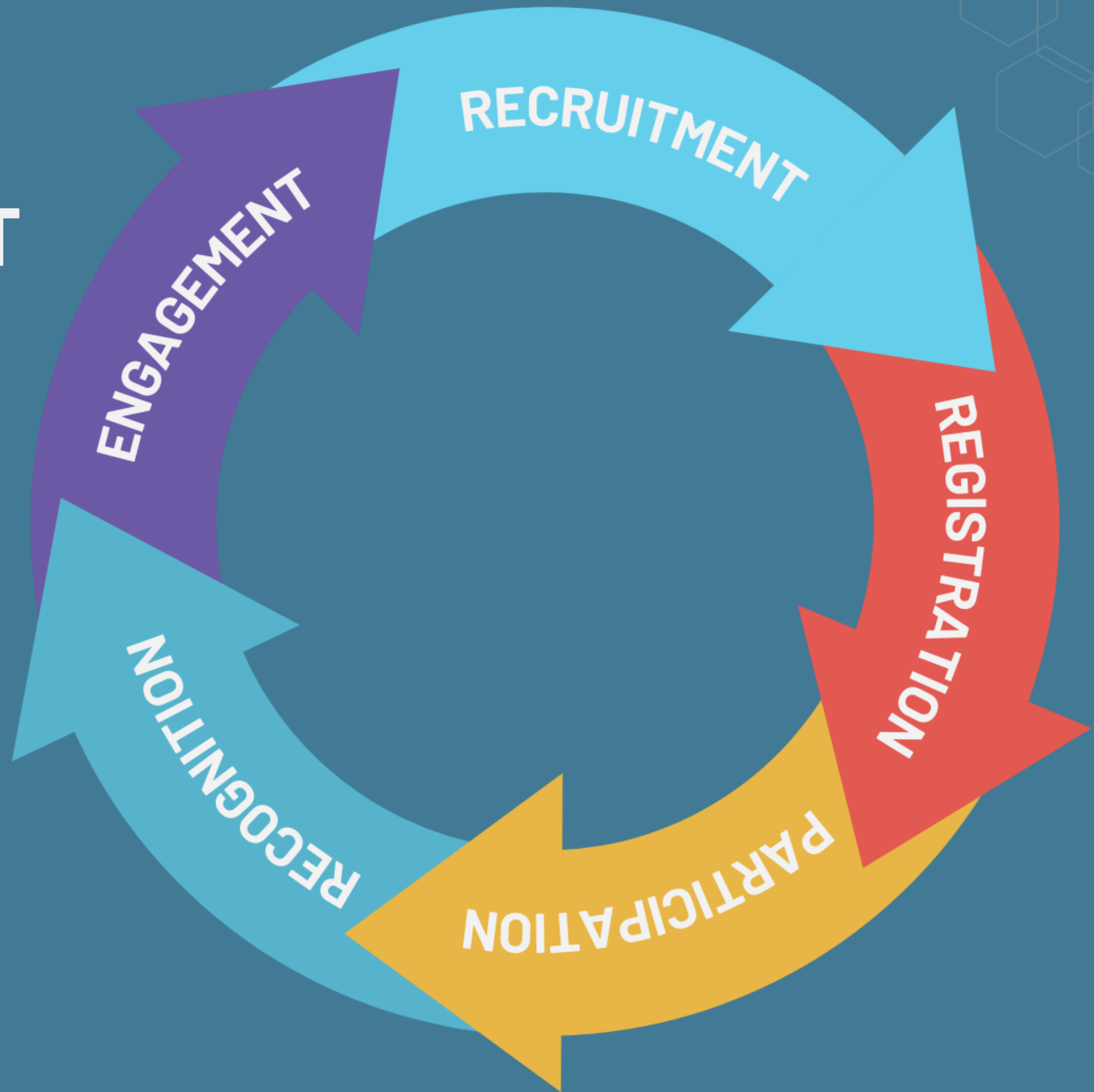
Ask for Interests and Skills

Shorten the screening process and only accept qualified volunteers.

Promote!

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

VOLUNTEER ENGAGEMENT CYCLE

RECRUITMENT
REGISTRATION
PARTICIPATION
RECOGNITION
ENGAGEMENT

AN ENGAGED VOLUNTEER BASE

- Volunteers that become donors

- More frequent volunteers

- Volunteers that spread the word about your cause to their networks

- Provide feedback

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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

THE ROLE OF AI AND VOLUNTEERING

- Volunteering is a gateway to deepened engagement

- Consider the experience

- Conversational interface (through AI)

  - Frictionless & Immersive experience

  - Aids in data collection

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THANK YOU

ANY QUESTIONS?

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Stay In Touch

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