Volunteer Value: More Than Meets The Eye

\$ donated or raised by volunteers

volunteer hours

/ Hourly financial value

people served by volunteers -

services provided by volunteers (rides given, meals served)

Passion

volunteers

of advocacy contacts made (doors knocked, emails sent)

Suggestions from volunteers

Quality of service

Voice of community

Sense of purpose

Trust and goodwill

Legislation passed

Skills shared or developed

Referrals of donors, program participants, other volunteers

Connections formed

Shared stewardship of mission

Greater understanding of cause

Making Volunteer Value Visible

There is not one "right" way to report volunteer value.

Try these tips to discover data that reveal your mission and purpose.

Identify purposes for partnering with volunteers (such as delivering programs, increasing awareness, advocating for legislation, etc.).

"Not everything that counts can be counted, and not everything that can be counted counts."

- William Bruce Cameron

Determine if current data reveal volunteer contributions to mission, volunteer purpose, values, and/or community served. If not, select 1-3 data points that do.

Share numbers that reveal the scope of volunteer contributions to the mission. (Example: # volunteers help us serve # participants.)

Tell stories that reveal depth or quality of volunteer contributions.

Link volunteer numbers and stories with organizational goals.

