

# Volunteer Value: More Than Meets The Eye



## 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.).

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.

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

- William Bruce Cameron