



VOLUNOR OR DONOTEER?
NONPROFIT PARTNERS CONFERENCE
OCTOBER 4, 2019

TODAY

Nexus of Volunteering & Charitable Giving (Shefali Trivedi, Giving DuPage)

- Check in
- By the numbers – what the data shows
- The checklist – conversion of volunteer to donor by intentional strategy
- Reframing the thought around a volunteer

Grant sources for volunteerism

- Spirit of Volunteerism Grant

CHECKING IN QUESTIONS



Does your org use volunteers today? For what?

Does your org track volunteers today – hours, time doc?
For the board time?

How many orgs have a dev position? How many of you
have a vol position?

Do you equate donors and volunteers on the same level?
Whatever your answer - why?

ASSESS VALUE OF VOLUNTEER



Your organization tracks donations via annual charitable giving.

Do you also generate an annual volunteer report?

How many total hours did volunteers donate to your org?

Independentsector.org - \$24/hour

EXERCISE



Can someone describe one of your top donors (without using names)? Tell me about him or her.

- likes/dislikes

Can you describe one of your top volunteers in the same way?

A Credible Messenger + Compelling Story = A New Stakeholder

Guide to Nonprofit Leadership Because Nonprofits Are Messy by Joan Garry

HOW DO YOU DEFINE A STAKEHOLDER?

Does your definition include volunteers?

Source - Time & Money: the Role of Volunteering & Philanthropy

- Surveyed more than 350 Fidelity Charitable donors
- Data collected in 2014, report released in 2015
- key findings underscore the relationship between volunteerism & charitable giving

WHAT THE DATA SHOWS



Donors are volunteers too! Of course this is obvious

- 4 of 5 donors volunteer their time – 79%
- 2/3 of those donors donated 50 hours of volunteer time in the past 12 months
- Nearly half (49%) of these donors volunteer at 3 or more organizations

Question – How many of your organizations have a specialized strategy to further cultivate this hybrid ‘Donor-Volunteer’?

WHAT THE DATA SHOWS



What is the overlap between volunteerism and charitable giving?

- 87% of donors say there is an overlap between organizations they support financially and where they volunteer
- 43% describe that overlap as being 'significant' or as a 'total overlap' with the donated time and dollars

Chicken/Egg – Which Came First? Donor or Volunteer?

- 58% supported a charity financially before they became a volunteer
- 42% were a volunteer first before giving financially

Question – what is your organization’s cultivation strategy for those first-time volunteers?

A Volunteer's Propensity to Give Financially

- 45% of volunteers say they would give the same financial support as they would if they did not volunteer at that organization, BUT.....
- 50% say volunteering leads them to give more financial support

Question – what special campaigns can you create for volunteers only?

WHAT THE DATA SHOWS



Over Double the Amount

- From Independent Sector – households who volunteered gave substantially more than households where respondents did not volunteer
- Average contribution from volunteers \$2,295 and \$1,009 from non-volunteers

WHAT THE DATA SHOWS



The “ASK” Is the Ballgame

- People who were asked to volunteer were much more likely to volunteer (71%) than were volunteers who had not been asked (29%)
- Of households asked to contribute financially, 61% contributed, compared to 39% of households that were not asked

How is your org attracting millennials?

- How does your org attract volunteers?
- Younger people want to do more than give financially – they want to donate their time and their skills
- They are your future donors, but they will come to you **first** in the form of a volunteer – cultivation over time

How does your organization rate in cultivating the hybrid Volunor/Donoteer?

- Does your organization know what percentage of donors are volunteers? Defined overlap? How many started as volunteers?

- Has your organization invested in a staff position for volunteer management?

- Is the Volunteer Manager a member of the leadership team?

THE CHECKLIST



- Do the Development Manager and Volunteer Manager work closely on a joint strategy to cultivate the hybrid “Donor-Volunteers?”

- Whose responsibility is it to meet with volunteers and explain how the work is connected with the mission or how their time is appreciated?

- Does the Executive Director personally thank volunteers?

THE CHECKLIST



- Does your volunteer manager know when their volunteer gives financially?

- Does your org always include volunteer hours in grants? Or only included when asked for it? Doesn't it show the well-rounded view of your org?

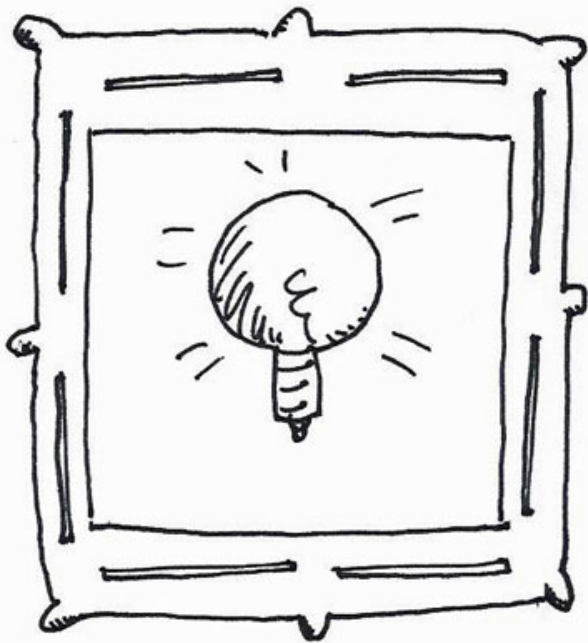
- What is the 'thank you' process for a donor? Is it the same for a volunteer?

THE CHECKLIST



- Does your org intake volunteers the same way they do donors? i.e. how did you hear about us today?
- Whose responsibility is it to meet with volunteers and explain how the work is connected with the mission or how their time is appreciated?
- Does your org ask long-standing volunteers for their strategic input? Does your org solicit advice from volunteers? Volunteers are **invested** in your organization, so why not?

REFRAME YOUR ORG'S THINKING



There is no limitation on how or what a volunteer can contribute to your organization.

Your internal strategy & external treatment of volunteer cultivation, management and retention should be the same (or very similar) to your donor strategy.

The Executive Director sets your org's direction on this REFRAMED way of thinking.

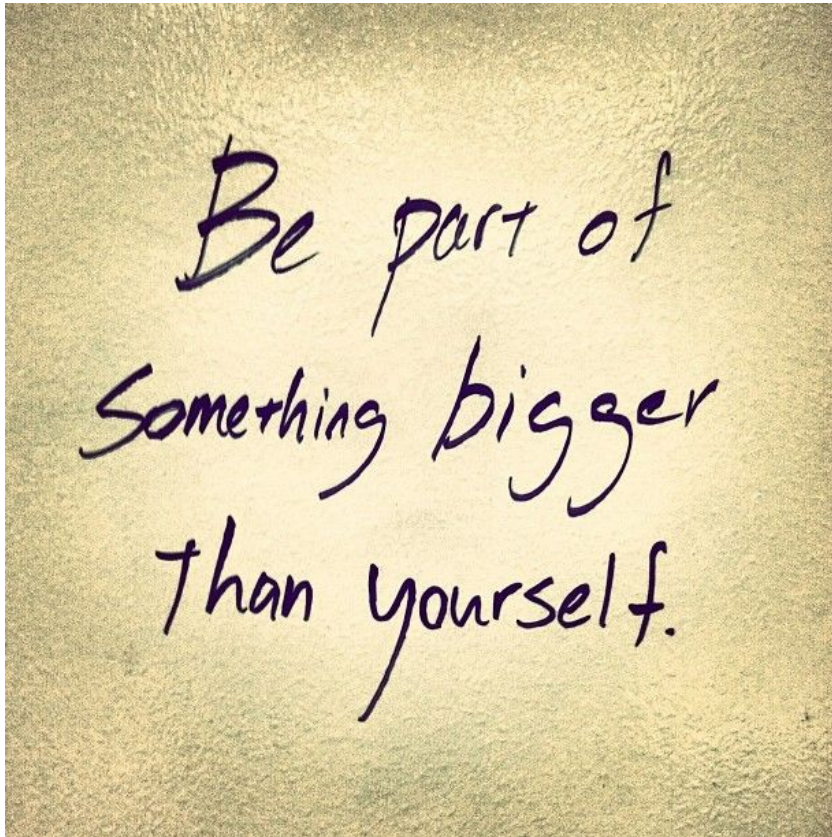
A volunteer is a donor and vice versa – **BOTH ARE INVESTED STAKEHOLDERS** in your organization

GIVING DUPAGE – 365 IMPACT



- ▶ **Volunteer Portal** – online volunteering resource 800+ local volunteer needs
- ▶ **DuPage Human Race** – 5K Fundraiser for 60+ local charities & May 2020 plans for a Giving Day
- ▶ **Annual Giving Guide** – a volunteer resource publication produced in partnership with the Daily Herald published every September
- ▶ **Volapalooza** – recognition & celebration of 200+ volunteers countywide
- ▶ **Executive Director Network** – quarterly leadership training for nonprofit executive directors to share best practices/common challenges & networking
- ▶ **Board Match Program** – recruit, match, place & train for nonprofit board service
- ▶ **NIU Civic Leadership Academy** – NIU nonprofit courses offered at a discounted rate
- ▶ **Training Workshop/Conference** – training seminars & conference to support ongoing capacity building resources

THANK YOU!



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