



Building a Relational Volunteer Culture Planning Guide

 **getconnected**
by Galaxy Digital



How to use this guide:



Assess + evaluate your volunteer culture through staff and volunteer surveys, interviews, and group conversations



Boost your volunteer communications



Employ tools + processes that support nurturing your relational volunteer culture

Assess + evaluate your volunteer culture through staff and volunteer surveys, interviews, and group conversations

Have you utilized volunteer surveys, interviews, and group conversations to gather volunteer feedback about the culture within your program?

Is this information from these experiences gathered and accessible for all volunteer program leaders to check in with?

Have you scheduled regular intervals to ask volunteers how they're feeling about the culture in your program and then take action on these findings?

Develop + implement a short survey of 5 questions that focus on your desired relational volunteer culture. (ex: Do you feel there is a healthy culture of communication in our volunteer program? What would make this better?)

Boost your volunteer communications

How often are volunteers receiving different types of emails? (ie volunteer newsletter, information specific to their programs or shifts, personalized impact info)

Evaluate + refresh your volunteer communications calendar. Where do you need a refresh? Maybe your volunteer newsletter needs a makeover or a new volunteer spotlight section. Consider a different type of follow-up post-shift email to say thank you + share impact in a new way!

How often are you meeting with volunteers one-on-one to gain helpful feedback on programming, inter-volunteer relationships, and organization communications? (this can be done with a select sample of volunteers as well)

Have you tried creating volunteer cohorts to boost communications, relational culture, and comradery? Start brainstorming on how to engage your volunteers in small group conversations that build relationships!

Employ tools + processes that support nurturing your relational volunteer culture

Do you use regular email and/or texting to communicate with your volunteers?


Are you using all communications features in your current volunteer management tech tools? If not, explore how diving deeper into those features could support your volunteer relationships.

Have you asked for feedback from volunteers on your digital communications? How clear they are and whether they feel relational in nature?

Jot down a short list of quick wins. Where can you make 3-5 small changes to improve the relational nature of your volunteer communications? Maybe it's using more personal messaging in your newsletter?

Bring It All Together

By adopting a relational volunteer culture, you'll see:



**Increased and
long-term
commitment
from volunteers**

**Volunteer
engagement in
other areas of the
organization's work**

**Increased
community awareness,
opportunities, and
financial contributions**

Head to our Learning Center for Volunteer Leaders to access bonus resources on volunteer management tools + how-tos on organizing volunteers and making an impact!

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