



Measuring + Communicating Volunteer Impact Planning Guide

 **getconnected** x  **Volunteer Strategies***
(SMARTER IMPACT)



Measuring + Communicating Volunteer Impact

Use this planning guide to:

- Audit current evaluation measures
- Define success
- Pilot meaningful ways to reveal impact of volunteer involvement, including calculating your Return on Volunteer Investment (ROVI)

Evaluating Recruitment and Retention Success

Volunteer recruitment and retention can be measured in many ways. Use this worksheet to assess current methods of tracking success, create new, realistic goals and metrics, and identify ways to track progress towards achieving those goals.

Helpful Definitions:

A Goal is the desired result.

A Metric is a measurable indicator that reflects the efficacy of the strategy.

Answer the following questions, then develop an evaluation plan and key metrics to track.

Recruitment Goals And Metrics

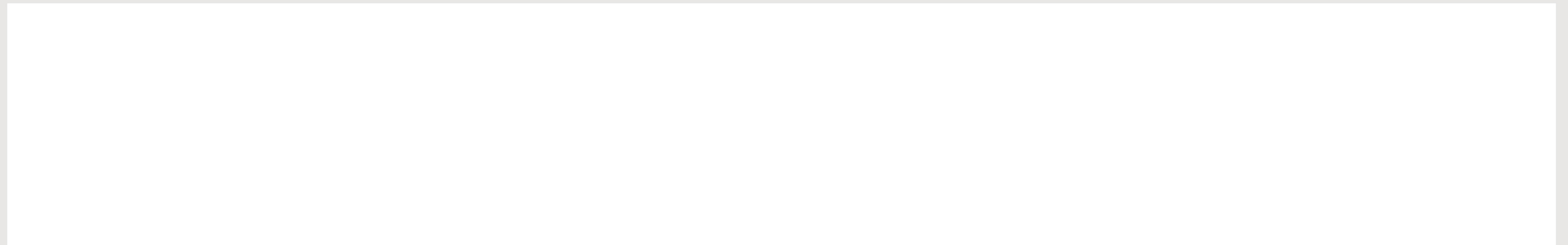
How do you currently track recruitment? (What data do you collect? Where and how is it gathered? What does it tell you? With whom do you share this information?)



Evaluating Recruitment and Retention Success

What are your recruitment goals?

Think beyond simply filling available positions. Consider such measures as number of qualified candidates, returning volunteers, current volunteers who step up to leadership roles, etc.



What metrics will you use to indicate the efficacy of your recruitment efforts? A Goal is the desired result. Consider the following and select those that are relevant to your goals.

- **Website views**
- **Inquiries**
- **Completed applications**
- **Number or percent of qualified candidates**
(e.g., those who pass background checks, have the necessary skills)
- **Orientation or information session attendees**
- **Conversion rate from inquiry to applicant**
- **Conversion rate from applicant to approved volunteer**
- **Current volunteers who take on additional or different roles**
- **Filled positions**
- **Filled slots in the schedule**
- **Number of new volunteers**
- **Number of returning volunteers**
- **Other**

Calculating Return on Volunteer Investment

Adapted from Points of Light Return on Volunteer Investment

Calculate the value of volunteer contributions

Number of volunteer hours times dollar value of volunteer contributions

$$\text{[Blank]} \text{ Hours} \times \$ \text{ [Blank]} = \$ \text{ [Blank]}$$

Calculate the total investment (the cost of direct program expenses)

Budget Line Item

Personnel (salaries, benefits, payroll tax)

\$ [Blank]

Equipment

\$ [Blank]

Evaluation

\$ [Blank]

Insurance

\$ [Blank]

Maintenance

\$ [Blank]

Marketing

\$ [Blank]

Office supplies

\$ [Blank]

Postage & delivery

\$ [Blank]

Printing & copying

\$ [Blank]

Professional development

\$ [Blank]

Professional services

\$ [Blank]

Recognition

\$ [Blank]

Telecommunications

\$ [Blank]

Training

\$ [Blank]

Travel

\$ [Blank]

Other

\$ [Blank]

Total Direct Program Expense

\$ [Blank]

Calculate the return on volunteer investment

(Value of volunteer contribution minus total investment) divided by total investment

$$(\$ \text{ [Blank]} - \$ \text{ [Blank]}) / \$ \text{ [Blank]} = \$ \text{ [Blank]}$$

A smiling man with a goatee, wearing a white t-shirt with the word 'VOLUNTEER' printed on it, is sitting in the back of a white van. The van is filled with cardboard boxes, some labeled 'FOOD AID' and 'Medicine'. The man is looking directly at the camera with a friendly expression. The entire image has a blue tint.

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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