

**MAVA
2018**

Volunteer Value: Beyond the Independent Sector Rate

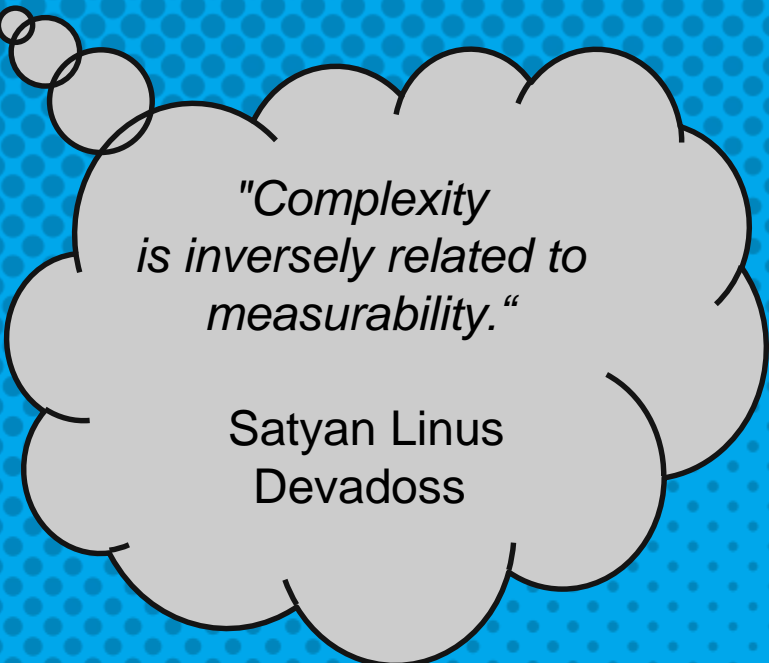
By: Sue Carter Kahl

Welcome!

- * Introductions
- * Volunteer value research – What?
- * Lessons learned – So what?
- * Implications & application – Now what?

Usual Suspects





*"Complexity
is inversely related to
measurability."*

Satyan Linus
Devadoss



Volunteer Value

Volunteer Value

- # of clients served
- # or type of programs delivered
- # of program sites/neighborhoods served
- # FTEs that volunteers represent
- \$ or in-kind gifts raised by volunteers
- \$ or in-kind gifts donated by volunteers
- Level of client satisfaction
- Partnerships created
- Policies/legislation advanced
- # of volunteers led
- # staff trained or coached
- Extent to which volunteers represent the community
- # of people referred to organization by volunteers (donors, volunteers, participants)
- # of volunteer groups that serve again or donate

Understand why
people think the
way they do
about a topic





Execs

Funders

**What were
they thinking?**

**Leaders of
Volunteers**

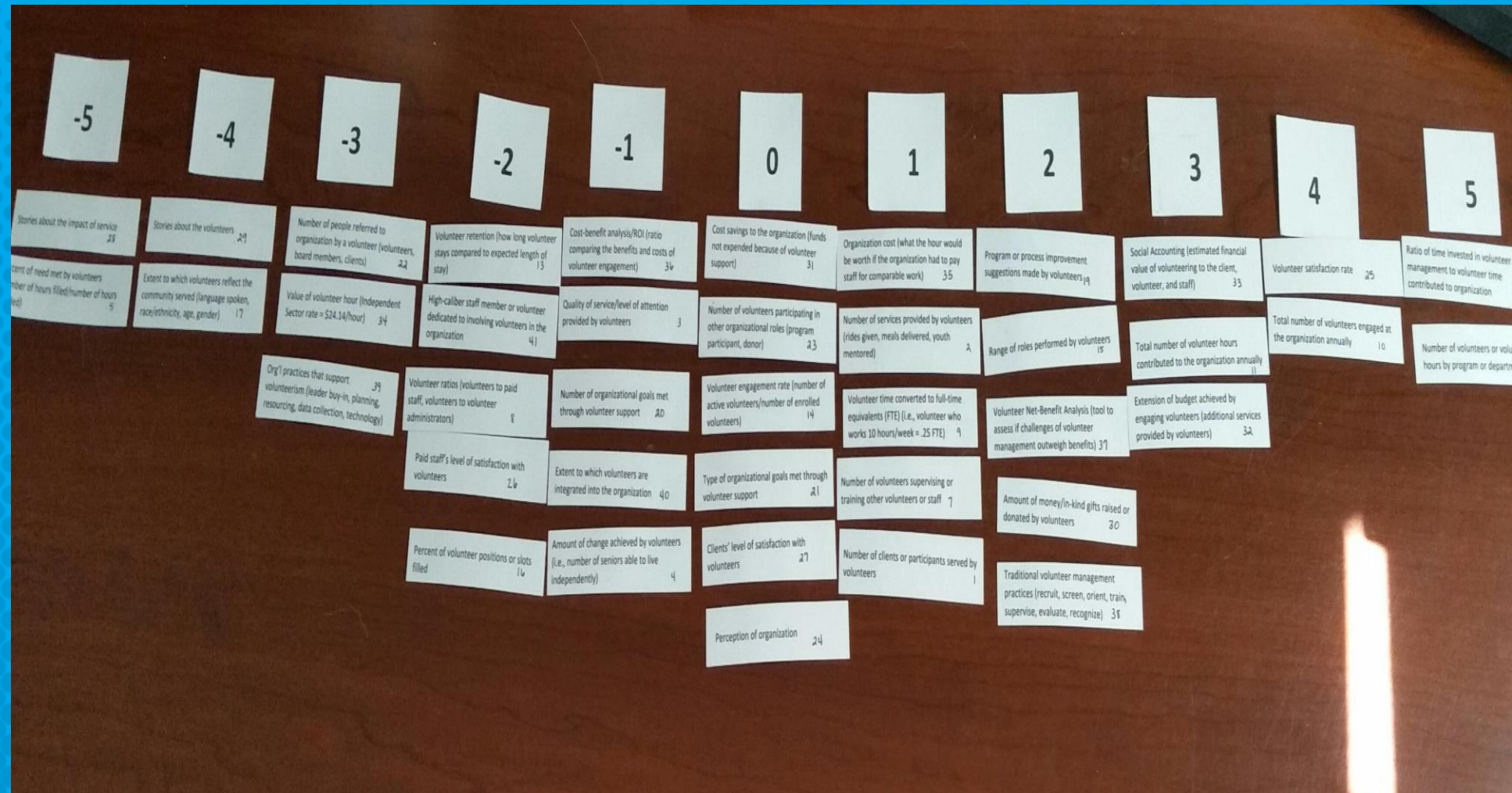
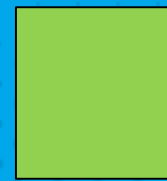
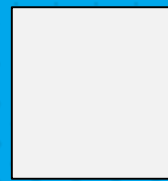
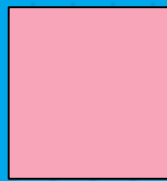
**Volunteer
Value**

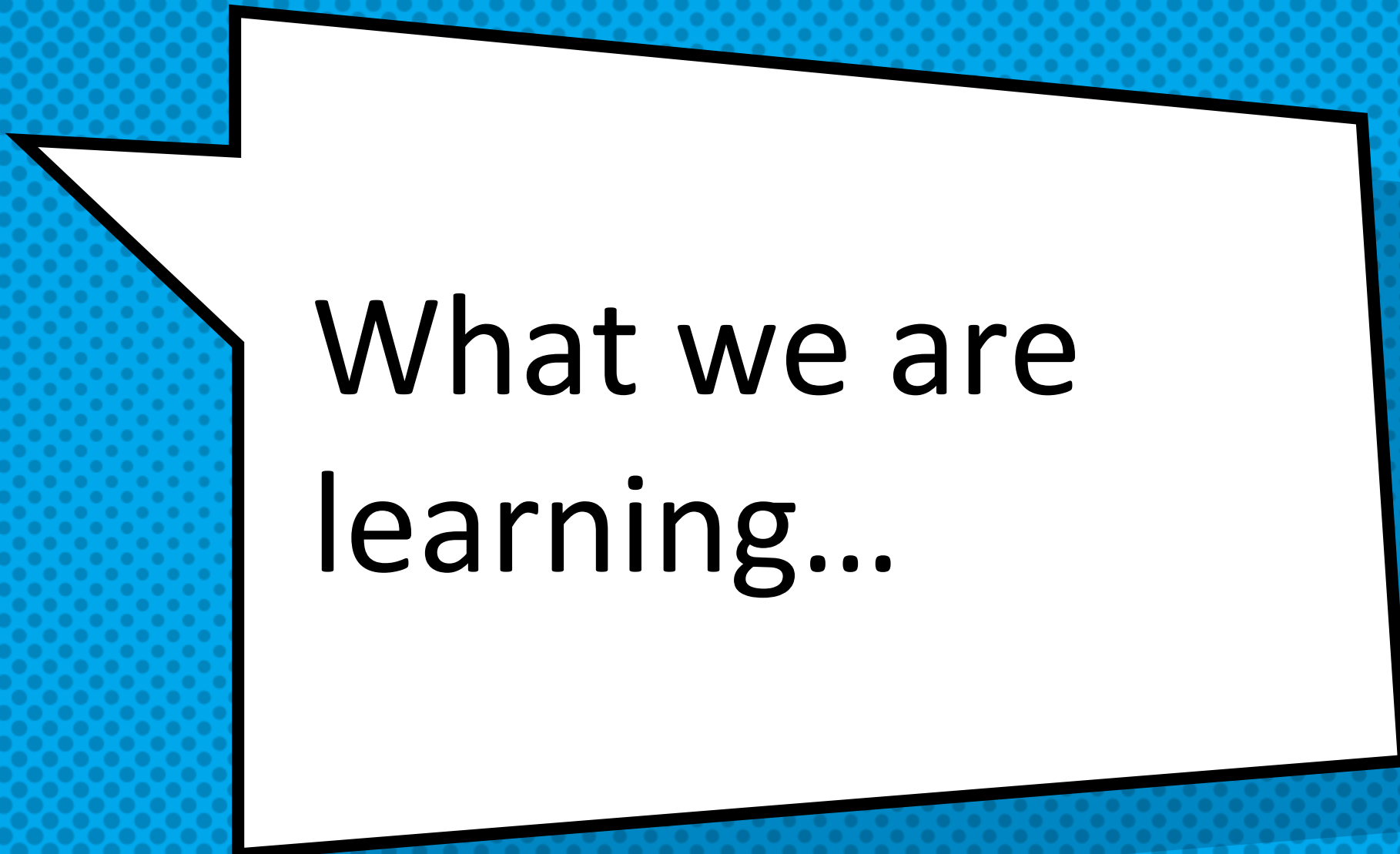
- * Based on your role working in an organization that engages volunteers, which of the following items are meaningful and relevant measures of volunteer value?

Disagree

Neutral

Agree





What we are
learning...

Findings – Preferences for Industry Standards

Factor	# volunteers	# hours	\$ value
1	-5	-2	-4
2			
3a			
3b			

Range: -5 to +5

Findings – Preferences for Industry Standards

Factor	# volunteers	# hours	\$ value
1	-5	-2	-4
2	+2	+1	0
3a			
3b			

Range: -5 to +5

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Range: -5 to +5


Findings – Preferences for Industry Standards

Factor	# volunteers	# hours	\$ value
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2	+2	+1	0
3a	+1	+2	-3
3b	+2	+3	0

Range: -5 to +5

**Explain what
these mean
in your
org'n.
Collect &
share other
info.**

The usual suspects matter
(volunteer #s, hours, \$ rate)...
but not exclusively and
not without caution.



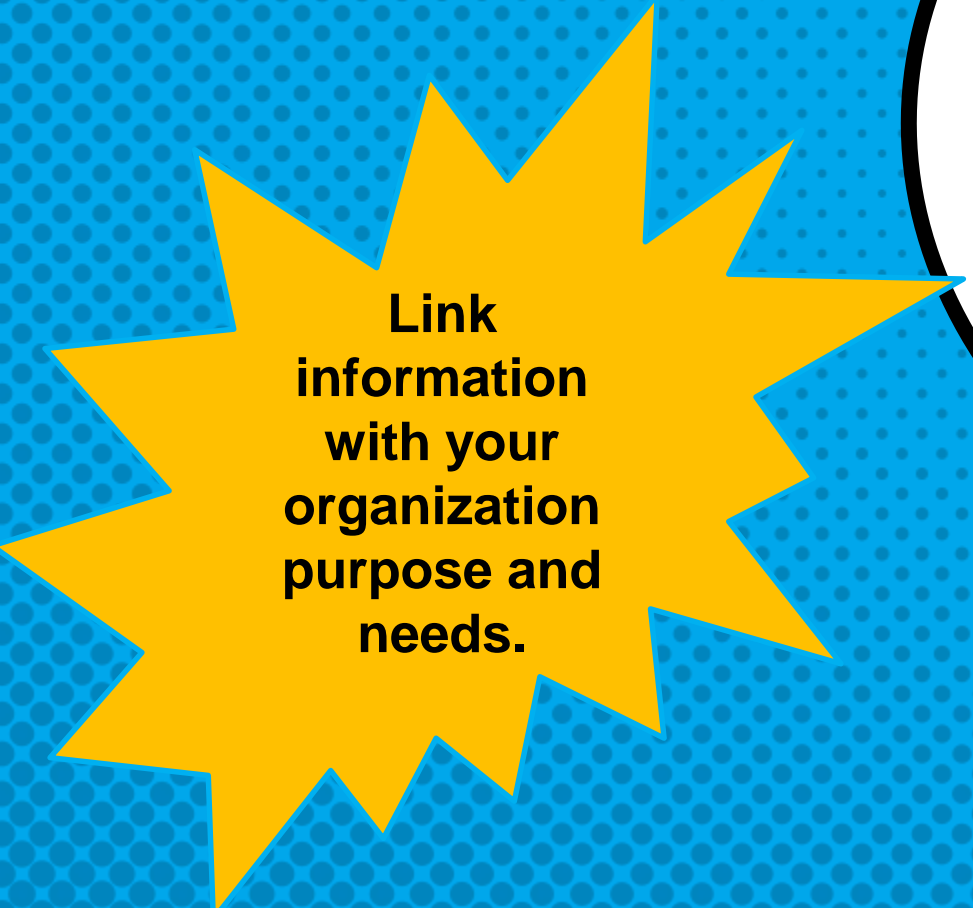
There are patterns in how
people value volunteer
contributions...
but not by audience.



**Ask
questions
about what
info matters
to others.**



Context matters.



**Link
information
with your
organization
purpose and
needs.**

Hmm....

#

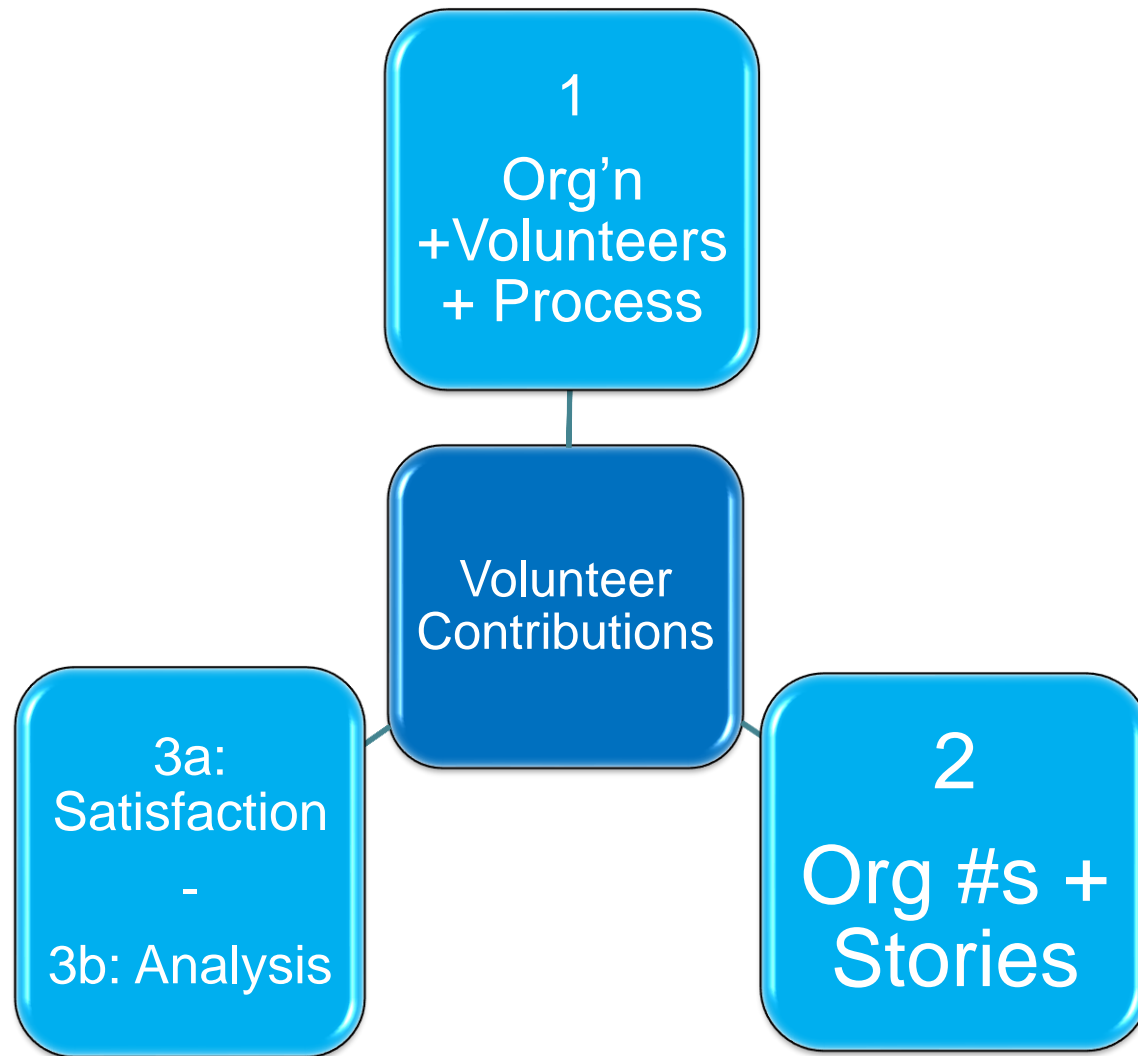
\$

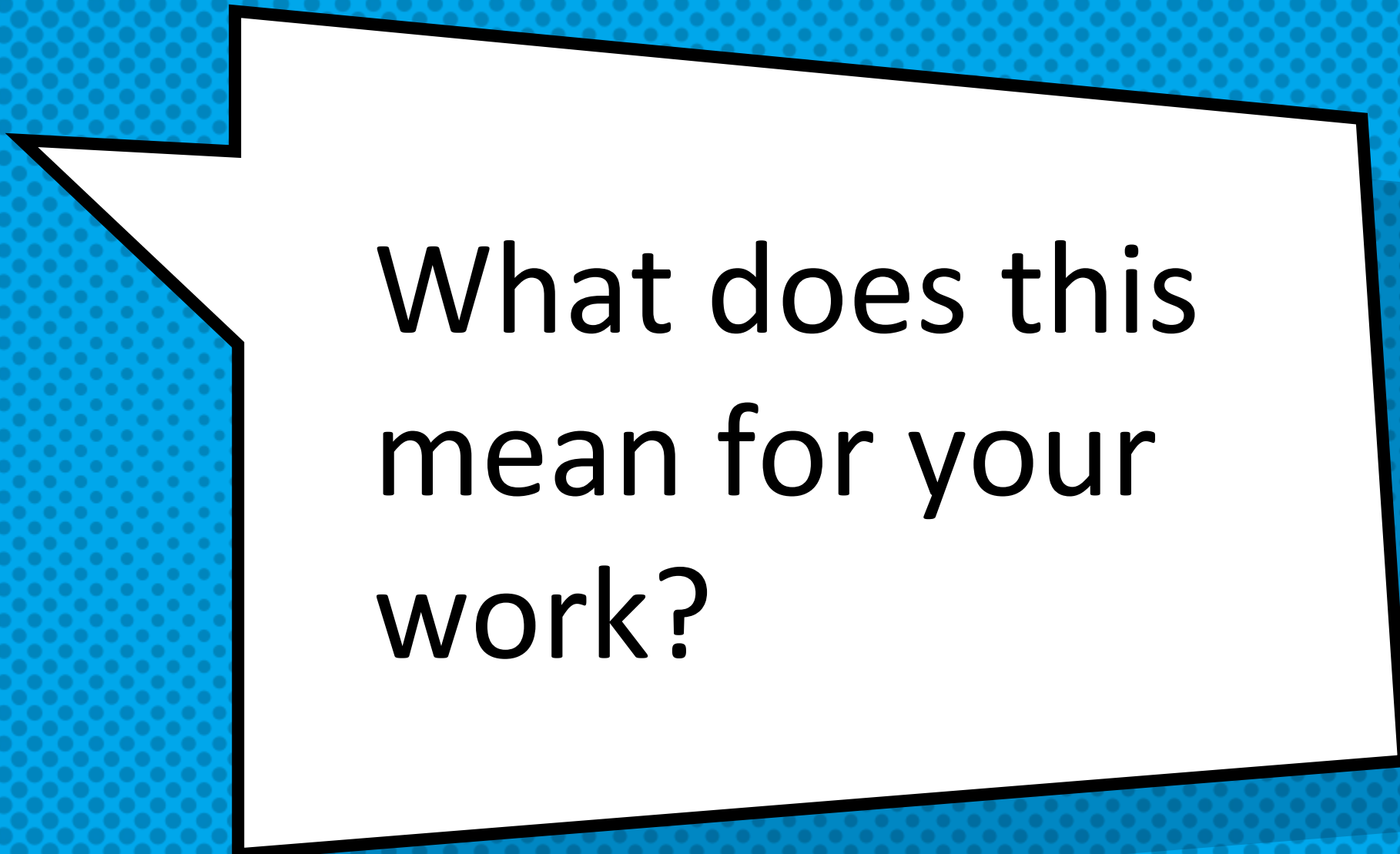




What else?

Approaches to Volunteer Value



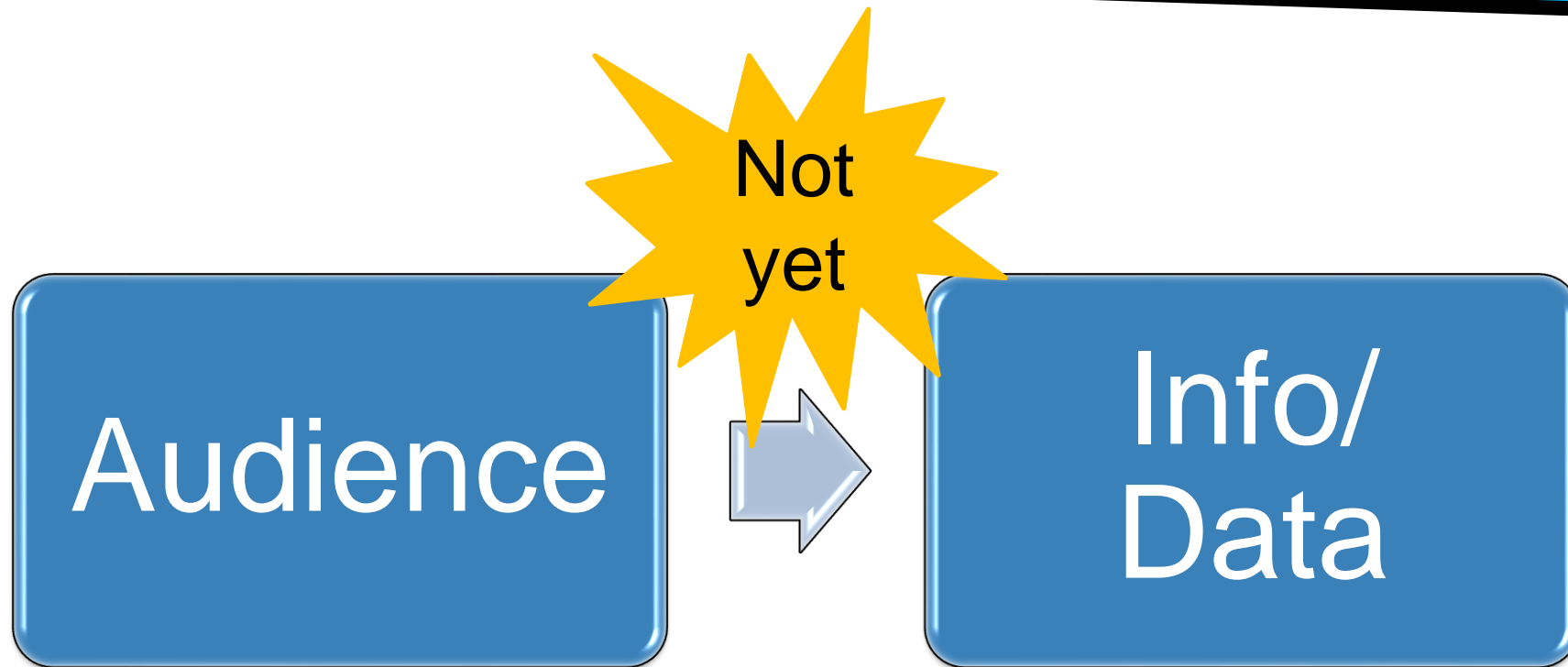


What does this
mean for your
work?

Information/
Data

Not
yet

Volunteer Engagement – By the Data



Volunteer Engagement – By Audience

*Start
here*



Volunteer Engagement – On Purpose

The image features a solid blue background with a fine, repeating dot pattern. In the center is a white, multi-pointed starburst or sunburst shape. The word "Purpose" is written in a black, sans-serif font, centered within the white starburst.

Purpose



Audience

Hmm...I
wonder how
to capture
that...

Impact - What to track

Getting
creative



Reflection

- × A-ha's and insights
- × Next steps for Monday morning



THANK YOU!

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