

Tracking & Framing Volunteer Data to Show Impact



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Learning Objectives

1. Discuss a framework for collecting volunteer data
2. Gain a better understanding of how you can use volunteer data



How do you feel about volunteer data?



 Mentimeter



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Collecting Volunteer Data



Why do you collect volunteer data?

If you don't collect volunteer data, dream up
some ideas as to why someone might



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Why collect data??

Data → **Story**

If you know what data you are collecting and why....it
makes it easier to craft compelling narratives



Why collect data? (in general)

- Answer “How will you know you are successful?”
- Know where and how you can do your work better
 - Track progress
 - Understand implementation
 - Make changes and adjustments based on data



Why Collect Data? (volunteer data)

- Answer “What is the reach of our program?”
 - Funder requirements
 - Share success stories
 - Identify needs or gaps
 - Know where your resources are going
- Answer “What are our accomplishments?”
 - Evaluation and quality control (especially if your mission is to train volunteers)
 - Staff motivation
 - Learn what works
 - Improve!



Why Collect Data? (volunteer data)

- Understand who your volunteers are
 - Demographics
 - Interests, skills, expertise
 - Availability
 - Philanthropic information





Volunteer Metrics: Quantitative

- **Total Volunteers + Volunteer hours** per individual and project
- **Volunteer participation rate**, or the percentage of engaged volunteers
- **Volunteer retention rate**, or the percentage of volunteers who return after their first volunteer experience
- **Board metrics**, board giving, involvement, skills
- **Specific impact metrics**, dollar amount raised, tasks completed, number of beneficiaries helped, or events organized



Volunteer Metrics: Qualitative

- **Collect direct feedback** from your volunteers and board to better understand:
 - Preferences
 - Quality of their experience with your organization
 - Satisfaction
 - Effectiveness
 - Engagement

Your turn!

Activity | Clarify Purpose



What do you hope to learn from your volunteer data?



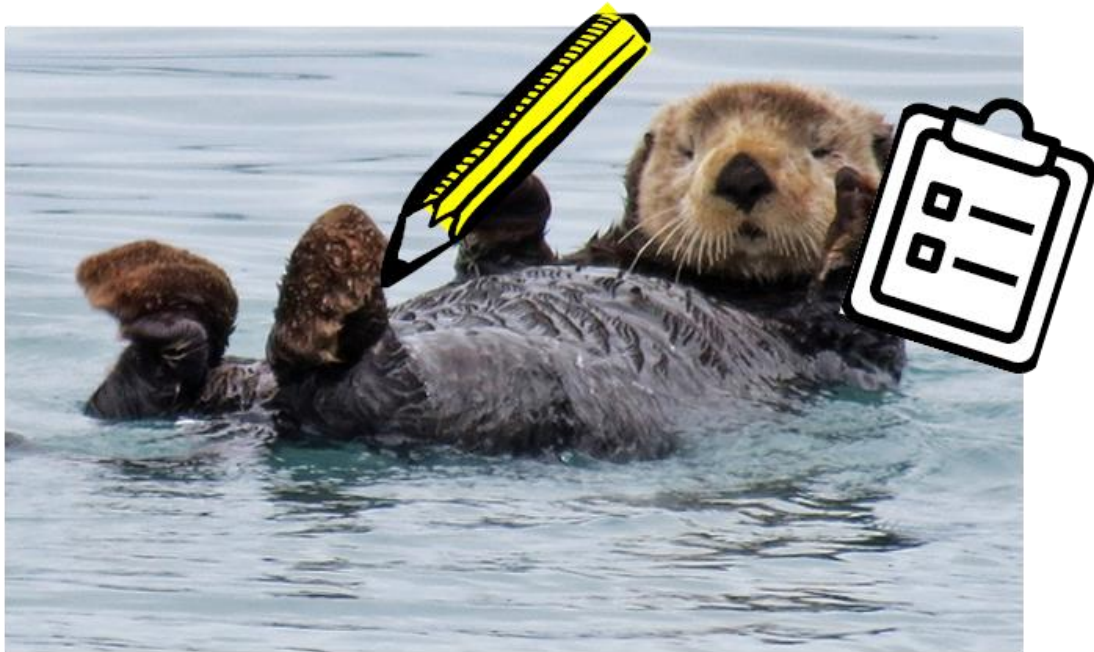
All about **balance!**



DIP Logic Model E-Learning
<https://datainnovationproject.org/elearning/>



Data Inventory | What data do you have?



Do a **data inventory**

- What data do you have that has already been collected?
- What data are you currently collecting?



Considerations for data collection

1. Secure **buy in** from staff, decision makers
 - Who will be collecting the data?
 - Who will be reviewing the data?
 - Who will want to hear the news?
2. **Prioritize** what to track (collect)



Your turn!

Activity | Data Inventory



What are the current sources of volunteer data for your organization?

Are these your priorities?



Items to Consider

- Source(s) and format
- Accessibility
- Reliability/quality
- Bias
- Responsive

Is this from surveys, program records, client records, or other sources?

Does this come as paper, a spreadsheet, a PDF, etc.?

Is it numeric or text?



Items to Consider

- Source(s) and format
- Accessibility
- Reliability/quality
- Bias
- Responsive

How much time, energy and resources does it take to collect and analyze?



Items to Consider

- Source(s) and format
- Accessibility
- Reliability/quality
- Bias
- Responsive

How accurate is this data source?



Items to Consider

- Source(s) and format
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Is the source limited to a certain group, perspective or interpretation?



Items to Consider

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Will these data
change over time as
you do your work?



Tools to Collect Data

- Existing databases
- Sign-In sheets
- Surveys (for feedback from volunteers)

And more!!

Data can exist on paper or electronically!



START 

What are you measuring?

Data Collection Plan Outline

WHICH DATA COLLECTION METHOD?	WHEN WILL DATA BE COLLECTED?	WHO WILL COLLECT DATA?	WHAT WILL THEY DO TO COLLECT IT?	HOW WILL DATA BE MONITORED?*
Identify which type of data collection method (e.g., survey, interview, observation, or record review) will be used	Describe the timing and frequency of data collection	Identify who will be responsible for collecting the data	Describe the steps they will take to implement the data collection process	Identify who will monitor the data collection process for quality and consistency and how they will do so

**and stored*



What do you do with the data?
How will you report it?
(And to whom? When?)





Using Volunteer Data



MAINE MASTER NATURALIST PROGRAM



MISSION

to train volunteer naturalists who will enrich nature education in Maine



CHALLENGE

collecting data about volunteer efforts from people who would rather be in the woods



SOLUTIONS

- Integrate volunteer module into course
- Online form
- Show students how to enter hours when still in course
- Swag + recognition
- Regular reminders



Volunteer data can help you:

- Improve your program
- Identify trends, gaps, opportunities
- Set goals
- Measure Impact
- Tell your story (especially in grant applications)



Places to Showcase Volunteer Data

- In the office
- Social media
- Reports

the year in volunteers 2020

Each year, volunteers donate their time to extend the work of **UNH Cooperative Extension**. They help make New Hampshire's individuals and communities more successful, and its natural resources healthy and productive.

extension.unh.edu/volunteers



where they live & give their time

An additional 4 volunteers gave 572 hours in statewide initiatives, and 55 volunteers gave 726 hours to efforts in neighboring Maine and Massachusetts.



covid-19 safety training

UNH Extension responded to the COVID-19 pandemic, in part, by developing a training to educate volunteers on how to keep safe while volunteering outdoors.

2,287 volunteers completed the training

198 organizations used the training with their volunteers



Extension

Volunteer Data in Annual Reports:

- Express your gratitude!
- Showcase an active community
- Program success
- Volunteer Spotlights

MOTIVATION

MEET OUR VOLUNTEERS




Before the pandemic, the Feeding America food bank network relied on the generous time of nearly 2 million volunteers each month. The impact of COVID-19 quickly shattered that. Adhering to shelter-in-place orders, social-distancing protocols and health concerns, food banks saw a 60% decline in this critical volunteer workforce. To adapt and help meet demand, food banks partnered with the National Guard, Team Rubicon and other national volunteer groups. Upon learning about the network's acute need for volunteers to help feed people during the pandemic, caring and compassionate supporters like you answered the call—neighbors helping neighbors.

When **Emily**'s school, where she teaches sixth through eighth grades, shut down, she took her three daughters to volunteer at the **ST. LOUIS AREA FOODBANK**. Volunteering became part of their new daily routine. "Knowing now that there is an even bigger need during the pandemic makes volunteering that much more important," she said.

Mr. Reeves is the academic dean at Sul Ross Middle School, which worked with the **SAN ANTONIO FOOD BANK** to host an emergency food distribution for local families. "I get to see my students' parents, aunts, uncles and grandmothers picking up food, and it's an absolute pleasure to work and make sure all students are fed during this time of need."

Mark volunteers at **SECOND HARVEST HEARTLAND** in St. Paul, Minnesota once a week and has continued signing up for shifts during the COVID-19 crisis. He is thankful his employer allows him to take time off to volunteer during the workday so he can fill shifts that others can't.





**What did you hear
today that you will try
out in the next few
weeks?**



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**Questions?
Reflections?**



감사합니다 Natick
Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Gracias
谢谢 Merci Seé
ありがとう

Grazie

Obrigado





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