

Volunteer Engagement

AVSM Conference 2018

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30 October 2018

Agenda Consulting

We are a Research Consultancy which helps not-for-profit organisations measure, develop, and sustain employee and volunteer engagement. We offer:

- Employee and Volunteer Engagement Surveys
- Employee and Volunteer Safeguarding Survey
- Pulse, On-boarding and Exit Surveys
- HR and Volunteer Management Benchmarking Studies
- Annual Pay Award Survey

We work in 4 sectors:

- UK Social Care, UK Third Sector, International NGOs, International Organisations

Menu

1. Volunteer Engagement
2. Volunteer Surveys
3. Volunteer Management Benchmarking
4. Strategic People Conference 2019

1. Volunteer Engagement

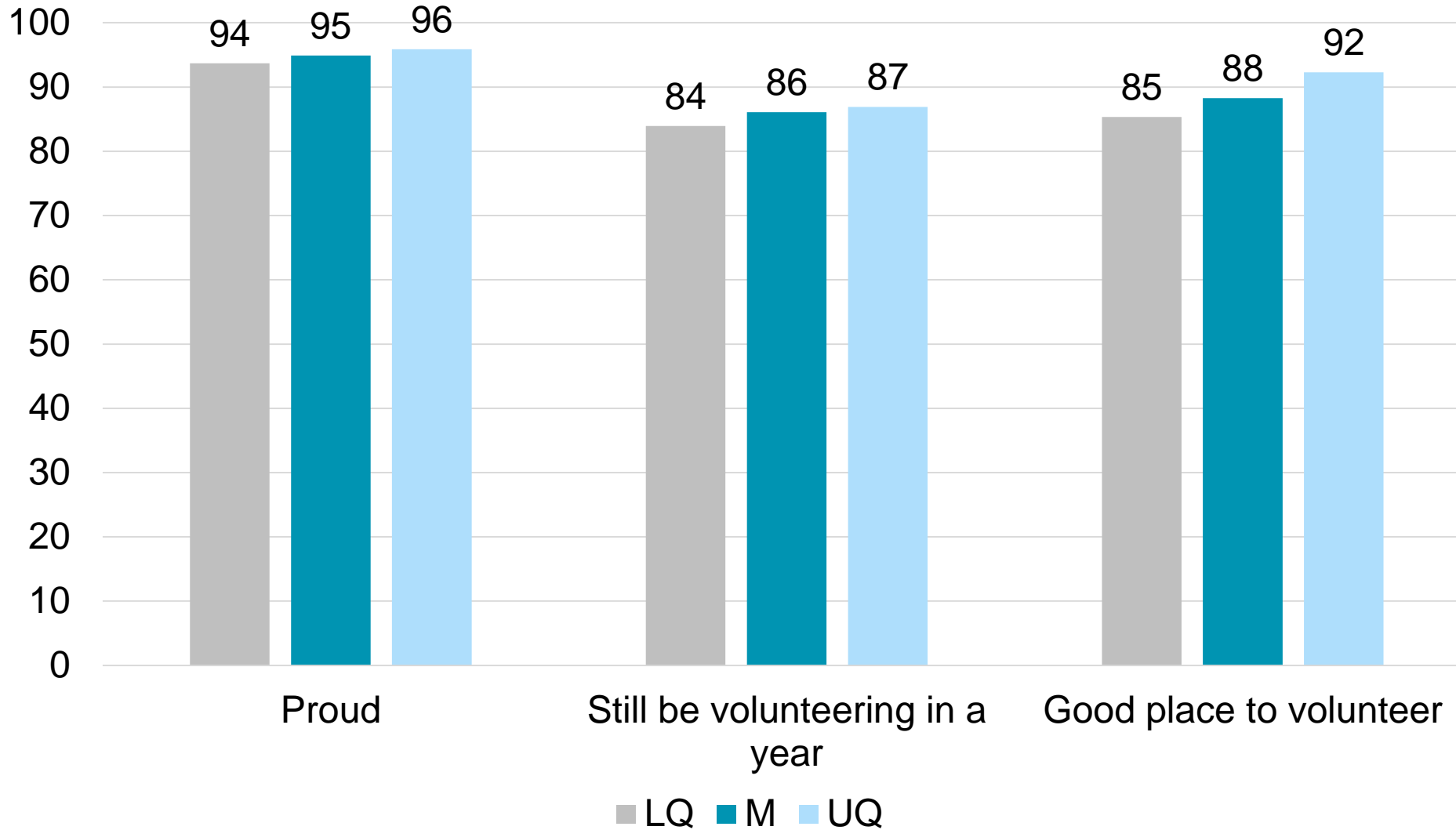
Engagement is when staff and volunteers give of their best each day.

They are committed to their organisation's goals and values, and are motivated to contribute to its success.

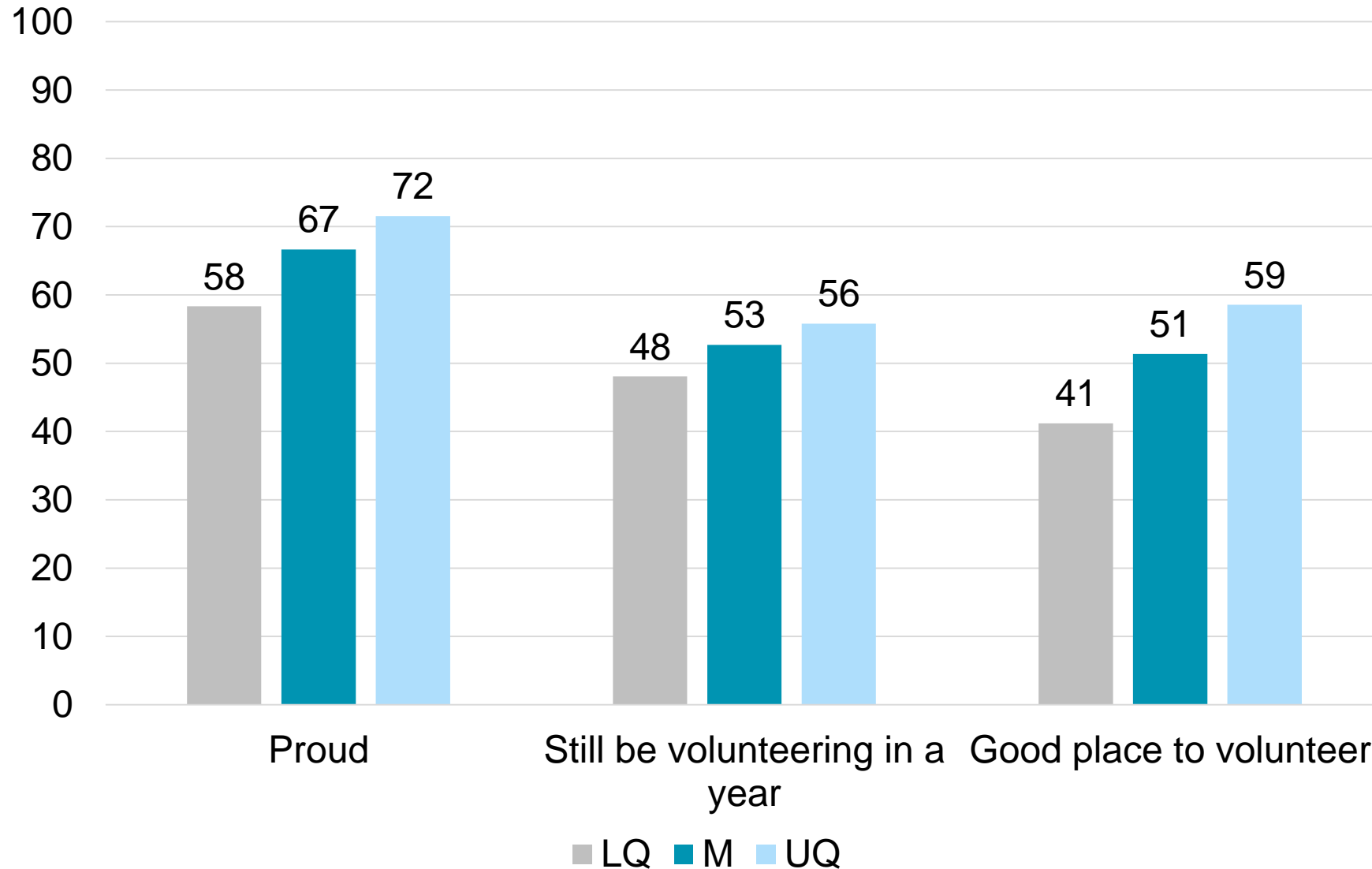
Some research

- Data from 25 organisations who conducted volunteer surveys with us since 2010
- Over 20,000 volunteer respondents
- Volunteer Engagement Questions
 - ❖ I am **proud** to tell people that I volunteer for this organisation
 - ❖ I would wholeheartedly recommend this organisation as a **good place to volunteer**
 - ❖ I intend to still be volunteering for the organisation in **12 months' time**

% of volunteers overall positive



% of volunteers strongly positive



Measuring Engagement

- It is clear that the three questions behave differently
- We chose to explore 'Good Place to Volunteer' as a measure of Engagement

Relationship between volunteer engagement and the following 8 questions:

- **Communications:** I am kept informed of what is happening elsewhere in the organisation
- **Management:** I trust and respect my manager
- **Leadership:** I trust and respect the leadership group in this organisation
- **Learning and Development:** I am given the training necessary for me to carry out my volunteering role effectively

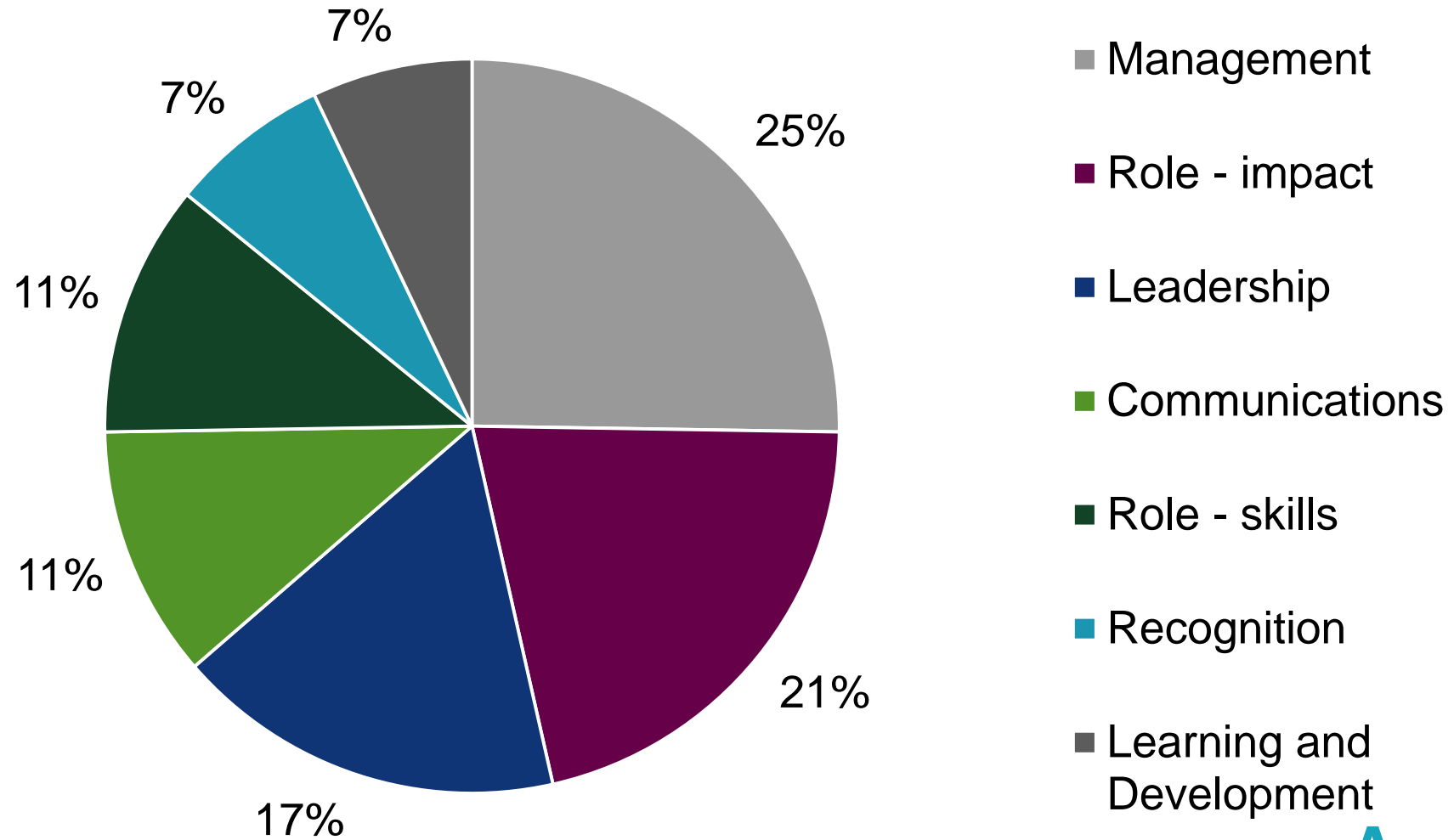
Relationship between volunteer engagement and 8 questions:

- **Performance Management:** I receive regular, timely feedback that helps me improve my performance
- **Recognition:** I receive prompt acknowledgement and recognition for my volunteering
- **Role - Impact:** I feel that I make an impact through the volunteering that I do
- **Role - Skills:** My volunteering role allows me to make good use of my skills and experience

Approach

- 5,228 volunteers in our database had answered all these questions
- We used multiple linear regression to identify the strength of the effect of each question on 'Good Place to Volunteer'

Relative Impact on Good Place to Volunteer



Recommendations

1. Conduct a survey to understand your volunteers' experience
2. Include 'Good Place to Volunteer' as one of your engagement questions
3. Be consistent in the way you measure engagement
4. Pay particular attention to Management, Impact on volunteering role, and Leadership
5. Explore the relative impact of the factors in your organisation and prioritise the most important

The best thing about volunteering

Making a difference and sharing experiences with good friends.

I thoroughly enjoy my time at the shop. I am able to leave my problems at the door.

Learning new skills

Knowing the fundraising is making a difference

The one thing volunteers would change

Nothing,
I have only
had positive
experiences.

Better
communication
between
management and
volunteers

More
interaction
between
different
projects

Any
gesture that would indicate
that we are appreciated by
Central Office, even a
social event at Christmas or
something.

2. Volunteer Surveys

Engagement Surveys – Our offer

Bespoke Volunteer Engagement Survey

- Your choice of timing
- Unlimited questions of your choice
- Online and paper options
- *Reflections* survey tool
- Online response tracking
- Unlimited reports
- Comparison with previous survey
- Comparison with benchmarks
- Full narrative report
- Presentation to SMT

Standardised Volunteer Survey

- Your choice of timing
- Mandatory questions, plus a few optional
- Online and paper options
- *Reflections* survey tool
- Online response tracking
- Unlimited reports
- Comparison with previous survey
- Comparison with benchmarks

Volunteer Safeguarding Survey

- Background

- Organisations want to understand if their staff and volunteers have witnessed or experienced harassment or abuse
- A survey gives a safe space for volunteers to give honest feedback
- Gives organisations insight to develop strategies rooted in real experience

- Our Aims

- Develop framework of questions for organisations to draw from for their surveys
- Enable benchmarking with other organisations for deeper insight into their own position

Volunteer Safeguarding Survey

- Our Approach
 - Worked with individuals and organisations on questions
 - Developed experience and witness questions
 - Cover a range of behaviours to capture information on major and more minor behaviours
 - Organisations may use some or all questions and add their own
 - We will review and adjust
 - We will provide benchmark comparisons over time

3. Volunteer Management benchmarking

Volunteers Count

1. Biennial benchmarking study of volunteer management metrics
2. Builds picture of the volunteer management function in not-for-profit organisations
3. Provides management tool to demonstrate accountability and provide evidence for SMT/Trustees
4. Enables participants to:
 - Understand how they compare with their peers/sector
 - Learn from others to improve performance
5. Provides information to inform policy and practice within the Third Sector

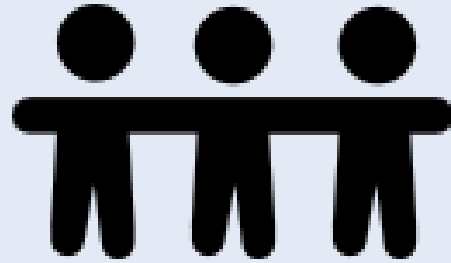
Scope

- Profile of volunteers
- Recruitment, Selection and Retention
- Learning and Development, Support and Supervision
- Communication and Recognition, Expenses
- Strategic Volunteering Development Function, Return on Investment

Volunteers Count 2017

36

ORGANISATIONS



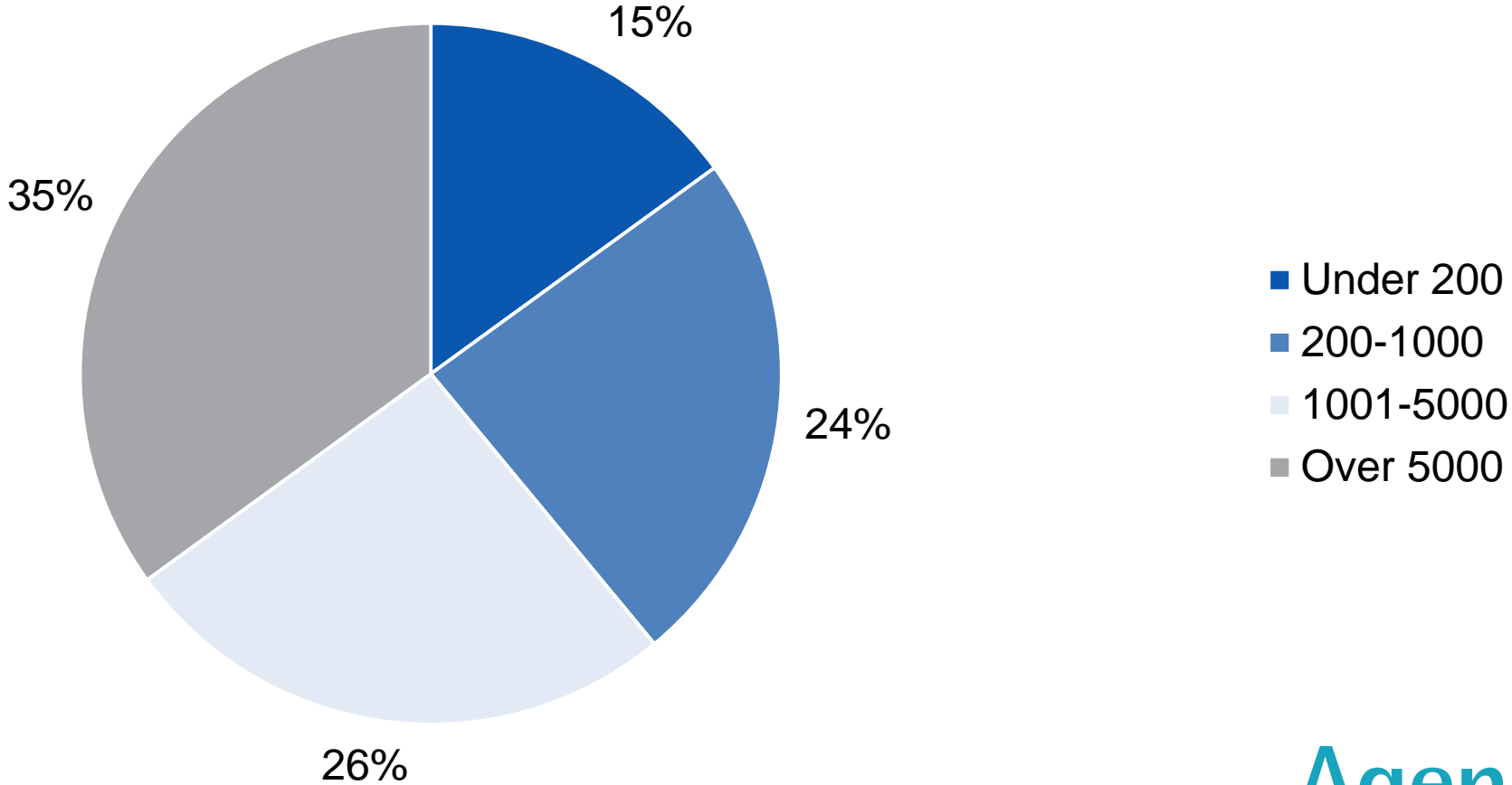
192,000 VOLUNTEERS

37

MILLION VOLUNTEER HOURS

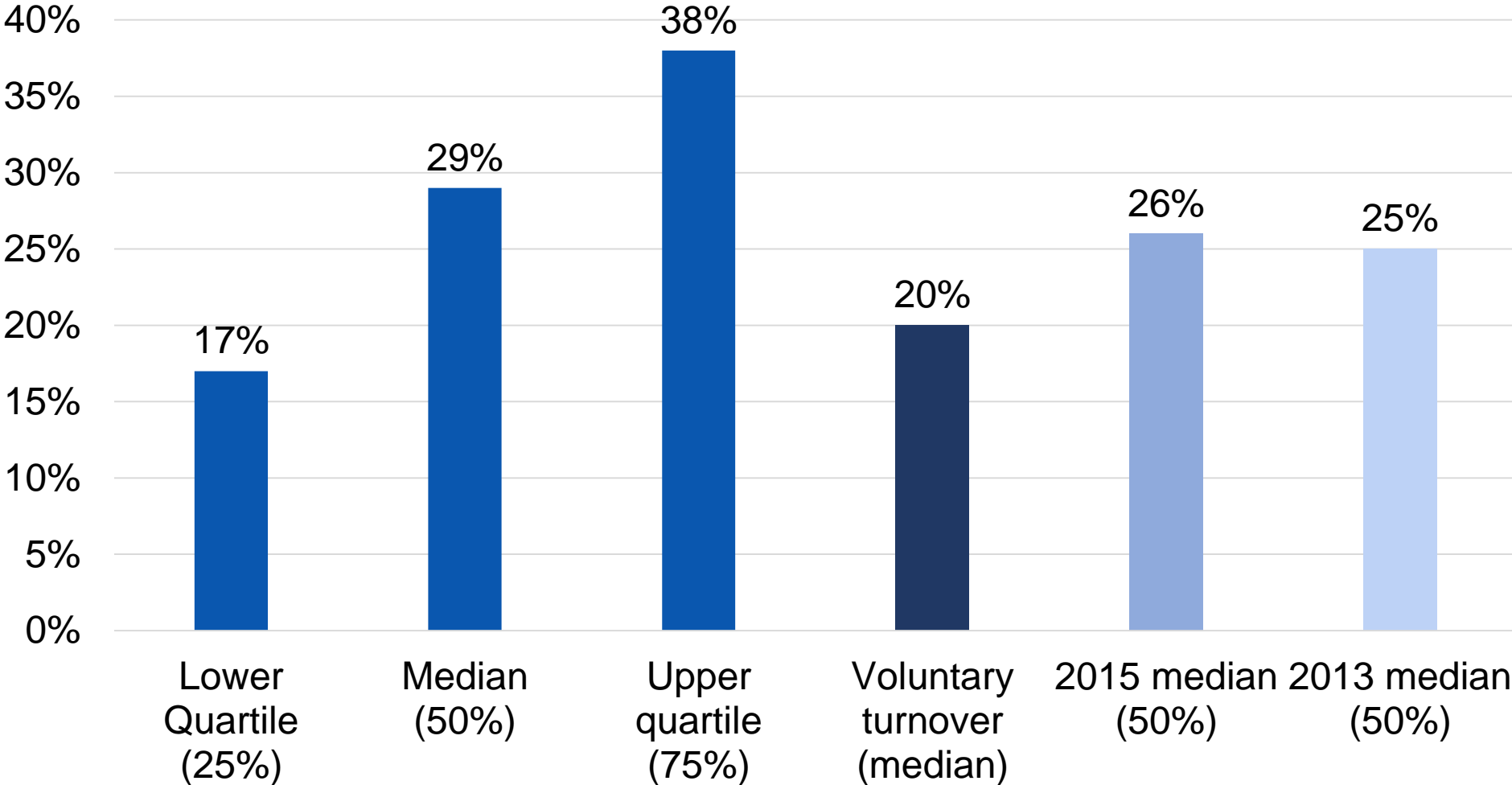
Participants by size

Average number of volunteers over the year

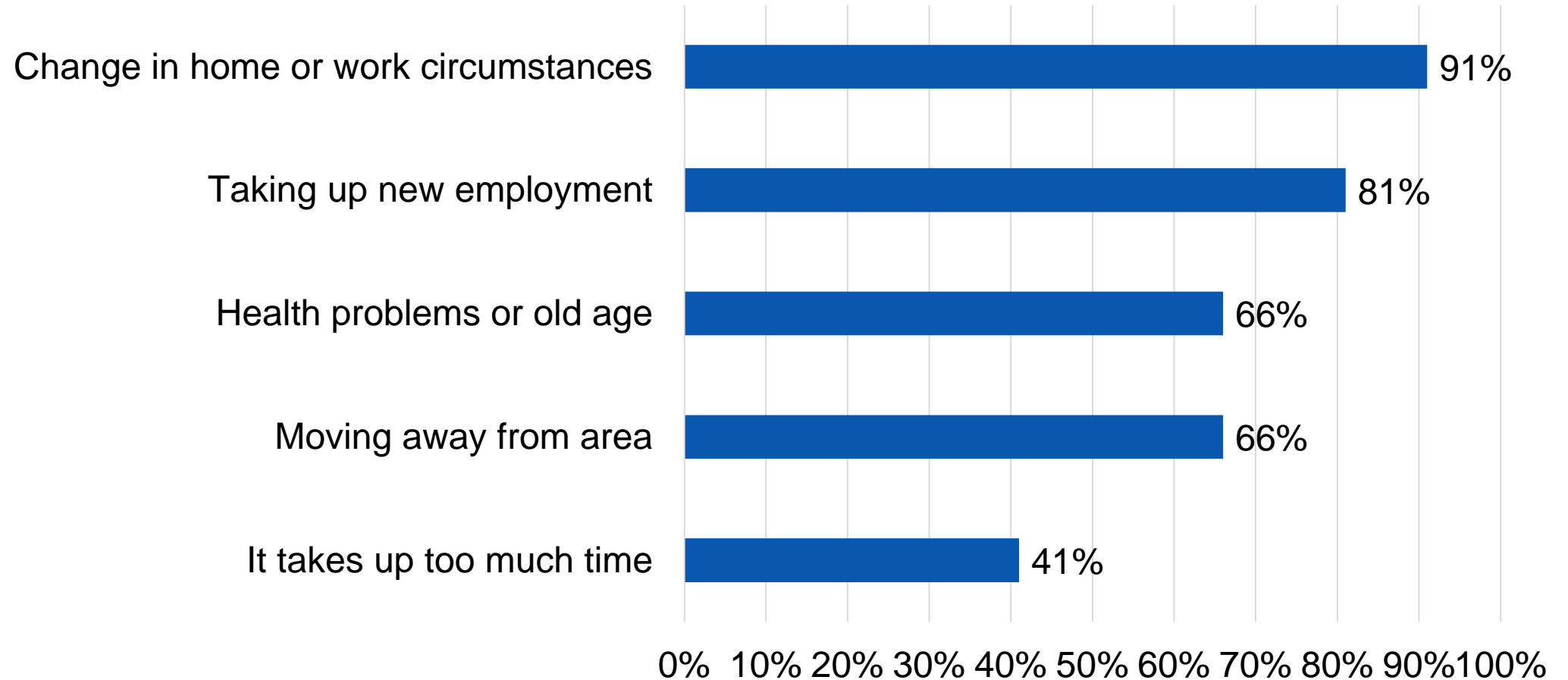


Median size = 1,650 volunteers

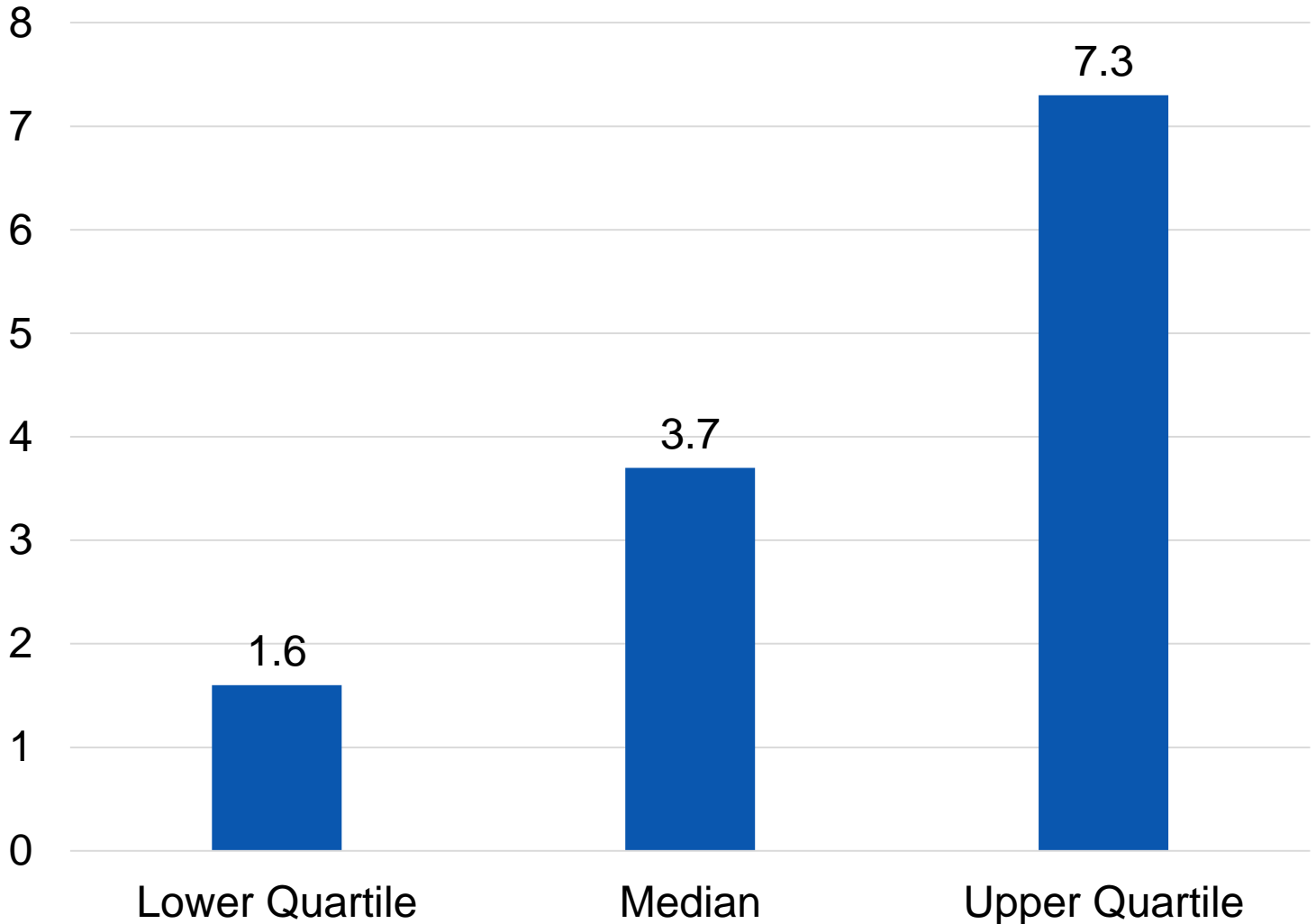
Turnover of volunteers



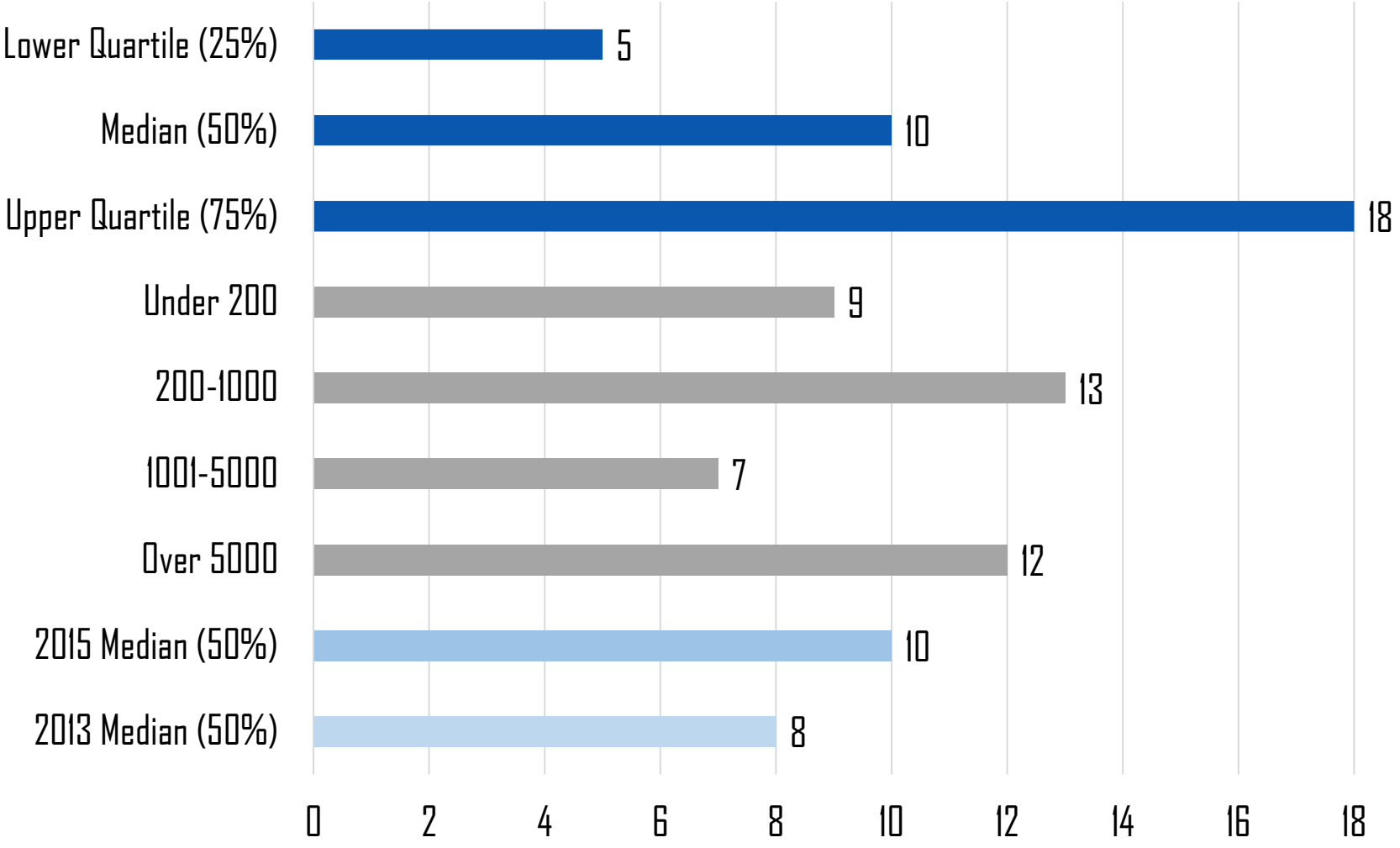
Reasons for leaving



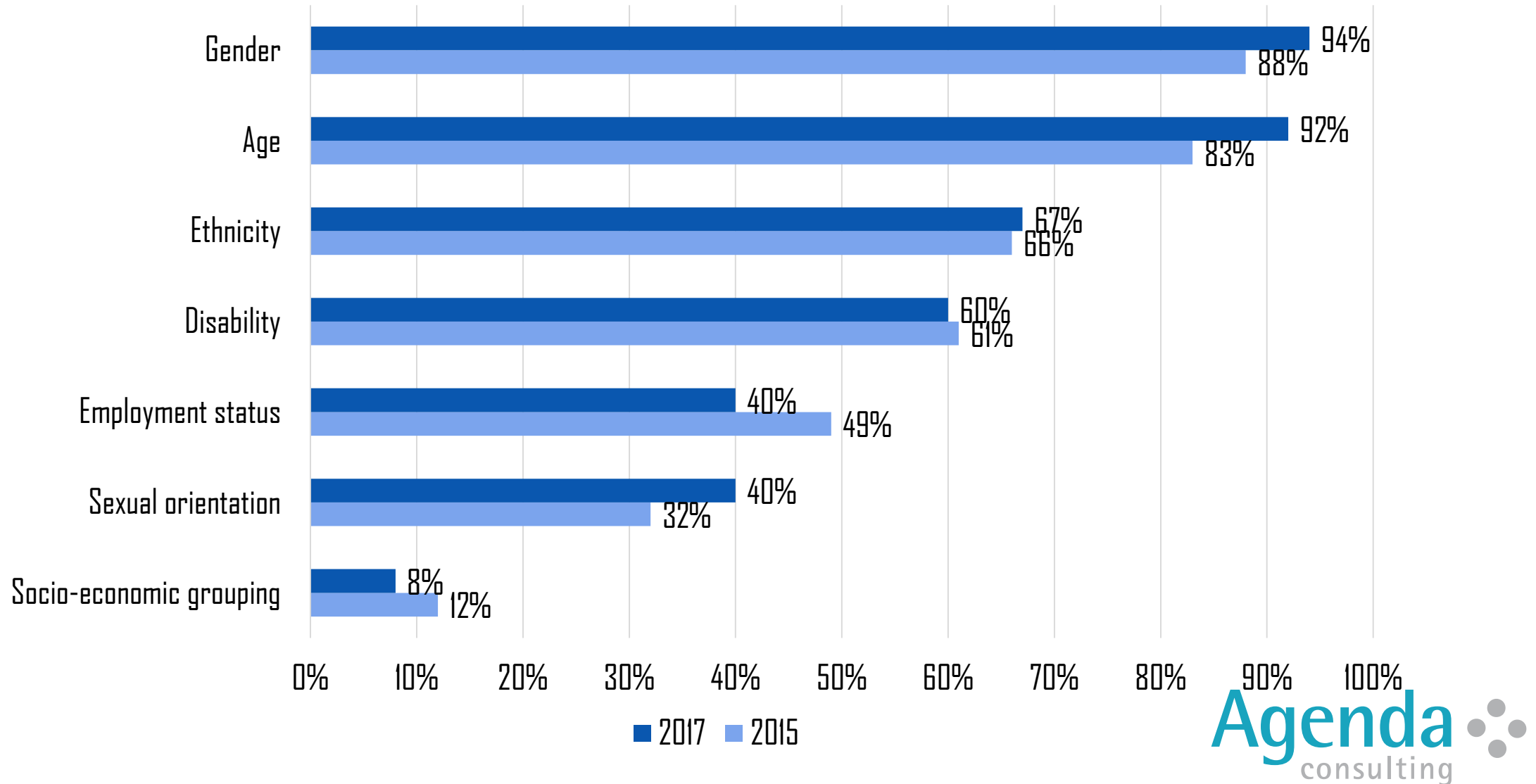
Ratio of volunteer contribution (based on national living wage) to total cost of volunteers



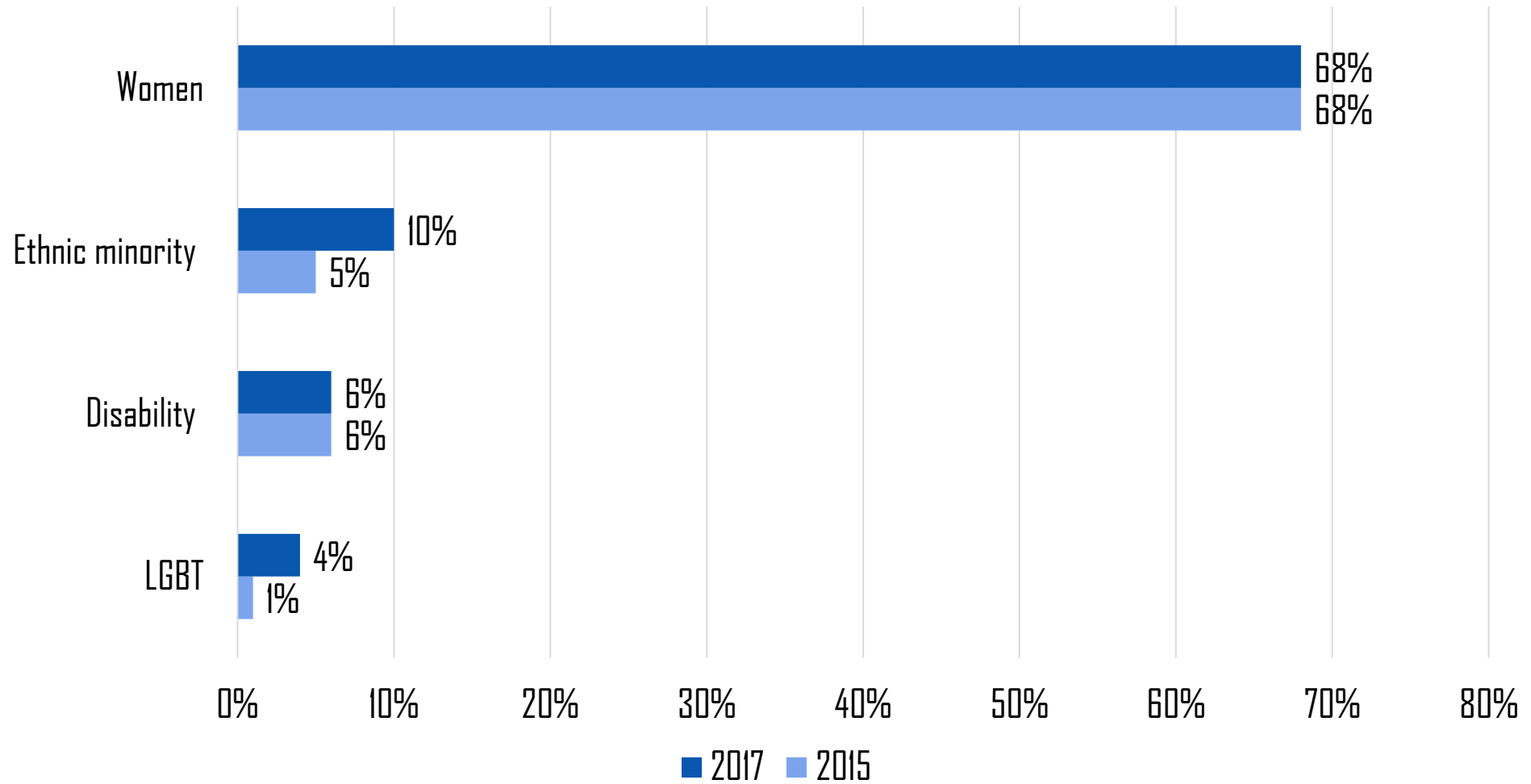
Average number of hours per volunteer per month



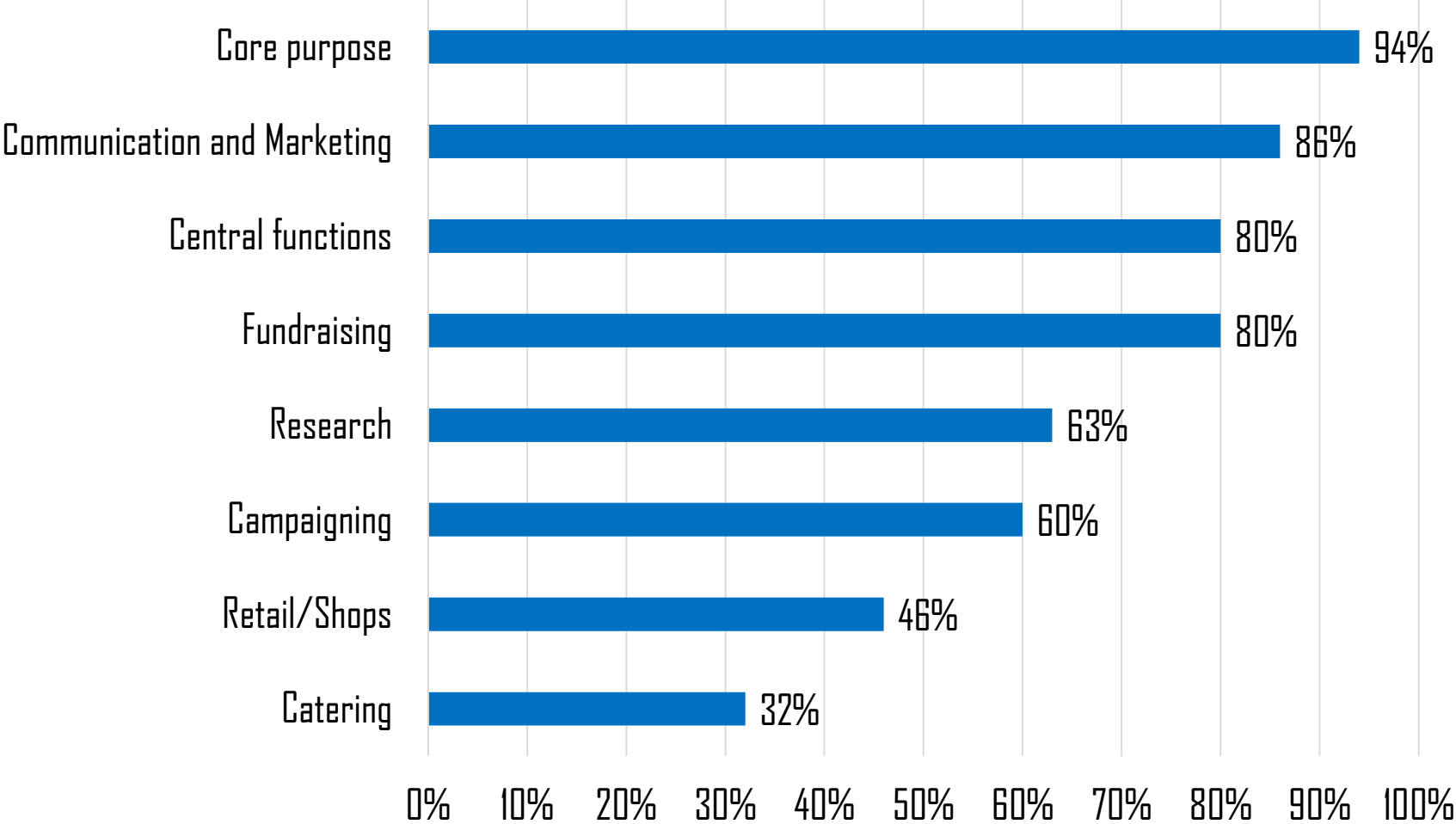
Percentage of participants which collect data on the following:



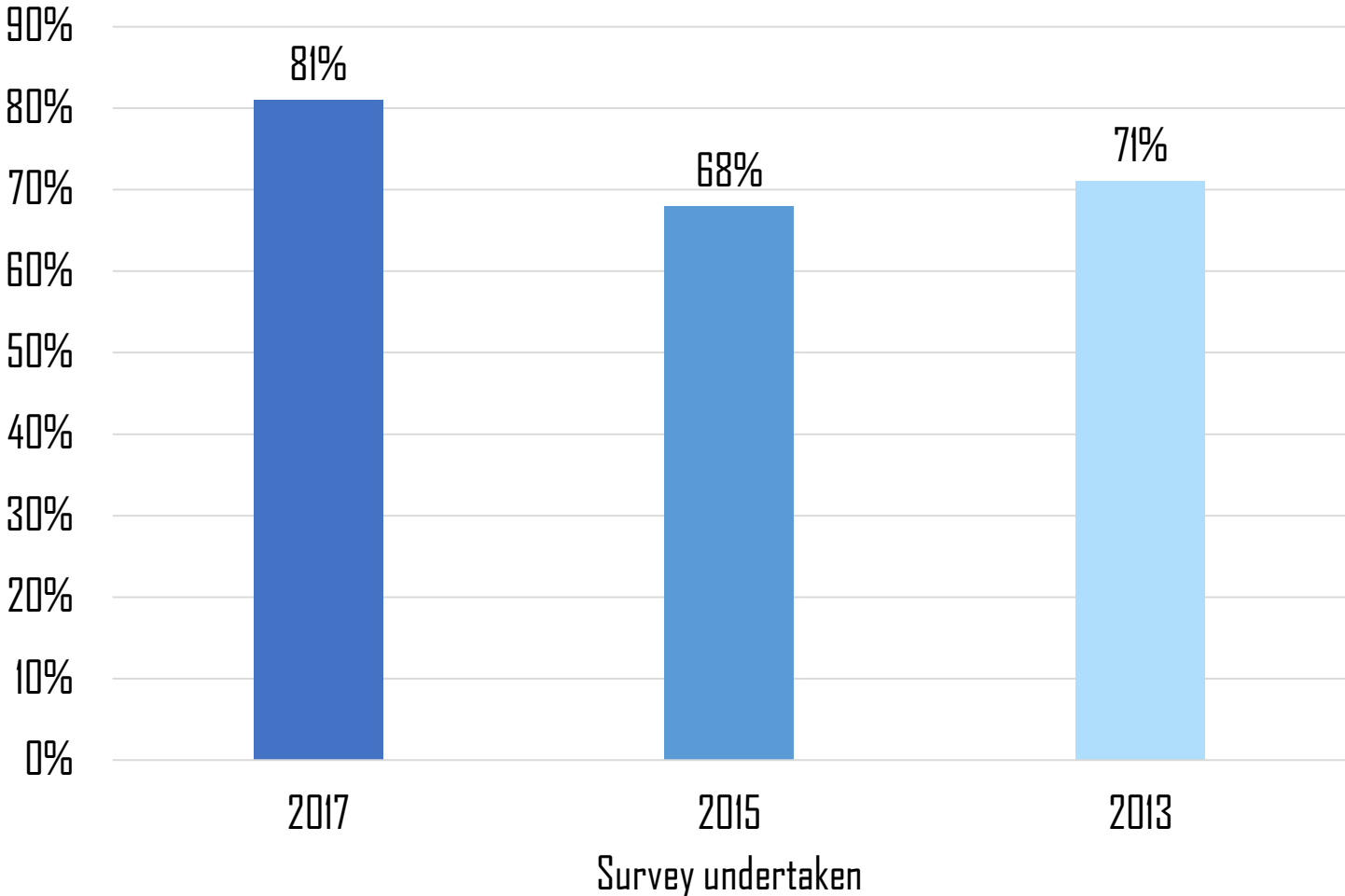
Diversity



Areas in which organisations involve volunteers

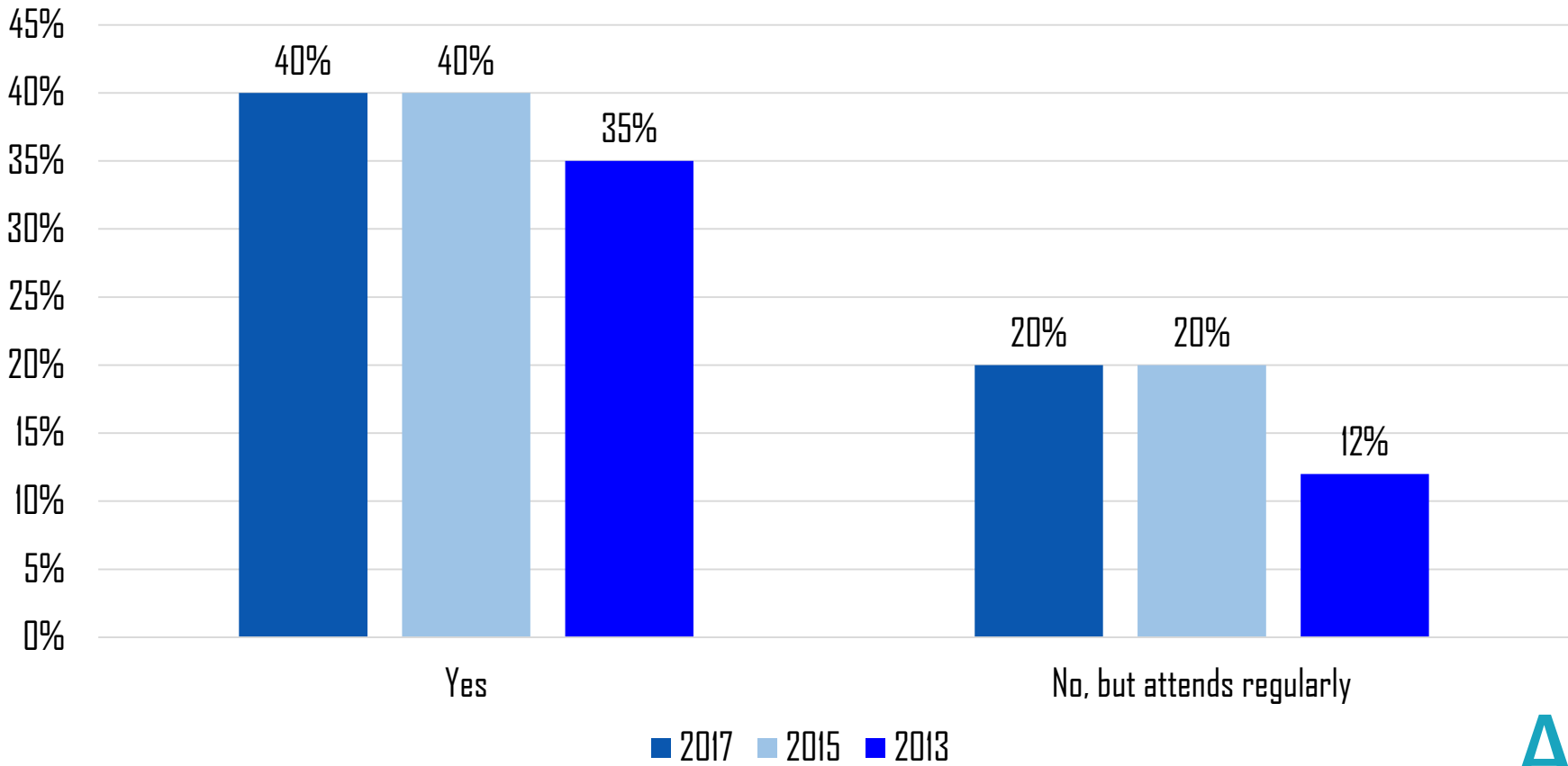


Volunteer surveys

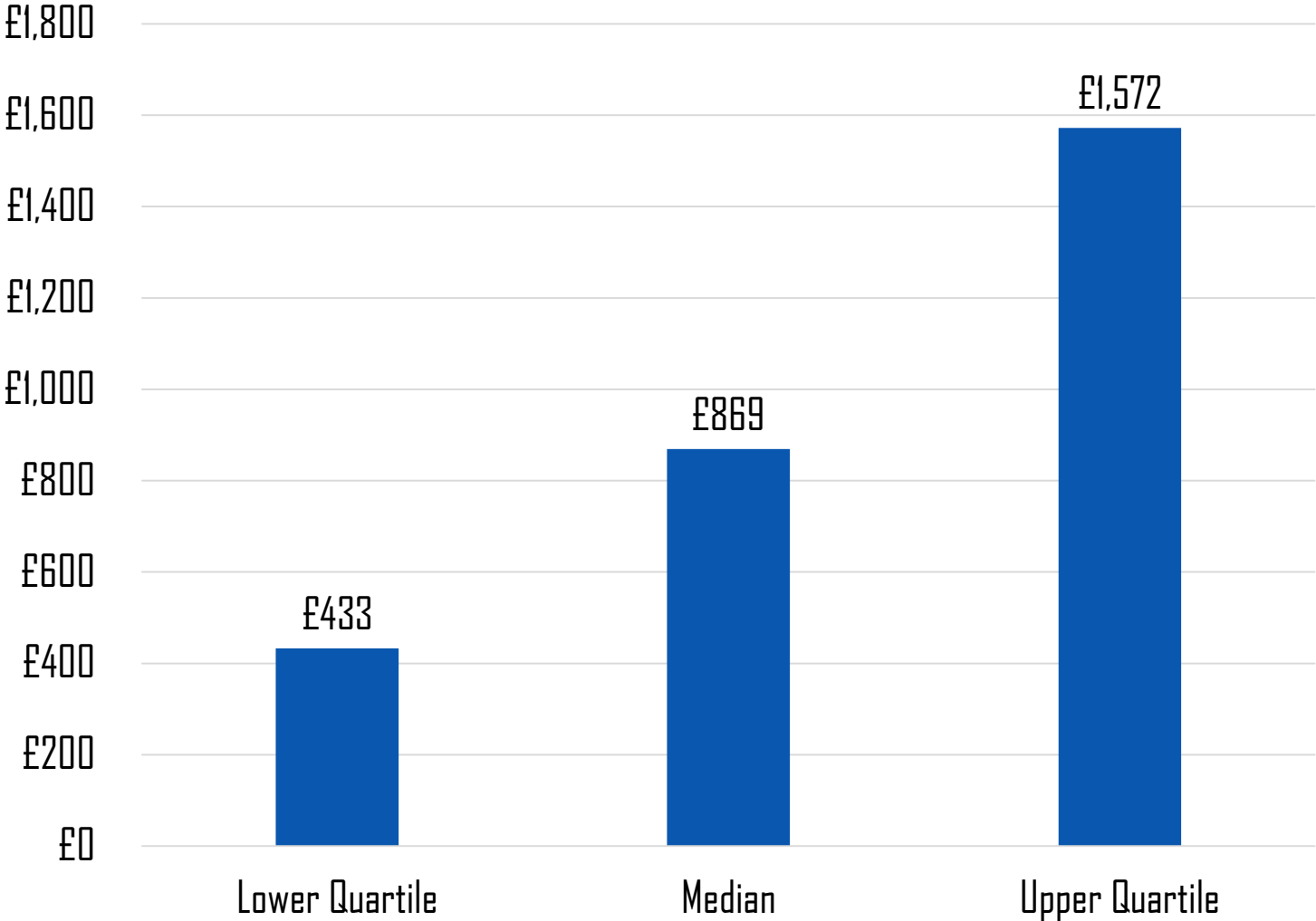


Strategic Volunteering Development Function

Is the most senior Strategic Volunteering Development Function person a member of the Senior Management Team?



Average contribution per volunteer in the last year based on national living wage (£)



What you receive

- ✓ Your own scorecard
- ✓ Comparison with previous study
- ✓ Choice of peers
- ✓ Comparison of your results with your chosen peers and the whole sample
- ✓ Access to good practice zone
- ✓ Access to contact zone
- ✓ 5 sector-wide reports

Volunteers Count 2019

| Organisation Income | Member* Early Bird | Non-Member Early Bird | Standard Price |
|---------------------|-----------------------|--------------------------|----------------|
| <£5m | £190 | £225 | £700 |
| £5m - £10m | £290 | £325 | £700 |
| £10m - £25m | £390 | £425 | £700 |
| £25m - £50m | £490 | £525 | £700 |
| >£50m | £590 | £625 | £700 |

* Members of: AVM, CHRN, MHPF, VODG
Prices subject to VAT

4. Strategic People Conference 2019



Strategic People 2019

Thoughtful leadership
for a healthy culture

Thursday 7 March, 2019

America Square Conference Centre
| London

agendaconsulting.co.uk/strategicpeople

Agenda 
consulting

The programme

- Partnered by AVSM, Hospice UK, VODG and more
- For HR and Volunteer Leaders in the not-for-profit sector
- Choose 4 from 8 workshops, including:
 - 'Designing volunteer roles for a new generation'
 - 'Inclusive recruitment – thinking differently'
 - 'Practical approaches to safeguarding employees and volunteers'
 - 'Unlocking the doors to a culture of wellbeing'

Special rates for you for booking by end November – go to:

www.agendaconsulting.co.uk/strategicpeople

Enter code AVSM10 for an extra 10% off the member price

Contact Us

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