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

VOLUNTEERMATCH
JULY 11, 2024
DR. SUE CARTER KAHL (PRONOUNCED KALE)
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 the funder/board ask for

What we give the funder/board
What are we missing?
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
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

Mission

Rider
Friendly
Patient
Listens
Available
On time
Safe
Volunteer Impact: Point of View (Sample) –

Transportation/Driver

Mission

Rider
Friendly
Patient
Listens
Available
On time
Safe

Rider's Loved One
Polite
Available
On time
Safe

Shares any issues they notice with the program director
Mission
Volunteer Driver
Meet a community need
Meet new people
Make a connection
Feel supported & appreciated
Sense of purpose
Rider satisfaction

Rider's Loved One
Polite
Available
On time
Safe
Shares any issues they notice with the program director

Rider
Friendly
Patient
Listens
Available
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Safe

Volunteer Impact: Point of View (Sample) – Transportation/Driver
Volunteer Impact: Point of View (Sample) –

**Transportation/Driver**

**Mission**

- **Volunteer Director**
  - #/ % of riders served
  - #/ % of rides given
  - #/ availability of back-up drivers
  - Safety of drivers and riders
  - Satisfaction of: riders, drivers, program staff
  - Driver retention
  - Driver gas stipend availability/amount

- **Rider**
  - Friendly
  - Patient
  - Listens
  - Available
  - On time
  - Safe

- **Rider’s Loved One**
  - Polite
  - Available
  - On time
  - Safe

- **Volunteer Driver**
  - Meet a community need
  - Meet new people
  - Make a connection
  - Feel supported & appreciated
  - Sense of purpose
  - Rider satisfaction

- **Driver retention**
  - Driver gas stipend availability/amount

- **Sense of purpose**
  - Driver retention

- **Rider satisfaction**
  - Friendly
  - Patient
  - Listens
  - Available
  - On time
  - Safe

- **Polite**
  - Available
  - On time
  - Safe

- **Shares any issues they notice with the program director**
Volunteer Impact: Point of View (Sample) – Transportation/Driver

Mission

Volunteer Director
- #/ % of riders served
- #/ % of rides given
- #/ availability of back-up drivers
- Safety of drivers and riders
- Satisfaction of: riders, drivers, program staff
- Driver retention
- Driver gas stipend availability/amount

Rider
- Friendly
- Patient
- Listens
- Available
- On time
- Safe

Rider’s Loved One
- Polite
- Available
- On time
- Safe
- Shares any issues they notice with the program director

Program Director
- #/ % of riders served
- #/ % rides given
- Frequency of rides requested/given
- Safety/health issues noted by drivers
- Satisfaction of: riders, riders’ loved ones
- # people living independently
- # people on wait list

Volunteer Driver
- Meet a community need
- Meet new people
- Make a connection
- Feel supported & appreciated
- Sense of purpose
- Rider satisfaction

Rider’s Loved One
- Polite
- Available
- On time
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- Shares any issues they notice with the program director

Program Director
- #/ % of riders served
- #/ % rides given
- Frequency of rides requested/given
- Safety/health issues noted by drivers
- Satisfaction of: riders, riders’ loved ones
- # people living independently
- # people on wait list

Volunteer Director
- #/ % of riders served
- #/ % of rides given
- #/ availability of back-up drivers
- Safety of drivers and riders
- Satisfaction of: riders, drivers, program staff
- Driver retention
- Driver gas stipend availability/amount
Volunteer Impact: Point of View (Sample) – Transportation/Driver

Mission

Executive Director
# people living independently
# people on wait list
% of need met
Rider/volunteer stories

Volunteer Director
# of riders served
# of rides given
# availability of back-up drivers
Safety of drivers and riders
Satisfaction of: riders, drivers, program staff
Driver retention
Driver gas stipend availability/amount

Volunteer Driver
Meet a community need
Meet new people
Make a connection
Feel supported & appreciated
Sense of purpose
Rider satisfaction

Rider’s Loved One
Polite
Available
On time
Safe
Shares any issues they notice with the program director

Rider
Friendly
Patient
Listens
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Program Director
# of riders served
# of rides given
Frequency of rides requested/given
Safety/health issues noted by drivers
Satisfaction of: riders, riders’ loved ones
# people living independently
# people on wait list

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CONSULTING
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

\[
\text{Mission} \quad \begin{array}{c}
\text{Visitor} \\
\text{Welcoming} \\
\text{Open to questions} \\
\text{Knowledgeable} \\
\text{Friendly} \\
\text{Patient} \\
\hline
\text{Volunteer Docent} \\
\text{Feel equipped for role} \\
\text{Feel supported & appreciated} \\
\text{Put knowledge to use} \\
\text{Visitor satisfaction & enthusiasm} \\
\hline
\text{Funder} \\
\text{# visitors served} \\
\text{Docent roles/what they do} \\
\text{Visitor satisfaction} \\
\text{Extended reach because of docent skills, languages spoken, attention} \\
\hline
\text{Volunteer Director} \\
\text{# visitors served} \\
\text{% shifts filled} \\
\text{Docents reflect community} \\
\text{Quality of docent service} \\
\text{Docent retention} \\
\text{Satisfaction: visitors, docents, staff} \\
\text{Visitor stories/quotes} \\
\text{Referrals for new volunteers from docents} \\
\text{% docents participating in ongoing education}
\end{array}
\]
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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