

The Nexus Between Giving and Volunteering

Why Do Volunteers Matter?

Why Volunteers Matter...

They already support your vision and mission.

How do you leverage their support?



Why Volunteers Matter...

If they support your vision and mission, they can recruit others to your cause.



Why Volunteers Matter...

If they believe in your vision and mission, there is a strong sense of loyalty to you...



Why Volunteers Matter

Volunteers Donate More Money....



Why Volunteers Matter...

Those Who Have Volunteered in the Last 12 Months Donate TEN TIMES More Money...Than Non-Volunteers. www.fidelitycharitable.org



If Volunteers Matter, What are We Doing to Keep Them?

- Showcase Your Volunteers.
- Use Stories to Illustrate Their Impact.
- Photos and Videos are Powerful.
- Mention Them By Name on Social Media.
- Personalized Thank You's.
- Ask The Volunteer to Tell His or Her Story.
- Ask for Feedback and reply or respond to it.
- Make It Easy for Them to Volunteer.
- It's All About the Relationship.

Fidelity Charitable Gift Fund

- Volunteers Gave \$2600; NonVolunteers \$230.
- 67% Report Donating to Organizations Where They Volunteer.
- Volunteers Believe True Philanthropy Is Giving Both Time and Money.
- 6 out of 10 Volunteers Believe Non-Profits Have Become Too Much Like Big Business.

Why volunteers matter...

72% Volunteer to Support a Cause They Care About.

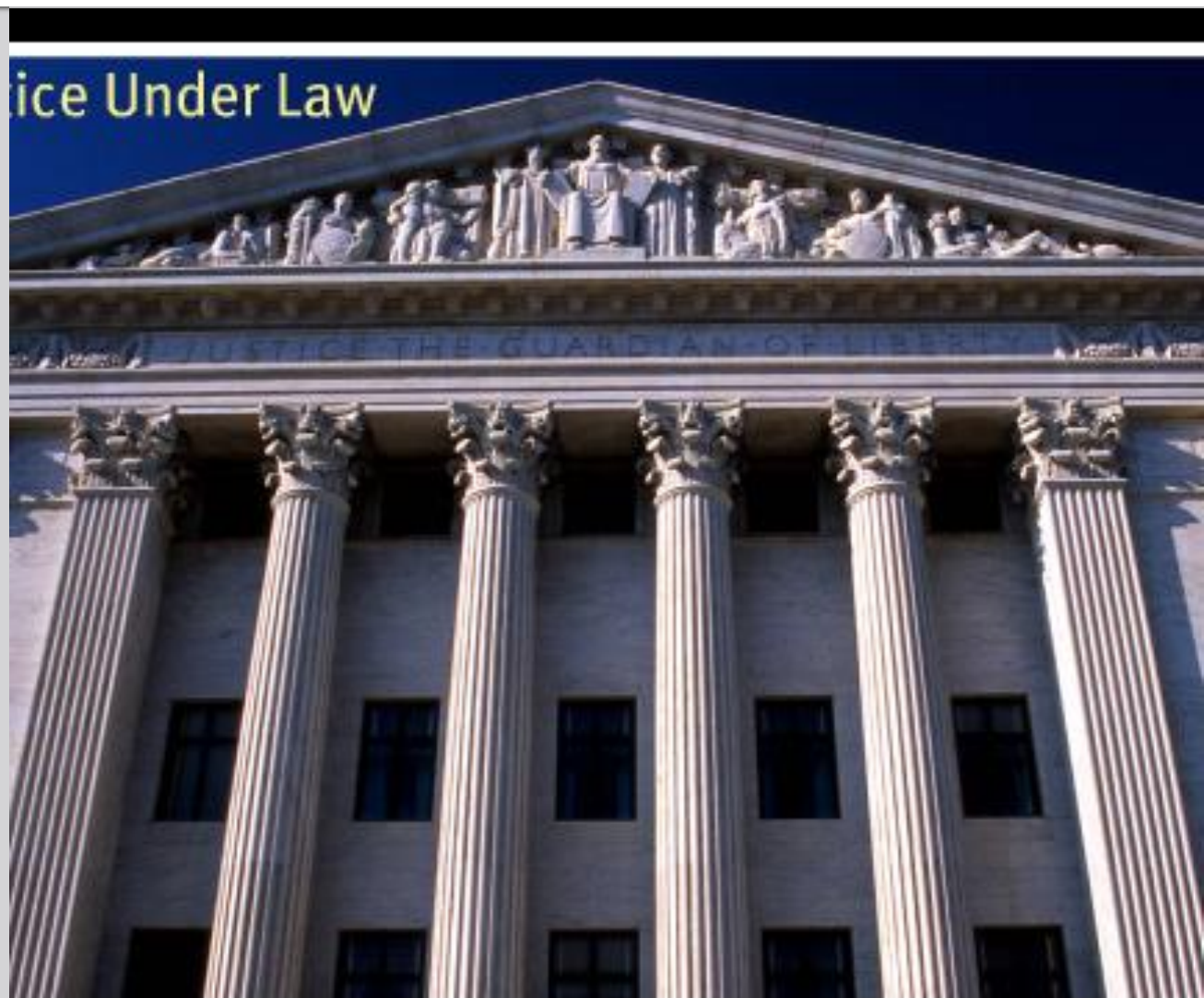
69% Volunteer Because It Is the Right Thing to Do.

54% Volunteer to Meet an Unmet Need.

39% Volunteer to Feel Useful and Needed or be Socially and Mentally Active.

22% Volunteer to Network Professionally.

Justice Under Law



Time vs. Money Effect

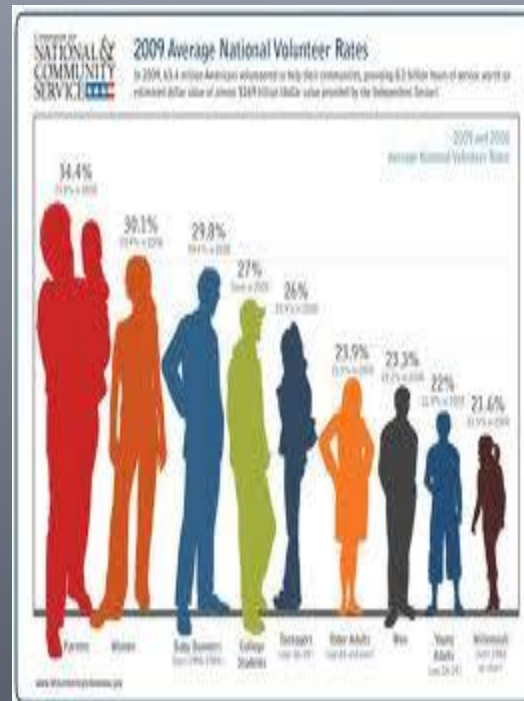
- Attitudes about time and money effect how people view the value of the service or product.
- By engaging people in the product or service, people's attitude about the product or service and its value are enhanced.

The Engagement Ladder

- Start Low Commitment and Build.
- Like Our Facebook page; check out our web site.
- Engagement Strategies increase the number of people involved and encourage them to climb the ladder of engagement.
- Strong Correlation between number of volunteer opportunities you have and number of volunteers you can recruit.

Volunteers Have Needs, Too

People volunteer for many different reasons, at very different stages in their lives.



Volunteers Make the Difference

Engaged Volunteers are Happy Volunteers Who Donate More than Just Time....

