This Year's Volunteer Retention State Rankings
This year's rankings are based on pooled data from the last 3-4 years.

<table>
<thead>
<tr>
<th>RANK</th>
<th>STATE</th>
<th>2015</th>
<th>View More</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vermont</td>
<td>75.8%</td>
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<tr>
<td>2</td>
<td>Utah</td>
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<td>3</td>
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<td>Arkansas</td>
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<tr>
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</table>
Thanks for joining me today!

- Greetings from Sonoma Wine Country!
- I help nonprofits with grant writing, planning, and board/staff development.
- I’m best-known to AFP audiences as the founder & facilitator of the Faculty Training Academy.
- And I’m passionate about loving your volunteers!
What you’ll learn today

- Why volunteers stop volunteering
- Who is likely to continue volunteering
- How to improve your retention through incentives and better volunteer management
- Ways to love and keep your volunteers
- Tips for better recruiting

How to get the most from this webinar

1. When I ask for responses, please type them in the chat box. Here’s your cue to respond in the chat box:

2. Type your questions at any time in the chat box.

3. Opportunity at the end to ask questions and make comments.
Volunteering is increasing in Australia

- In 1995, 24% of Australians volunteered
- In 2010, 36% of Australians volunteered
- The number of volunteers doubled between 1995 and 2010

Volunteering Australia, April 2015

Volunteering is declining in Canada

- In 2007, 46% of Canadians volunteered
- In 2010, 47% of Canadians volunteered
- In 2013, 44% of Canadians volunteered
- The biggest decline between 2010 and 2013 was among people ages 35-44 (fell by 6%)

Statistics Canada, January 2015
Volunteering is a core American value

Despite the fact that many people will tell you that volunteering is a core American value, **only 1 in 4 Americans volunteer today.**

Volunteering is at a 12-year low in the U.S.

- In 2003, close to 29% of Americans volunteered
- Today, only 25.4% of Americans volunteer

Who is not volunteering?

- Education is the single best predictor of volunteering…BUT…the volunteer rate for bachelor degree holders is falling.
  - 2009: 42.8%
  - 2015: 38.8%

Why are the numbers of volunteers declining?

- Why do you believe the number of volunteers is declining?
- Please type your responses into the chat box.
Why are the numbers of volunteers declining?

Possible explanations include...

• Economic stress
• Regional differences
• Less government funding = fewer volunteer slots
• Amount of single-parent households
• Baby boomers are reaching an age in which their volunteer work is declining
• Young people may not have inherited the volunteer spirit

We need to retain more volunteers each year

On average, about 1 in 3 volunteers who volunteer in one year do not volunteer the next year.
Volunteer retention varies by state

Volunteer Retention Rates by State
(Corporation for National and Community Service, pooled data from 2011-2015)

<table>
<thead>
<tr>
<th>Ranking</th>
<th>State</th>
<th>Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td># 1</td>
<td>Vermont</td>
<td>75.8%</td>
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https://www.nationalservice.gov/vcla/state-rankings-volunteer-retention-rates

WHY DO VOLUNTEERS STOP VOLUNTEERING?
Why do volunteers stop volunteering?

• Why do you believe volunteers stop volunteering?
• Please type your responses into the chat box.
Why do volunteers stop volunteering?

1. Many say they stop because of limited time related to school, work, and involvement in other organizations. **But there’s really more behind that excuse.**

2. The organization didn’t provide clear enough expectations regarding…
   - Role
   - Responsibilities
   - Volunteer schedule
   - Boundaries
   - Expectations

Why do volunteers stop volunteering?

3. They didn’t have a voice in the organization.
4. They felt alone and isolated.
5. They didn’t experience what they thought they would—didn’t get to help people like they thought or staff wasn’t passionate about helping clients.
6. They didn’t receive the ongoing training they needed.
Why do volunteers stop volunteering?

7. Their need for a **positive self-feeling** wasn’t met by the organization—they didn’t feel…
   - Needed
   - Appreciated
   - Directed

8. They weren’t **college graduates**.
   - Retention rate for college graduates is 72.4%.
   - Retention rate for those with a H.S. diploma is 60.2%.
   - Retention rate for those without a H.S. diploma is 50.5%.

Why do volunteers stop volunteering?

9. They were **young**.
Why do volunteers stop volunteering?

10. They were no longer in the labor force.
   - 27.2% of employed persons volunteer.
   - 21.4% of those no longer in the workforce volunteer.

11. They got a full-time job.
   - 31.1% of part-time workers volunteer.
   - 26.3% of full-time workers volunteer.
WHO IS LIKELY TO CONTINUE VOLUNTEERING?

Who is likely to continue volunteering?

• What types of individuals do you believe are likely to continue volunteering?

• Please type your responses into the chat box.
Who is likely to continue volunteering?

- Volunteers for religious organizations have a 70% retention rate.
- Hospital or health-related volunteers have a 60% retention rate.

Who is likely to continue volunteering?

Volunteers who engage in more challenging activities have a higher retention rate than those who provide general labor or transportation.
Volunteers who serve a **substantial amount of time** with your organization are more inclined to stay from year to year.
Identify retention predictors for your organization

- Northern California Girl Scouts partnered with a research firm in 2013 to determine *What are the predictors of volunteer retention?*
  - Collected data from over 1300 current and former volunteers via an online survey.
  - Identified retention predictors—Example: Volunteers who worked with girls transitioning to middle school were at greater risk of leaving (only 21% said they would continue).
How can you predict volunteer retention in your organization?

- What are some methods you can use in your own organization to predict who will stay and who won’t?
- Please type your responses into the chat box.

Improve your retention by providing incentives

In 2014, a survey was conducted among 3,020 randomly selected volunteers in the US to see what incentives would encourage retention. Of those who said incentives would motivate them (41%), here’s what they said:
Improve your retention by providing incentives

Of those 27% of volunteers who favored **convenient scheduling**, here’s what options would best motivate them:

- 34%: Online/mobility sign-up
- 17%: Select job ahead of time
- 11%: Short shifts/drop-in schedule
- 27%: Online orientation/training

Improve your retention by providing incentives

Of those 24% of volunteers who favored **proof of work’s impact**, here’s what proof would best motivate them:

- 42%: Written report about impact
- 20%: Photos showing impact
- 15%: Data/Charts showing impact
- 24%: Testimonial from beneficiary
Improve your retention by providing incentives

Of those 23% of volunteers who favored **professional development opportunities**, here’s what actions would best motivate them:

![Pie chart showing incentives](chart.png)

- 48% Career training/education
- 20% Academic credit
- 20% Reference letter to employer
- 12% Nomination for national award

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Improve your retention by providing incentives

Of those 15% of volunteers who favored **social and networking events**, here’s what methods would best motivate them:

![Pie chart showing incentives](chart.png)

- 25% Casual meetups
- 23% Volunteer appreciation party
- 20% Online networking tools
- 20% Free ticket to annual gala
- 20% Other

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**AFP**

**Association of Fundraising Professionals**

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Improve your retention by providing incentives

Of those 12% of volunteers who preferred **discounts at local businesses**, here’s what business types they would most value:

- Grocery store: 35%
- Restaurant: 15%
- Clothing retailer: 15%
- Hotel: 30%

Improve your retention by understanding what today’s volunteers want

1. Episodic volunteering represents the single most influential shift in the volunteer labor pool over the last decade (Linda Graff).
2. Episodic volunteers want meaningful work with tangible outcomes.
3. They won’t tolerate endless meetings!
4. They want *easy in-easy out* volunteer jobs.
5. They are concerned about safety and litigation.
6. They want more respectful use of their precious time.
Improve your retention through better volunteer management

Proven ways to improve retention

1. Target the *right* people.
2. Place them correctly. Give them options.
3. Define expectations right from the start.
4. Create a personal relationship with each individual.
5. Help volunteers see the big picture.

6. Honor each volunteer’s time commitment.
7. Be organized—prepare for your volunteers.
8. Have the right supplies and resources available.
9. Provide regular supervision and communication.
10. Include volunteers in decision-making.
Improve your retention through better volunteer management

11. Provide orientation, a manual, and ongoing training.
12. Provide opportunities for increasingly more challenging roles.
13. Show them the results that have happened because of their efforts.
14. Be present—be there and available when they’re there.

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Improve your retention through better volunteer management

15. Allocate sufficient funds to support volunteer involvement.
16. Cultivate an organizational climate that is welcoming to volunteers—leadership must embrace it.
17. Although having a paid volunteer coordinator can help you implement these quality volunteer management practices, it doesn't equate to better retention (The Urban Institute, 2004).
Improve your retention through better volunteer management

18. Continually ask for feedback.
19. Protect your volunteers by providing a safe environment, liability coverage and appropriate insurance.
20. Celebrate a job well done.
21. Train paid staff on how to work with volunteers.
22. Have written policies and job descriptions.
23. Show your appreciation!

Improve your retention through better volunteer management

• What are additional ways you can improve retention through better volunteer management?
• Please type your responses into the chat box.
Show ‘em some love!

• Thank them specifically for what they do—verbally and in writing.
• Make them feel good about themselves.
• Give them name badges and logo wear.
• Celebrate birthdays, volunteering anniversaries & other milestones.
• Take photos of their involvement and post on social media.

Show ‘em some love!

• Provide food while they work.
• Give volunteer awards matched to the person.
• Provide small tokens of gratitude—coffee or frozen yogurt gift cards.
• Invite them to a board meeting.
• Wash their car.
• Know their names!
Show ‘em some love!

- *What are creative ways you have shown your volunteers how much you appreciate and love them?*
- *Please type your responses into the chat box.*

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Tips for better recruiting

Back to targeting the right people…

1. Don’t be afraid to approach someone and make *the ask* to volunteer.
2. Engage your current volunteers to help recruit new volunteers.
3. Partner with religious organizations because they maintain a more stable volunteer base than any other type of organization.
**Tips for better recruiting**

4. Use the research about who stays and who doesn’t and recruit more of the demographics of those who will stay.

5. Advertise online with the local paper and volunteer center.

6. Post volunteer applications online.

7. Connect with service clubs and giving circles.

8. Partner with businesses that provide time for employees to volunteer.

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**Any comments or questions?**

- *What questions or comments do you have for me or your fellow webinar participants?*
- *Please type your responses into the chat box.*
Action planning for improved volunteer retention

• What steps will you take to improve your organization’s volunteer retention?

• Please type your responses into the chat box.