

Community-Centered Volunteer Data (or Data from the Inside Out)

VOLUNTEERMATCH

JULY 11, 2024

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CONSULTING



Roadmap

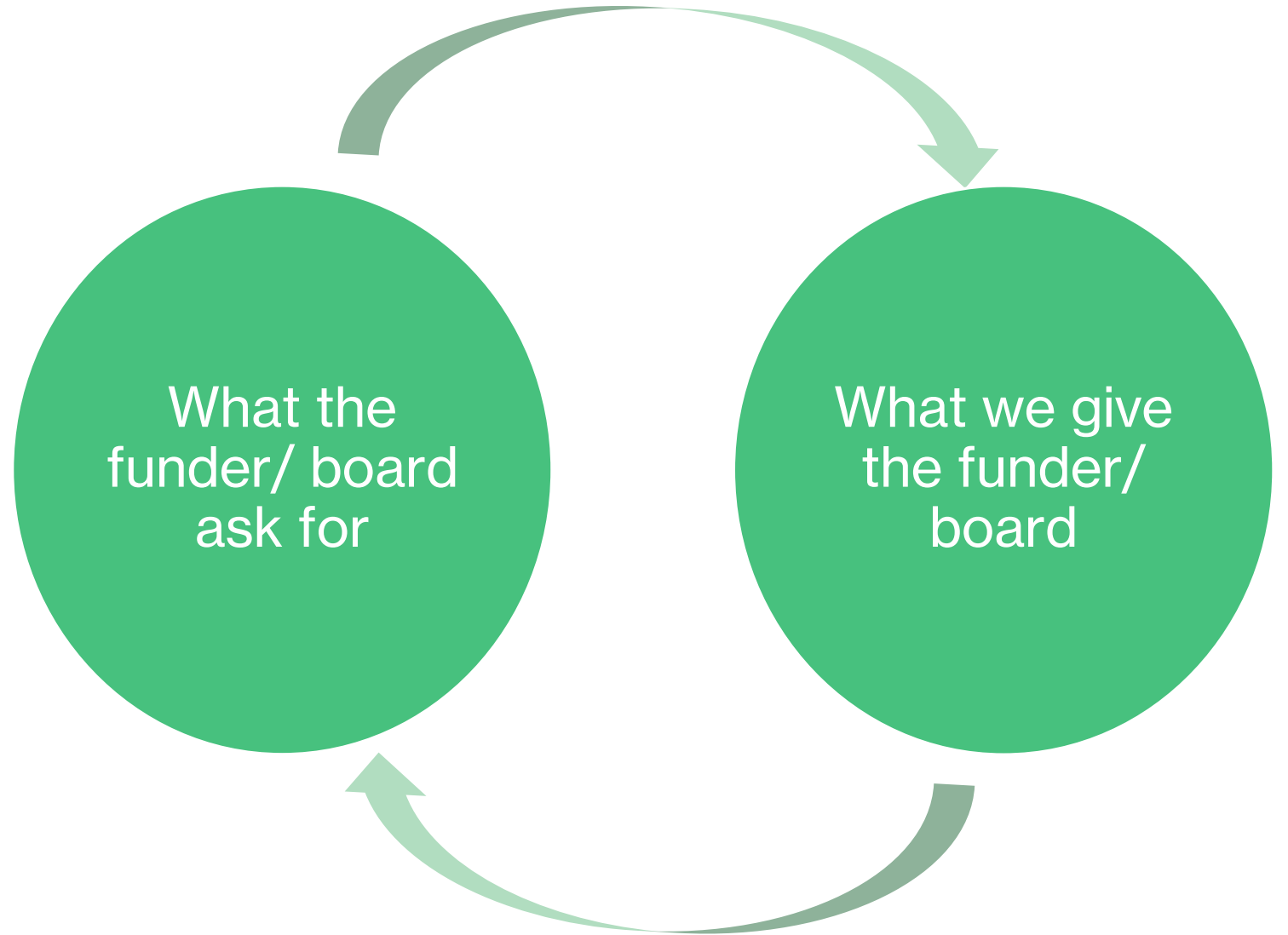
- Consequences of the “Big 3”
- Centering Community
- Case Study
- Next Steps

The Big 3

- Volunteer numbers
- Volunteer hours
- Financial value of a volunteer hour



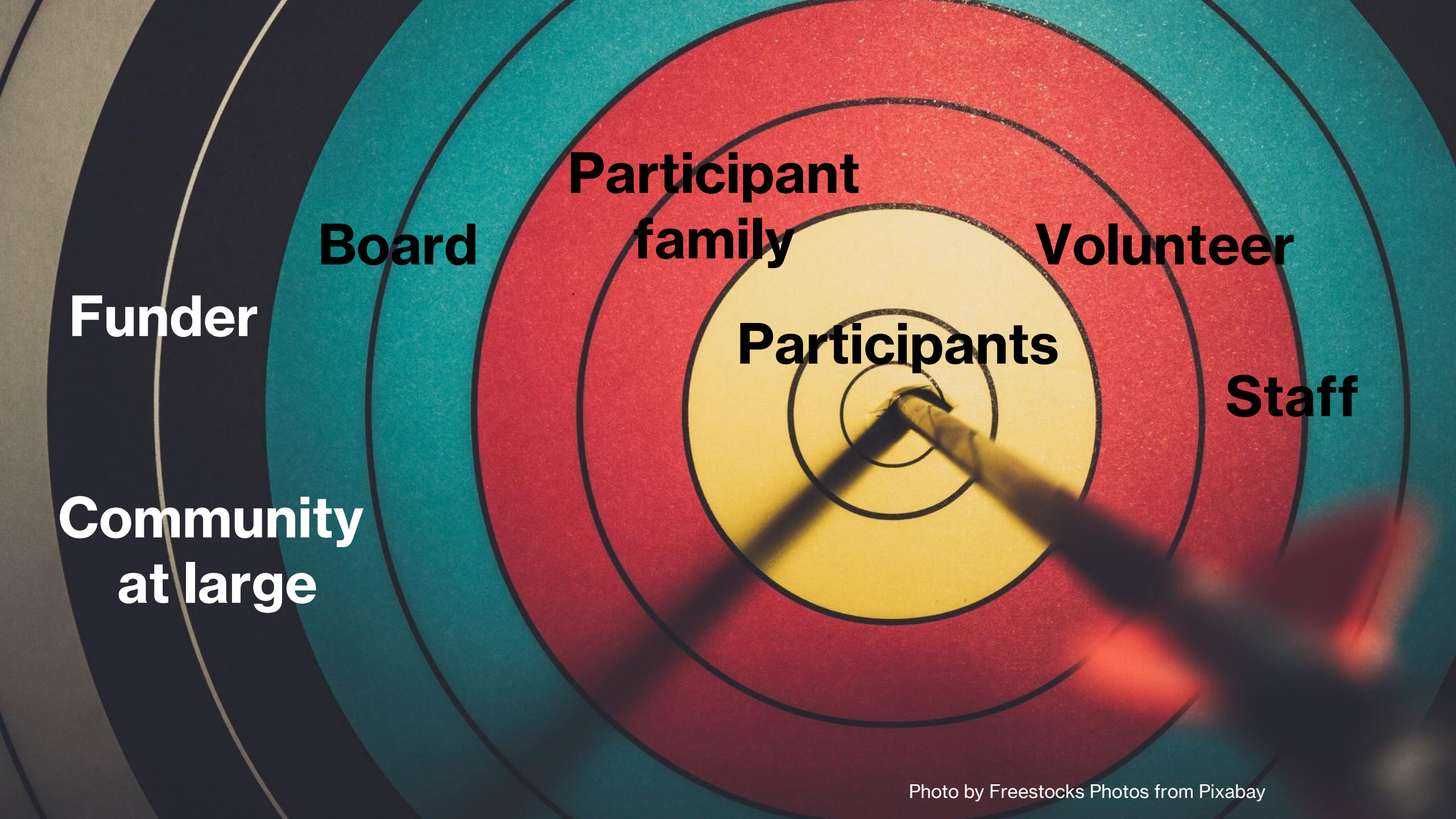
Compliance...





**What are
we
missing?**





Funder

Board

**Participant
family**

Volunteer

**Community
at large**

Participants

Staff

Consequences of Outside In

- Activity
- ~~Accomplishments~~

Consequences of Outside In

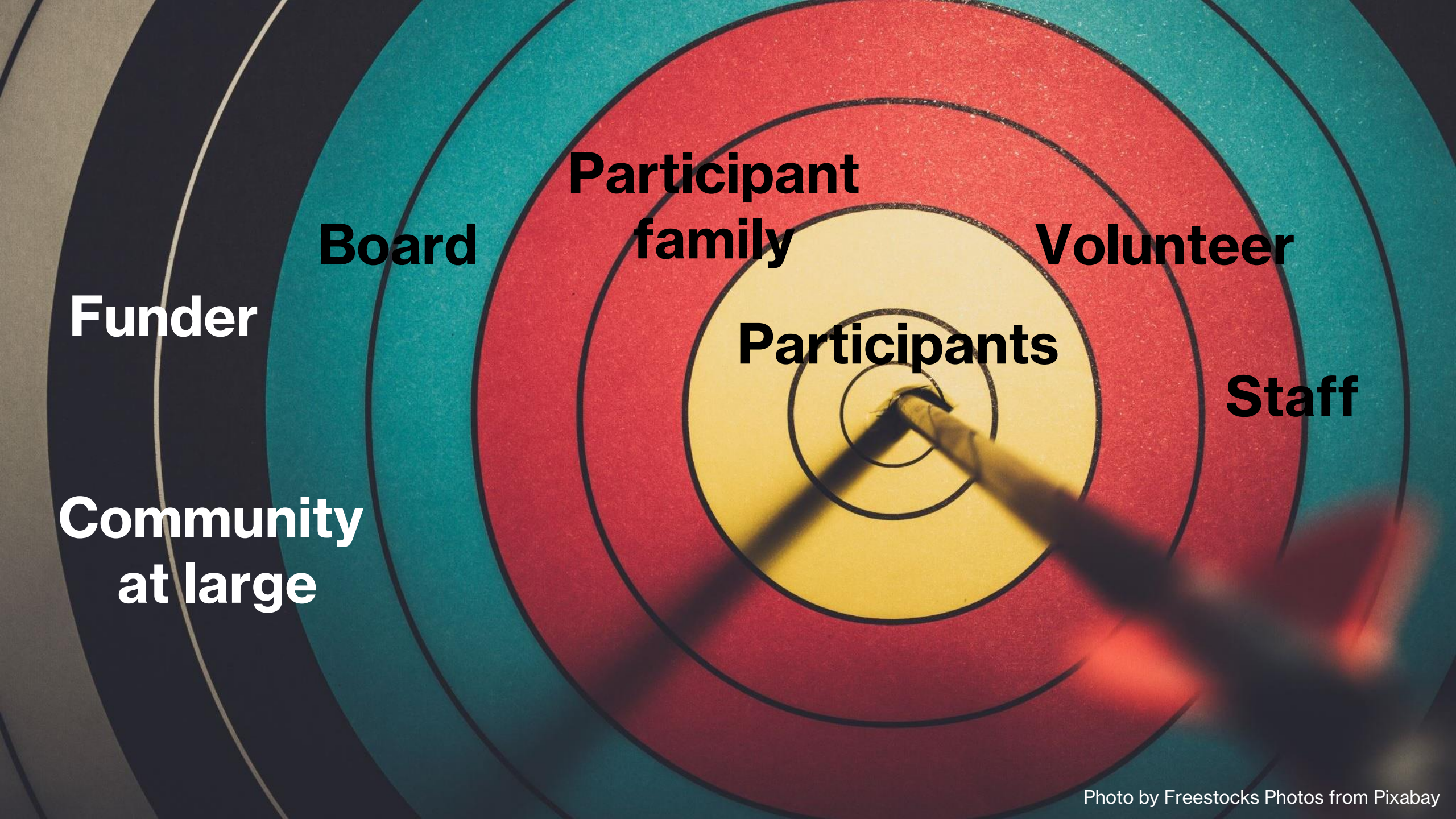
- Activity
- Quantity
- ~~Accomplishments~~
- ~~Quality~~

Consequences of Outside In

- Activity
- Quantity
- Representation
- ~~Accomplishments~~
- ~~Quality~~
- ~~Belonging & Inclusion~~







Funder

**Community
at large**

Board

**Participant
family**

Volunteer

Staff

Participants

Implications of Inside Out

- Activity & Accomplishments
- Quantity & Quality
- Representation & Belonging & Inclusion

#HowDoIMeasureThat?!

#HowDoIMeasureThat?!

#HowDoICaptureThat?

#HowDoIRevealThat?

Template

Volunteer Impact: Point of View

Purpose: Identify how various audiences would define volunteer impact for a specific program.

Directions: Select a program.

Place audiences on the target based on how close they are to the mission (i.e., program participants go in the center).

Add indicators of volunteer impact that reflect what matters to that audience.

How would they define volunteer impact?

What does success look like to them?

Program:

Audience examples:

Program participant/loved one

Volunteer

Volunteer Director

Program/Operations staff member

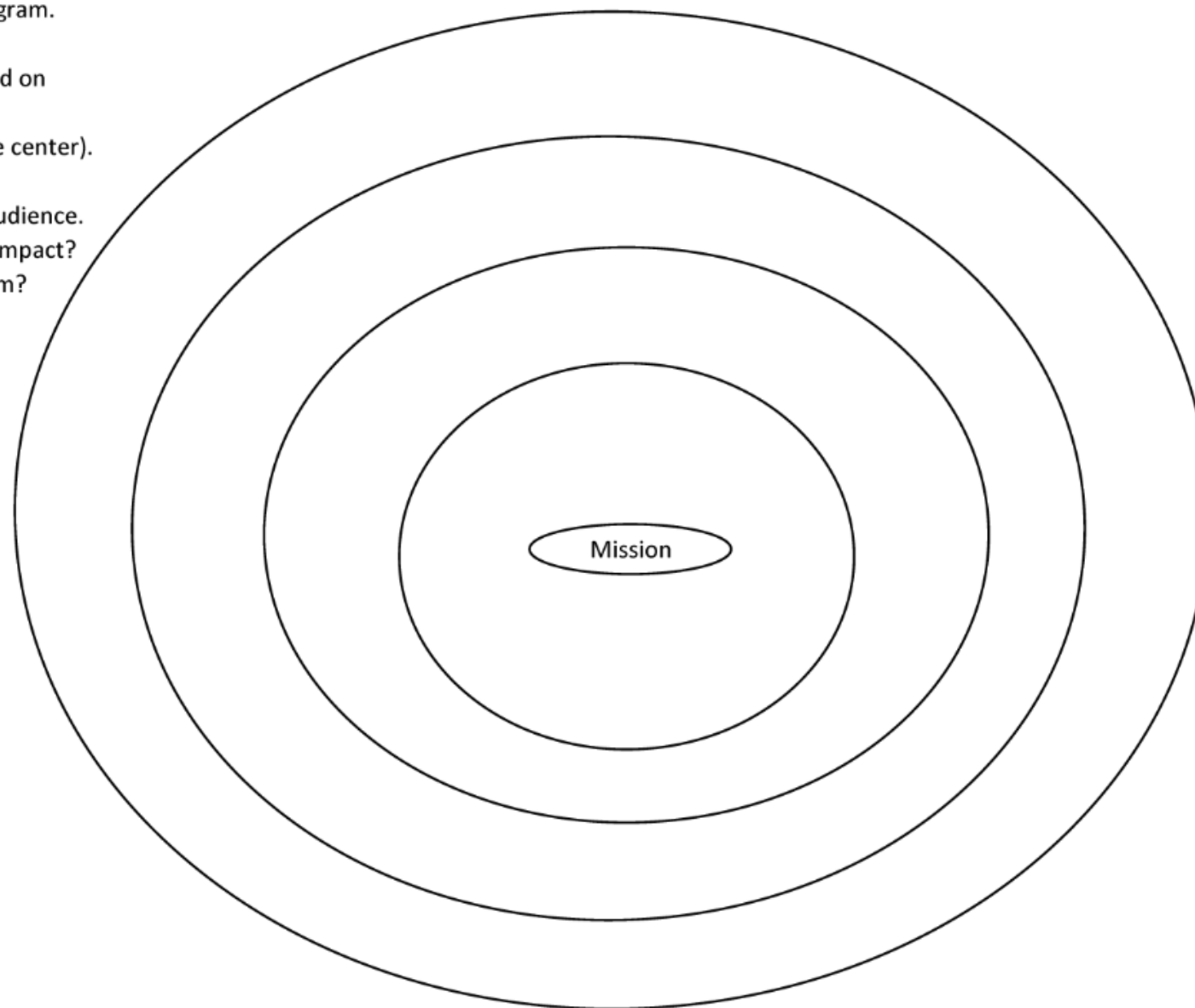
Executive Director

Board member

Funder

Other _____

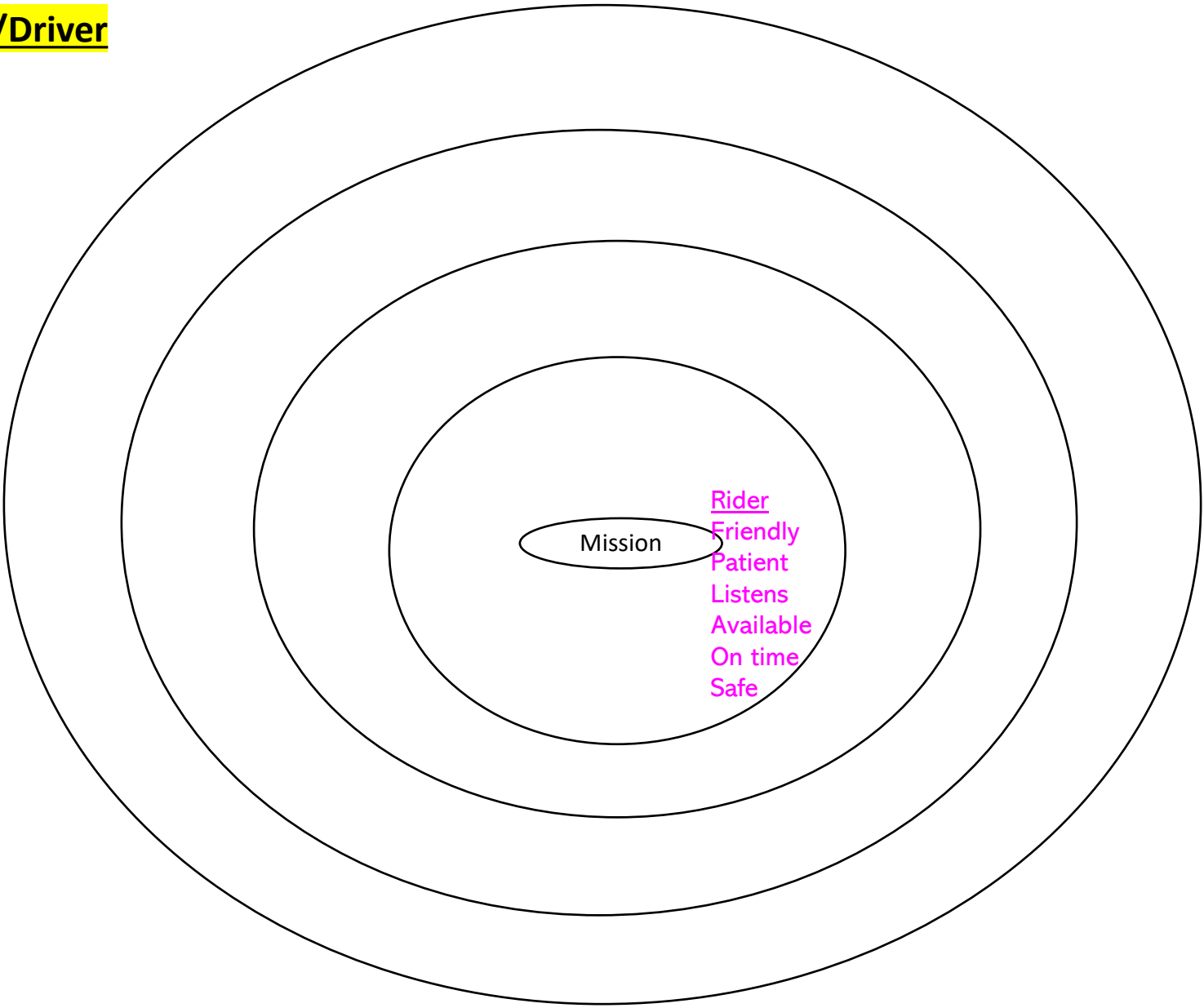
Other _____



Case Study

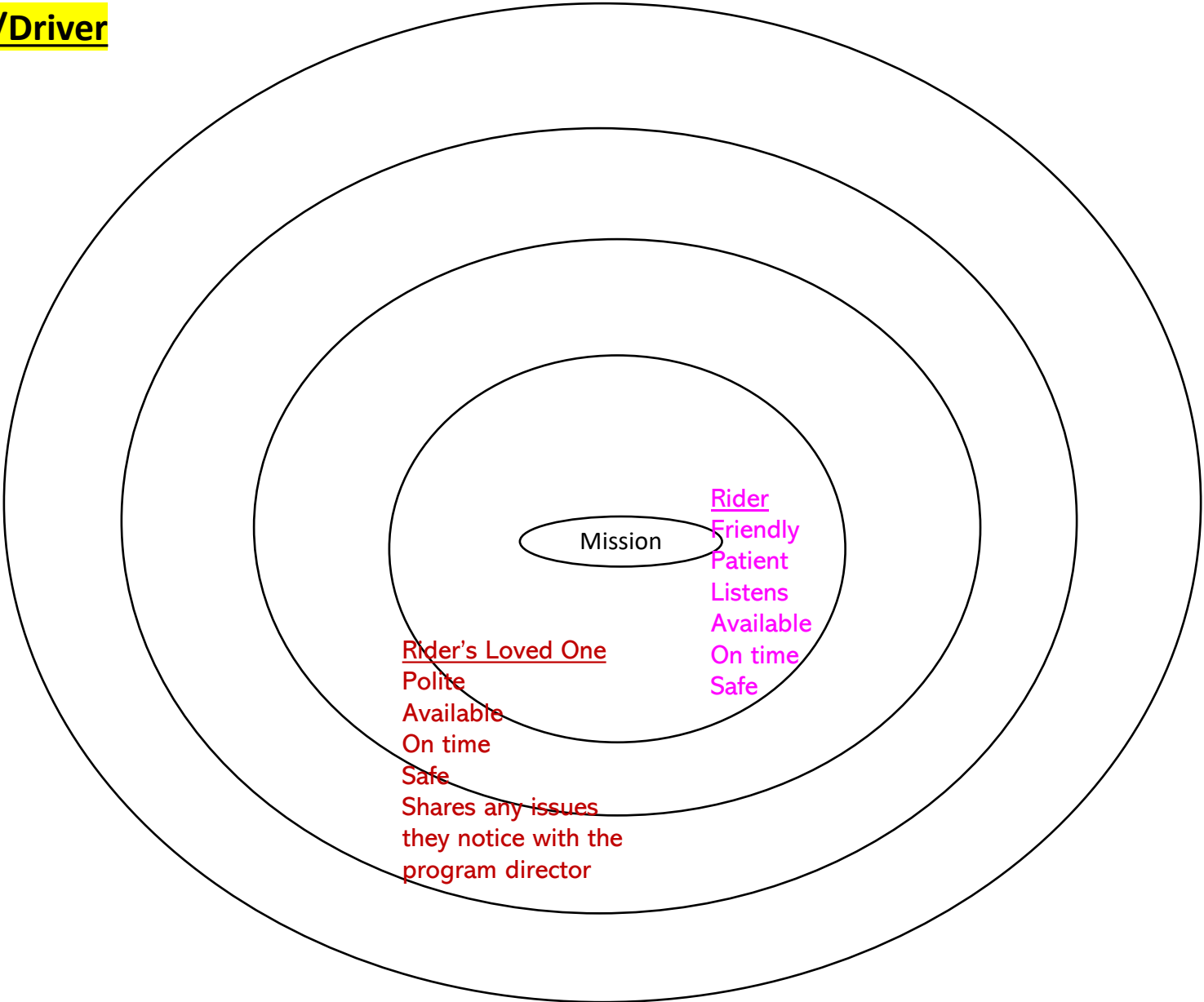
Volunteer Impact: Point of View (Sample) –

Transportation/Driver



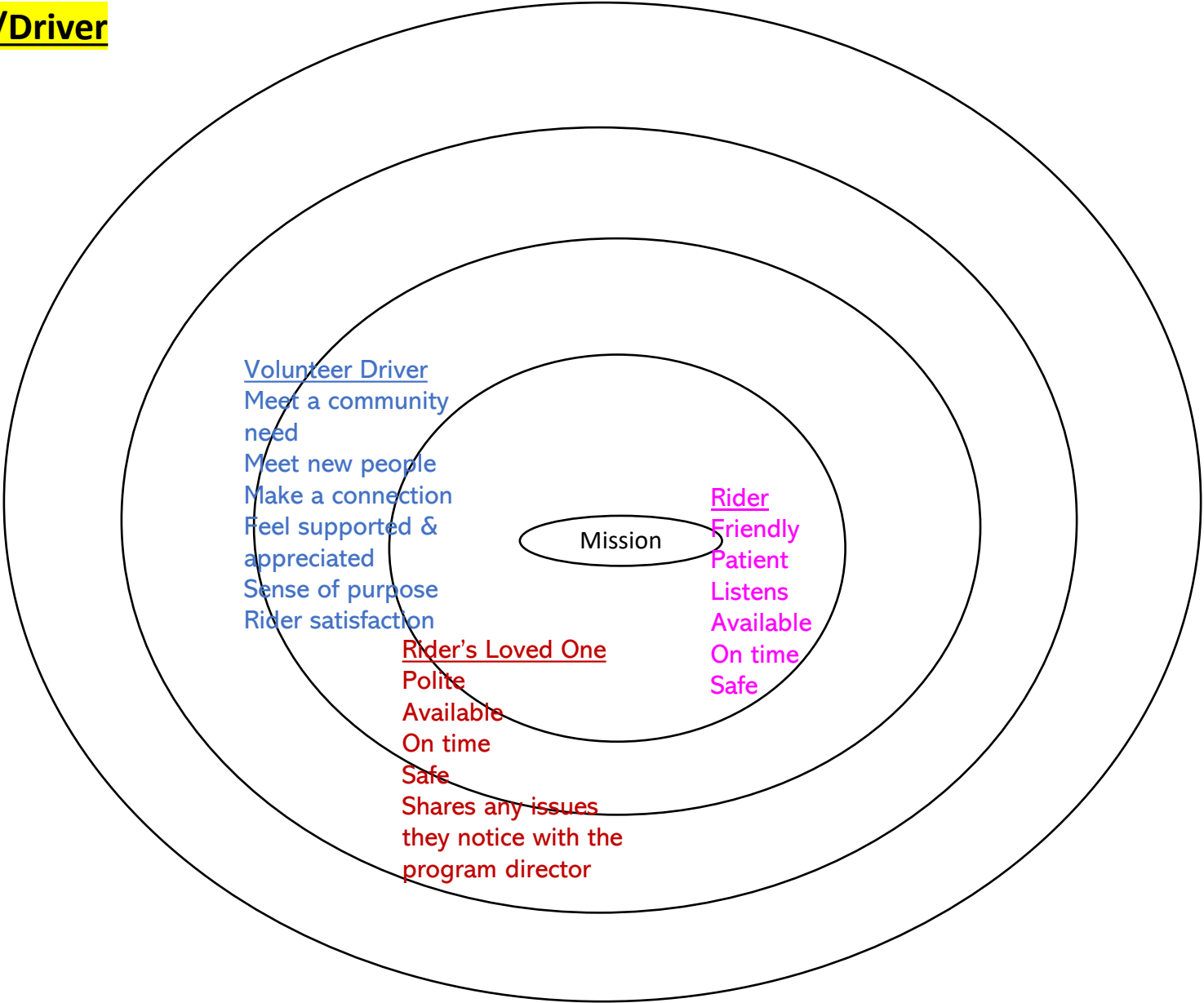
Volunteer Impact: Point of View (Sample) –

Transportation/Driver



Volunteer Impact: Point of View (Sample) –

Transportation/Driver



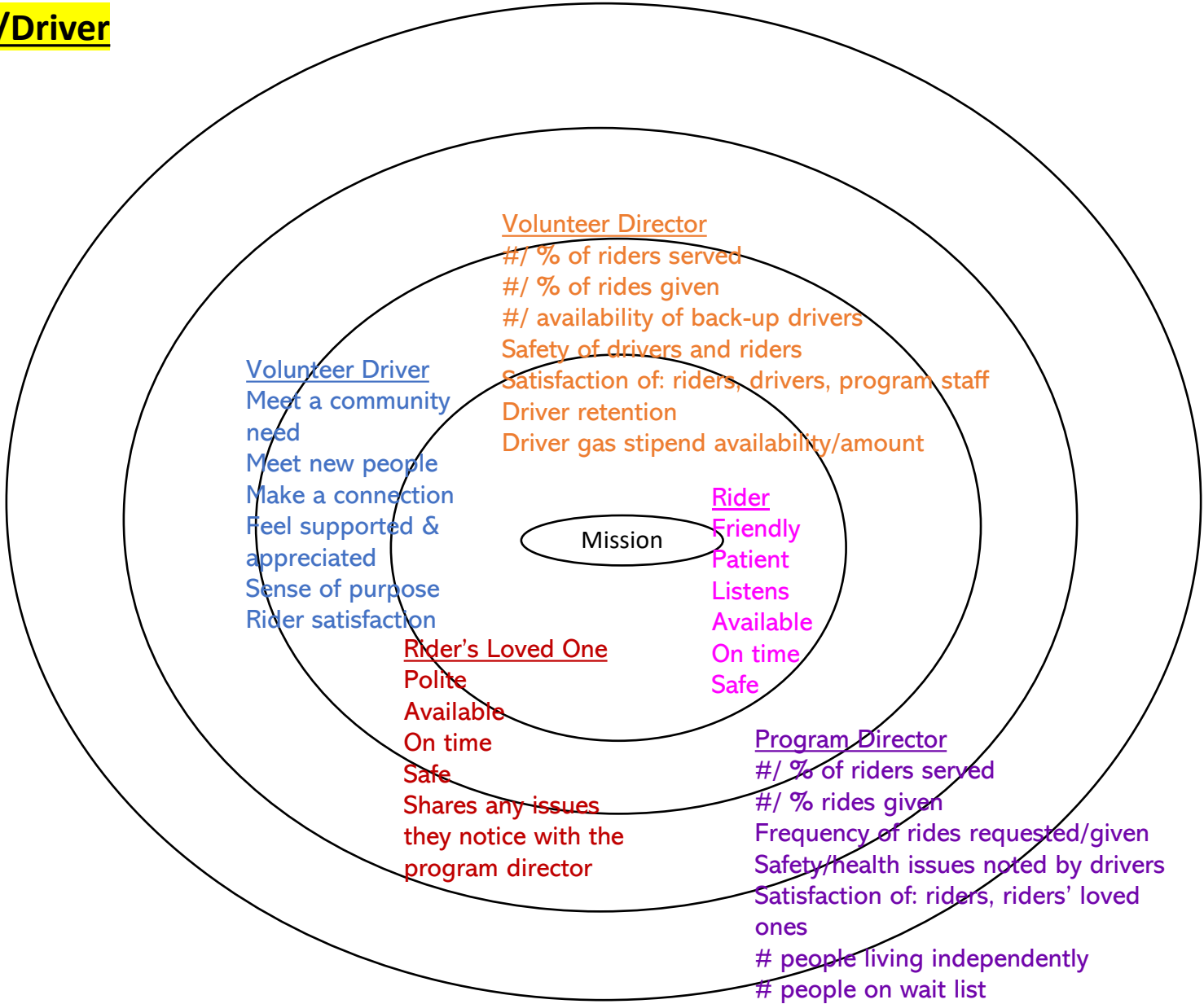
Volunteer Impact: Point of View (Sample) –

Transportation/Driver



Volunteer Impact: Point of View (Sample) –

Transportation/Driver



Volunteer Impact: Point of View (Sample) –

Transportation/Driver



Volunteer Impact: Point of View (Sample) - Docent

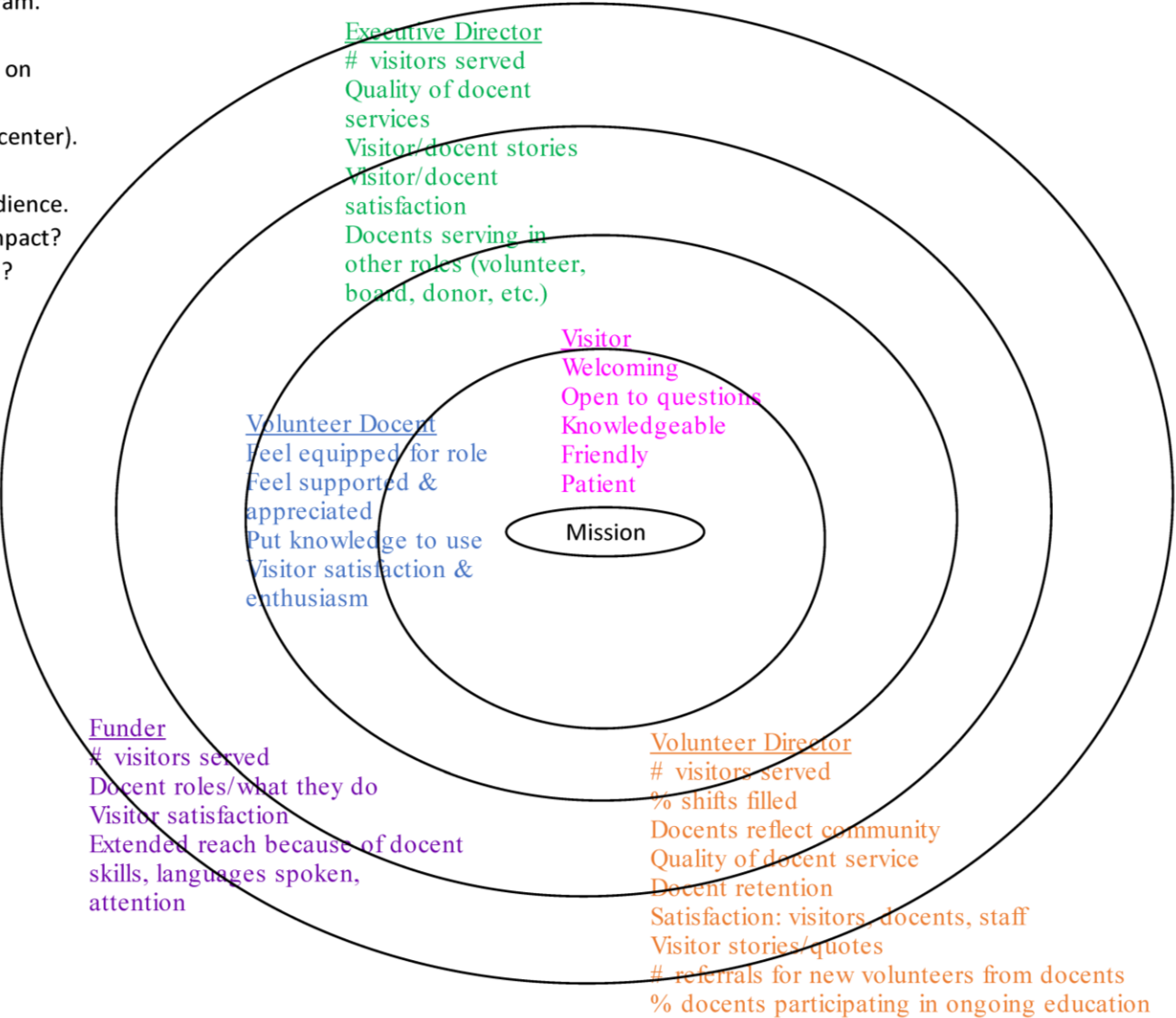
Purpose: Identify how various audiences would define volunteer impact for a specific program.

Directions: Select a program.
Place audiences on the target based on how close they are to the mission (i.e., program participants go in the center).
Add indicators of volunteer impact that reflect what matters to that audience.
How would they define volunteer impact?
What does success look like to them?

Program: Volunteer Docent

Audience examples:

- Program participant (visitor)
- Volunteer (docent)
- Volunteer Director
- Program/Operations staff member
- Executive Director
- Board member
- Funder
- Other _____
- Other _____



Now what?

Now what?

- Assess current data.
- Generate new community-centered data.
- Craft a story that links volunteer data with mission/values.
- Share with an audience.

Guiding Principles

- Start small.
- Co-create.
- Be proactive.
- Spread the word.



What one action will you take in
the next week?



“It is not more data
that we need for our transformation...
but more wisdom.”

Dr. Robin Wall Kimmerer, Braiding Sweetgrass

Thank you!

Let's stay in touch!

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LinkedIn