

# Empower your volunteers

with clear goals and powerful metrics

A guide to enhancing your association's volunteer program

Volunteers are vital to the success of your organization. The Independent Sector currently estimates that volunteers save organizations almost \$30 an hour.

Despite the necessity of volunteers, many associations are uncertain of the role volunteers should play and how to measure their success. You can start improving your volunteer program by creating clearer goals and setting success metrics.



## Strategies to improve your volunteer program with success metrics

According to a new ASAE Research Foundation report

**46%**  
of volunteers described their work as "highly effective."

**29%**  
of association staffers agreed.

There is a clear disconnect between how volunteers perceive their role and how association professionals rank their work.



## 10 questions

for leaders to ask about your association's volunteer program

- 1 Why do we utilize volunteers in our organization?
- 2 What purpose does our volunteer program serve?
- 3 Do we use our volunteers to their full potential?
- 4 Could our volunteer program be more beneficial for both our volunteers and organization?
- 5 Why do our members volunteer their time?
- 6 How well do we attract volunteers to our program?
- 7 How well do we retain volunteers in our program?
- 8 Do our volunteers feel adequately trained and oriented to their volunteer role?
- 9 Do our volunteers feel supported in their efforts?
- 10 Do our volunteers feel thanked for their work?



## KPIs to measure

the success of your association's volunteer program

### 1 Number of volunteers

- What is the year-over-year growth of your volunteers?
- What is the retention rate?
- What does your volunteer attendance look like?

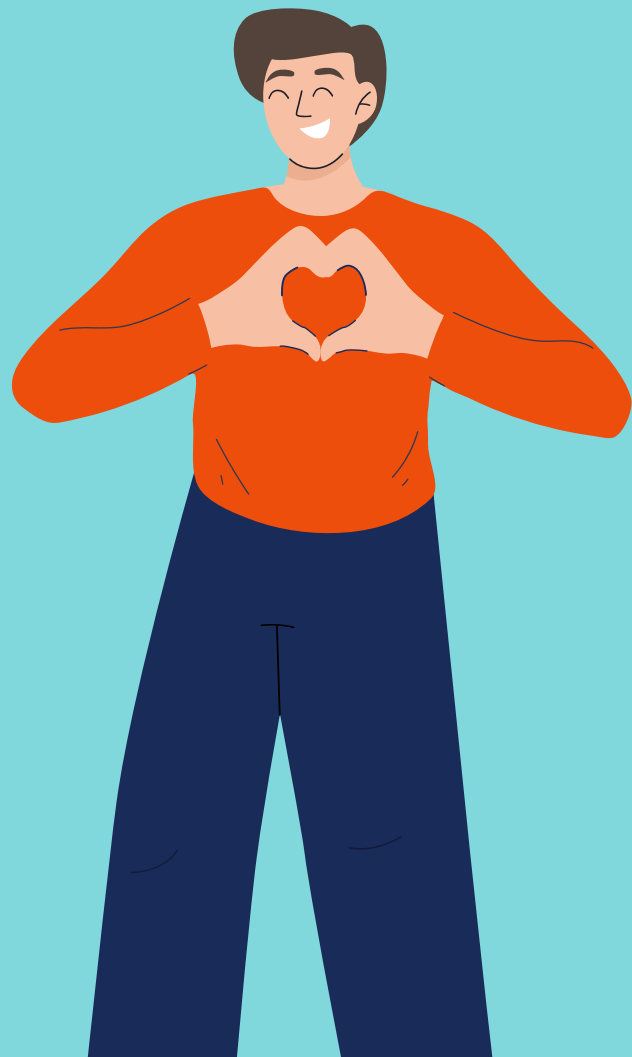


### 2 Time and money saved

- How much time is your volunteer program saving staff?
- Can you quantify how much money your volunteers are saving your organization?

### 3 Volunteer impact

- How many volunteer initiatives did your members begin this year?
- How many total projects did they work on?
- How did your volunteer initiatives positively impact your industry?
- Did any initiatives gain traction on social media or your association's website?



### 4 Engagement with volunteers

- Are you leveraging your online community platform, social media, or email to build your volunteer community and market volunteering opportunities?
- Do your volunteers recommend your program to other members?

## Invest in your volunteer program to enhance your entire organization

Association leaders need volunteers for their entire organization to succeed. Make a positive change at your association by empowering your volunteers and transforming your program.

Discover more tips to accelerate your association's mission and goals with your volunteer program.

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