

HOW TO BOOST YOUR VOLUNTEER RECRUITMENT BY 60%

Their Story

Sara Bailey* is the Coordinator of Volunteers at a social service agency in St. Louis, Missouri. They offer counseling services, learning behavior diagnostics for children under 18, case management services, school-based services, elder services for aging in place, food pantry, and chaplaincy support.

Their Goal & Challenge

Boost Ongoing Volunteer Recruitment

Sara wanted to use their annual volunteer survey to get the necessary feedback to make the right improvements on their volunteer program. Ultimately, they hoped this would boost ongoing volunteer recruitment.

Our Course

How the Course Gave Her Direction

Our Volunteer Survey for Insight & Impact - The Complete Course trained Sara on how to create and distribute an annual survey that asked the best possible questions and helped her analyze the results to make focused management decisions. From her survey results, she formed an ongoing focus group from her volunteer advisory committee. This group continues to help advise on and guide her program.

How the Weekly Coaching Calls Kept Her Accountable

Through the weekly coaching calls, Sara was able to get advice and support from other volunteer management professionals. She's gleaned best practices for volunteer recruitment and training.

Results

Volunteer Program Results

From the results Sara received from her volunteer survey, her nonprofit got the focused feedback to make changes in their volunteer recruitment practices. As of May 2019, they have already outstripped their previous years of recruitment by 60%! And, they have a 73% retention rate after their initial volunteer training (as compared to 2018's 68% for the entire year).

Professional Results

Because of VolunteerPro resources, Sara is better able to advocate for her volunteers and their needs across her organization's different programs.

Keys to Success

Utilizing the Resources at Hand

Sara takes professional development seriously, so she's utilized VolunteerPro's course to its fullest extent. She came prepared to all the coaching calls with notes and questions, she took a deep dive into the course content and did all the exercises. She left no stone unturned, and has seen great success because of it.

*Name changed for privacy