volaby

Webinar Series:

Increase engagement with your volunteers using technology

From the good folks who bought you

OrangeSky
Australia

Meet the Presenters !

Nic Marchesi

Co-founder of Orange Sky Australia

Alex Urquhart

Head of Volaby Partnerships

What is Volunteer Engagement

Nic:

- What does Volunteer Engagement mean to you?

- Is it important? If so, why?

- What are some examples of this that you have seen?

- How does Volunteering engagement effect other areas of the organisation?

Understanding the Challenge first!

Before technology will be of any use to us - **_we need to understand the problem we want it to solve…_**
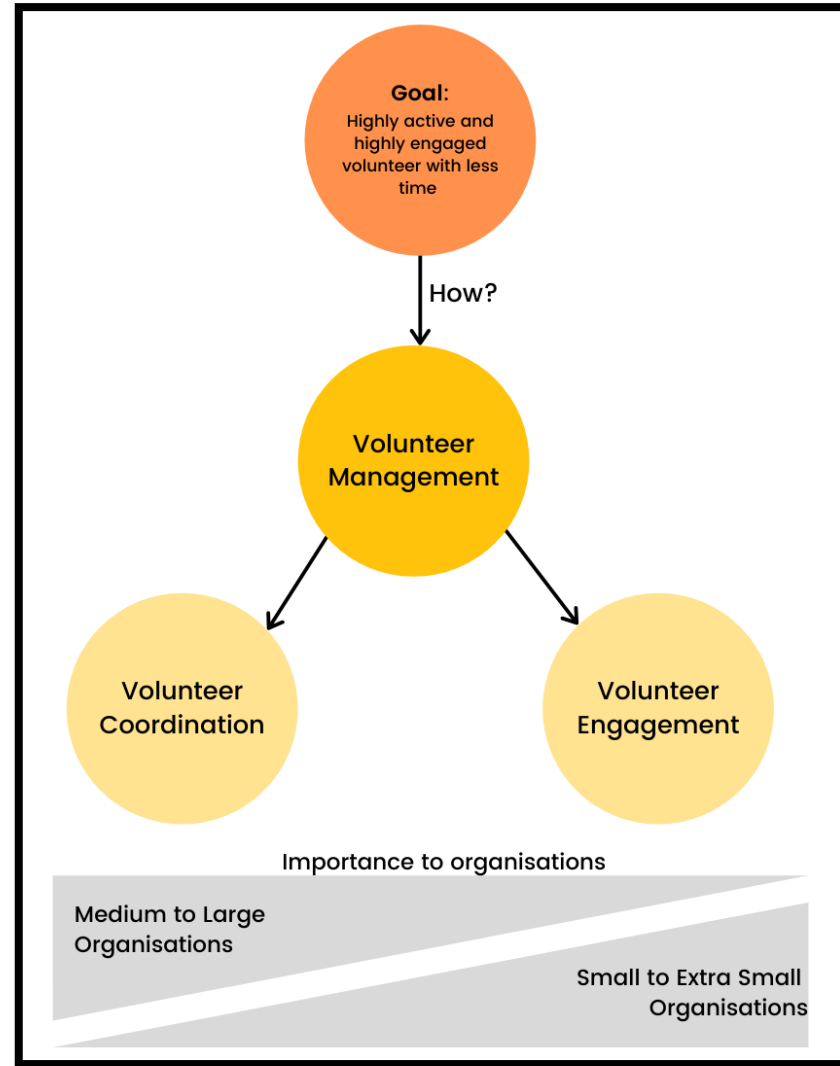
> I need volunteers to help achieve my mission/community goal. And although I love and care deeply for my volunteers, it is extremely time consuming and frustrating to manage them - as (due to external commitments) 90% of them can a times be unreliable and non-committal to the their volunteering duties (typically, because for most volunteers, this is their 3rd or 4th priority in life – e.g. family, work, school, etc.). Without highly engaged and highly active volunteers, I cannot achieve my mission, and thus cannot continue to run my organisation.

What does this mean?

Management vs. Engagement vs. Coordination

Goal: Highly active and highly engaged volunteer with less time

How?

Volunteer Management

Volunteer Coordination

Volunteer Engagement

Importance to organisations

Medium to Large Organisations

Small to Extra Small Organisations

Key Feedback

Coordination can be automated easier (i.e. tech)

Engagement can be complex and difficult to automate

Both are important and rely on each other to be effective

Art vs. Science

How does Orange Sky Manage Vollies?

Nic:

- How does Orange Sky work with Volunteers?

- What does their current process look like with Volunteers:
    - Onboarding?
    - Operations and management?

- How does OSA foster quality engage with Volunteers?

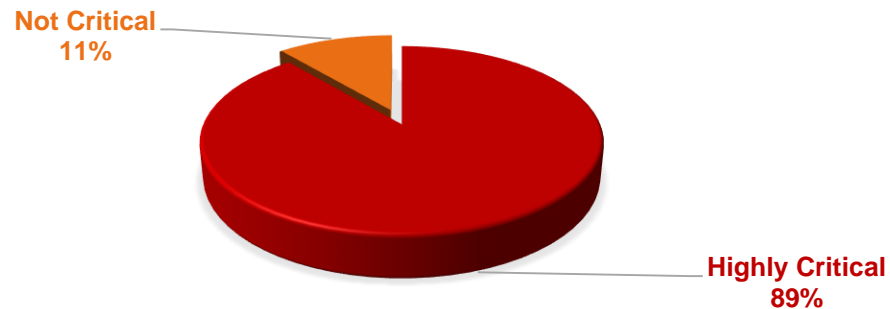- How does OSA use Tech in this space?

Understanding the Process - what are other people saying?

How much of your operations are focused on volunteering?

Focused outside of Volunteering
54%

Focused on Volunteering
46%
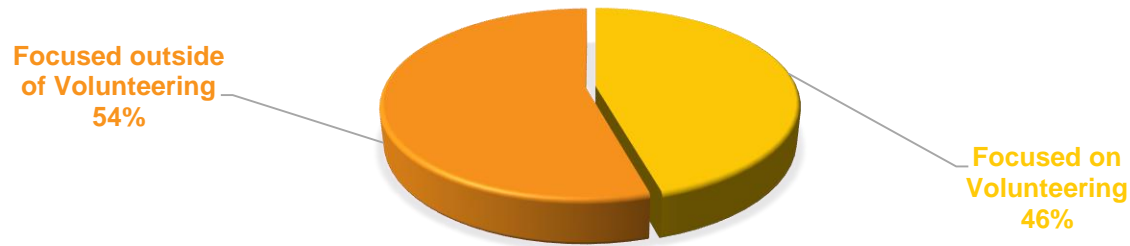
How critical are volunteers to your operations?

Not Critical
11%

Highly Critical
89%

Key take-ways:

- Volunteering is extremely critical, but we have competing needs! (fundraising, public awareness/campaigns, admin)
- Need to prioritise highly critical components of our operations, whilst rationing our resources
- The ability to do more with less is the purpose of technology, but it needs to be done right.

Understanding the Process - what are other people saying? (continued)

7.3 hours per week

Time spent engaging with volunteers per week

90% Of organisations engage via **phone calls**

80% Of organisations engage via **emails**

50% Of organisations engage via **SMS/WhatsApp/Facebook/etc.**

Key take-ways:

- This is almost 1 day of full time work
- All organisations use multiple platforms to engage
- Majority of this is manual handling, or repetitive admin work

Understanding the Process - what are other people saying? (continued)

Regarding your volunteer engagement, what do you want to spend less time on?

Admin

Trying to find replacements for shifts not covered

Rostering

Recruitment

Understanding the Process - what are other people saying? (continued)

If you could spend less time on these aspects – what would that mean instead?
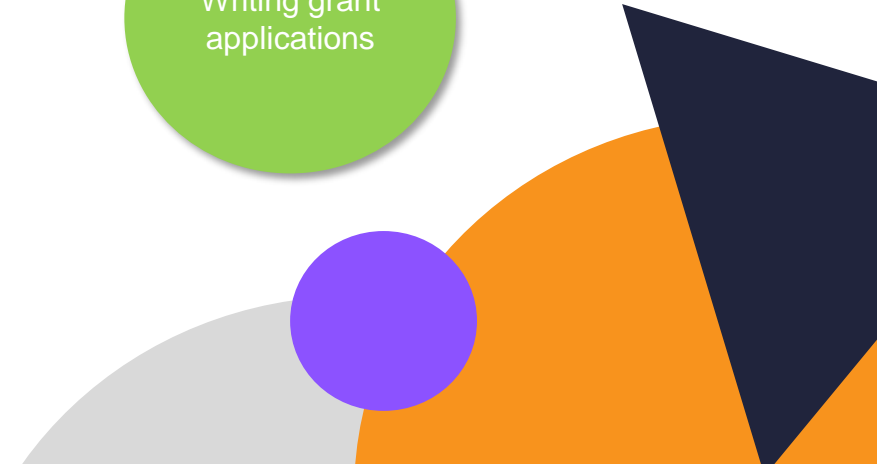
More time on the cause (helping people)

Participating in more events / areas of the organisation

The nice parts of volunteer programs like engagement, support, recognition etc.

Writing grant applications

Growth

Volunteer Engagement with Technology
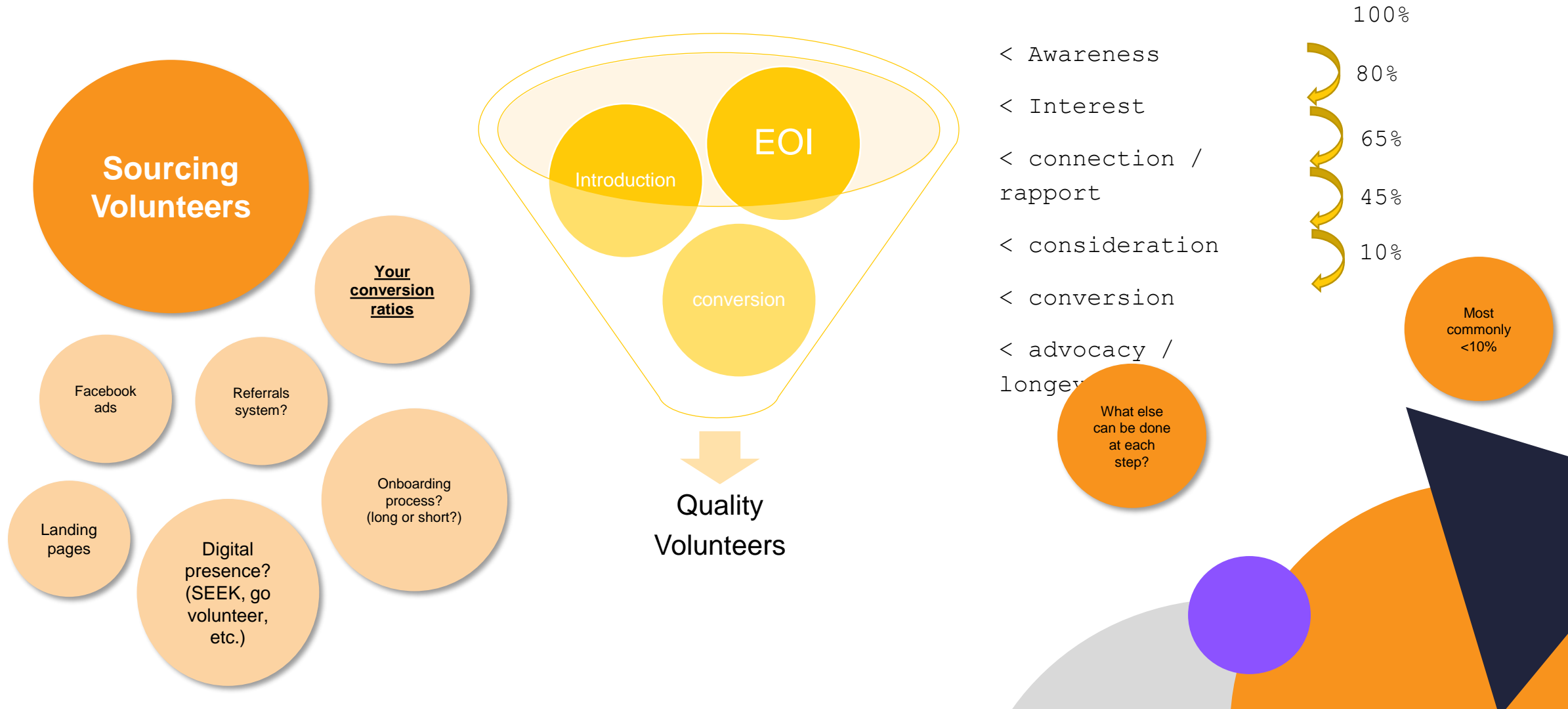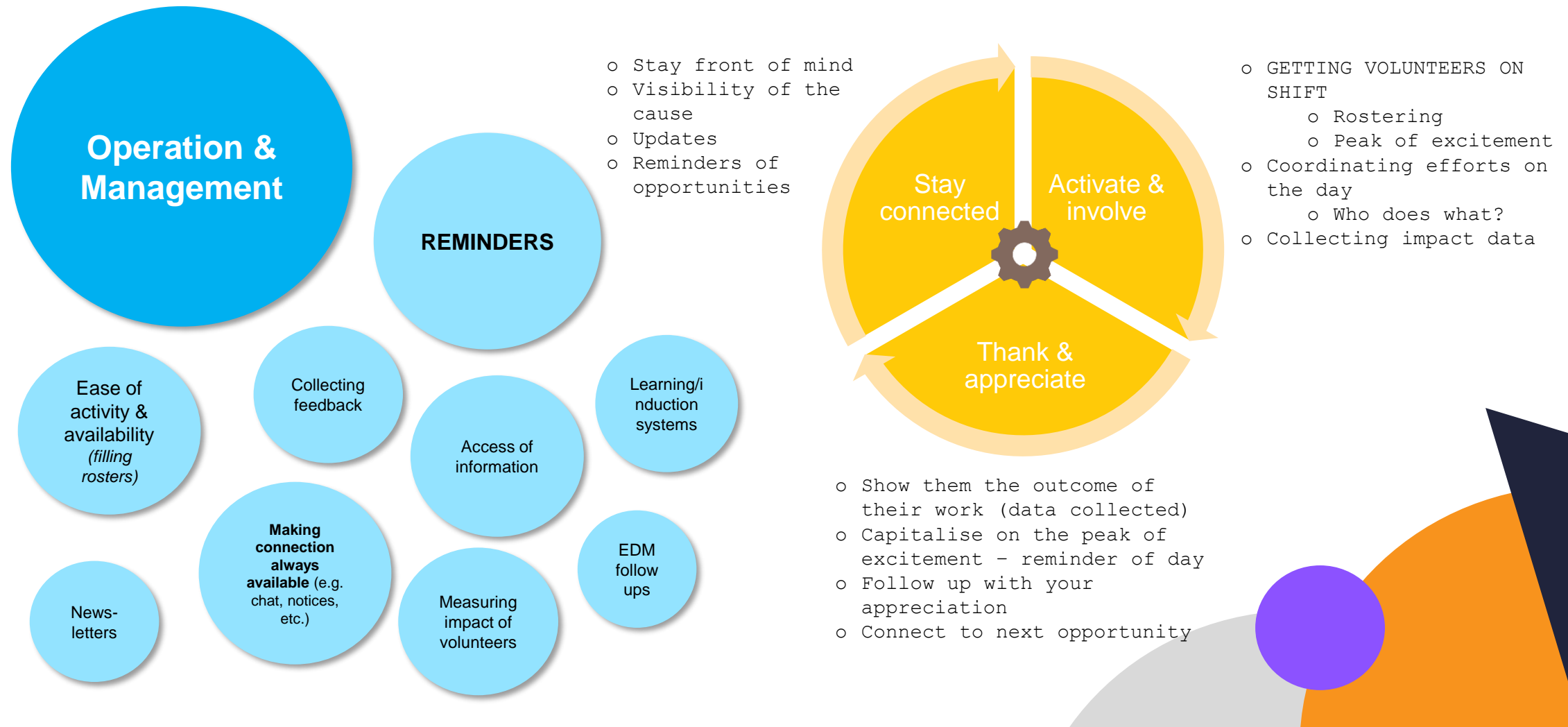
- What are the advantages of using Tech with Volunteers

- What are the disadvantages or mistakes made with technology in volunteer management?
  - Not focusing on the challenge/process first!
  - Expectations of tech

- What are the common challenges with tech in our industry?

- Tech usually means more efficiency – what does efficiency mean in the volunteering sector?
  - Examples?

What does technology look like in the volunteering world?

Sourcing Volunteers

Your conversion ratios

Facebook ads

Referrals system?

Onboarding process? (long or short?)

Landing pages

Digital presence? (SEEK, go volunteer, etc.)

Introduction

EOI

conversion

Quality Volunteers

100%

< Awareness

80%

< Interest

65%

< connection / rapport

45%

< consideration

10%

< conversion

< advocacy / longev

Most commonly <10%

What else can be done at each step?

What does technology look like in the volunteering world? (continued)

Operation & Management

REMINDERS

Ease of activity & availability *(filling rosters)*

Collecting feedback

Access of information

Learning/induction systems

News-letters

Making connection always available (e.g. chat, notices, etc.)

Measuring impact of volunteers

EDM follow ups

o Stay front of mind
o Visibility of the cause
o Updates
o Reminders of opportunities

Stay connected

Activate & involve

Thank & appreciate

o GETTING VOLUNTEERS ON SHIFT
   o Rostering
   o Peak of excitement
o Coordinating efforts on the day
   o Who does what?
o Collecting impact data

o Show them the outcome of their work (data collected)
o Capitalise on the peak of excitement – reminder of day
o Follow up with your appreciation
o Connect to next opportunity

What does technology look like in the volunteering world? **(continued)**

What have you found your volunteers respond and engage really well to?

Recognition

Letting them have a say in our progress

Engaging with people and understanding the **impact of their outcomes**

Seeing the outcomes of their work

Quality engagement time

Upskilling - giving them something in return

What does technology look like in the volunteering world? (continued)

What are some amazing ideas regarding volunteer engagement we can learn from?

Showing Volunteers their impact *(both qualitive and quantitative)*

Value exchange of skill recognition (e.g. for LinkedIn)

Living the culture

Making opportunities highly accessible

Group excursions / educational activities

Fostering connections between volunteers

Staying front of mind
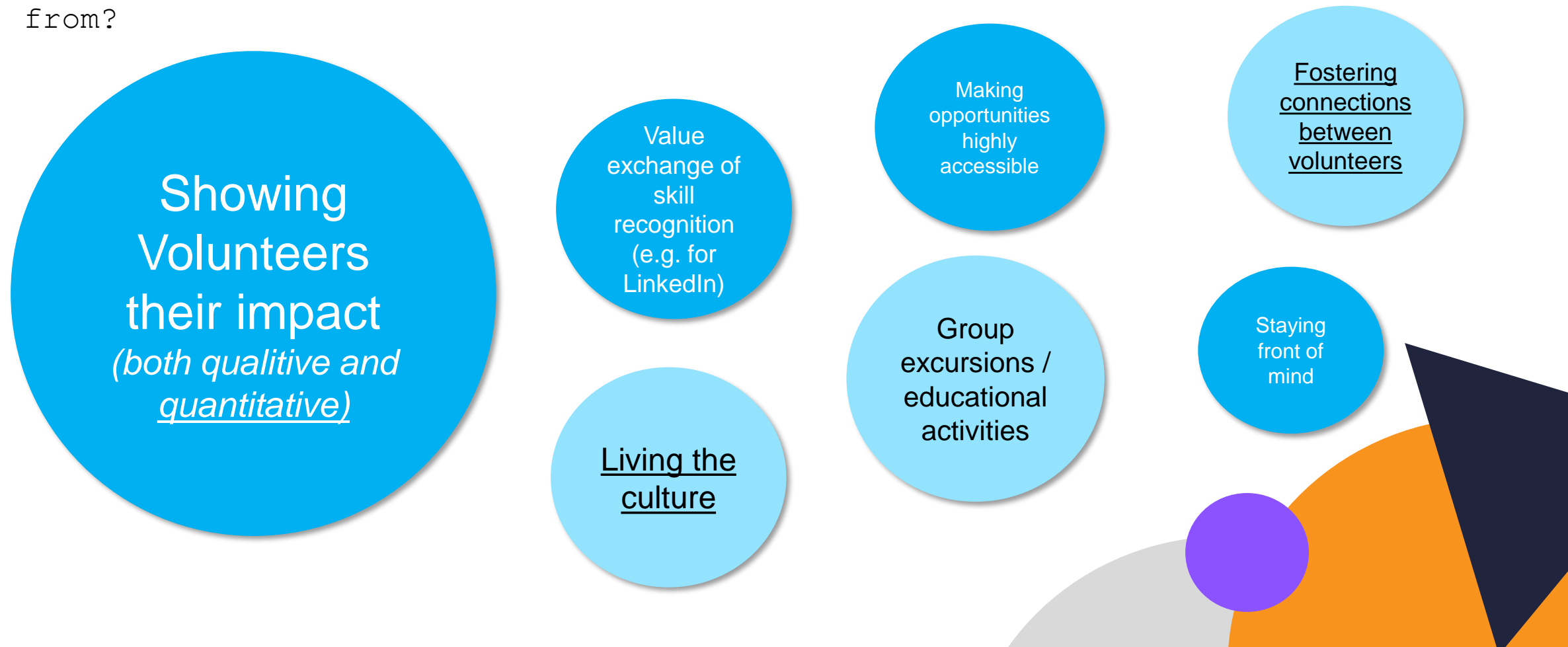
What does technology look like in the volunteering world? (continued)

What would it mean to have the right tech and an improved volunteering process?

Continuity: someone else could do it if I was away

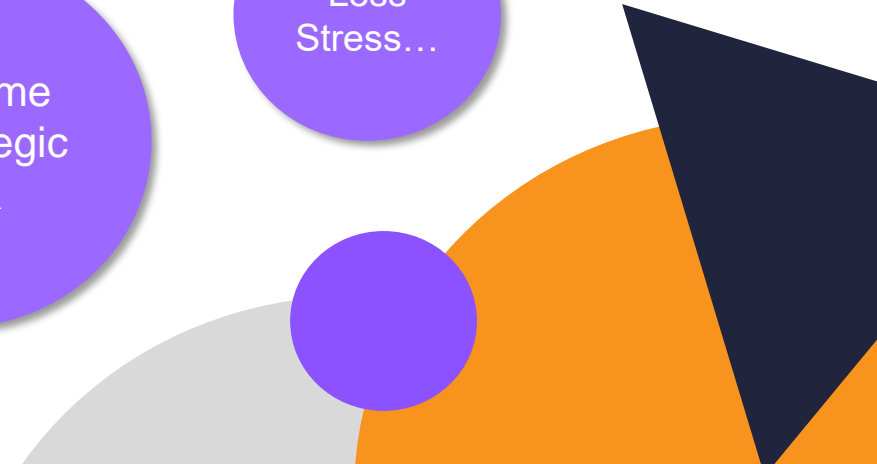I would have more time to engage and grow new volunteers

All the info in one place for **the Annual Report**

More personal fulfilment outside of basic admin duties

Allow us to work on the organisation, not in the organisation

More time for strategic work

Less Stress…

What is some advice with Tech in Volunteering?

- What is your advice for people who are considering tech for their volunteers?
  - Avoidances?
  - Important points to consider?
- What is something organisations can start doing today?
- Can tech ever 'trump' personal engagement?
- Cost constraints is by far the biggest topic we hear back from organisations – what is your advice for people in this scenario who what to do more with less?
  - Investment in efficiency? Is it worth it?

Volunteer Tech in 2021

- Where are the trends in the market heading in 2021?

- What can we learn from other industries, and adapt to the Volunteering world?
  - Students/events/sales?

- Another common challenge our industry is facing right now is the recovery of volunteering post Covid – how does tech play a part in this?
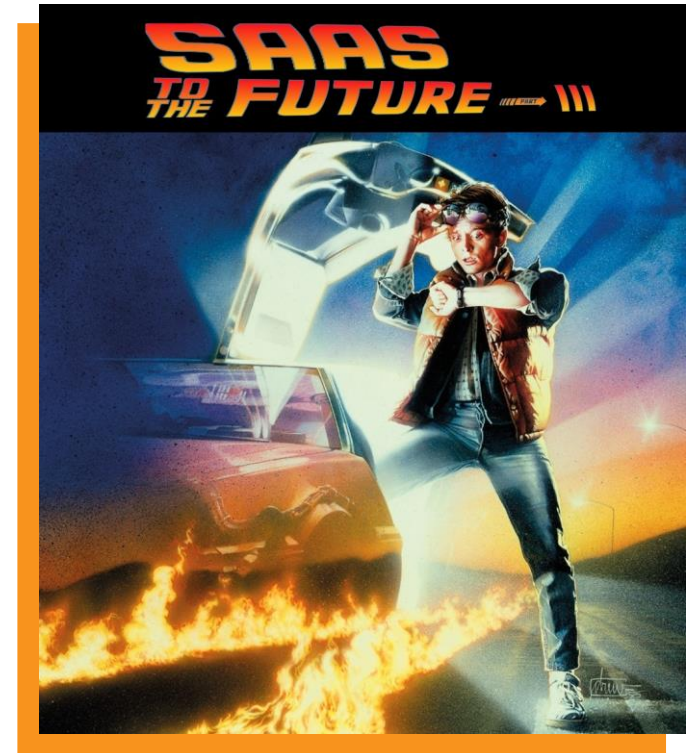
Thanks for Listening!

Feel free to reach out if you
would like to know more

Email: info@volaby.org
Or out website at: https://volaby.org/