



VolunteerMatch

**Learning Pathways  
Impact Storytelling  
Part 1: For Volunteers**

# Welcome!

This is a new format for learning at VolunteerMatch

- Designed for more participation.
- All resources and slides will be available afterwards.
- I want to hear your feedback!
- Please register for all Parts of a Learning Pathway – they build on each other.

## What impact do volunteers have on your organization?

They are our workforce, 100% the reason we get our job done

Allow us to have more staff time for bigger projects!

They are essential to our mission, and required by Medicare

Ambassador's for the organization.

Volunteers comprise our largest department at our agency.

They make a difference in a child's life.

Volunteers assist us with saving time, money and human resources!

We couldn't operate our food pantry at all without them

# What impact do volunteers have on your organization?

Support thousands of students in STEM education and skills

community engagement

Increased capacity to do our work

Our organization is volunteer-led and the paid staff is there to support them.

100% run by volunteers

They are the glue to help us delivery our mission

Keep our programs running!

Make so much more possible!

# What impact do volunteers have on your organization?

A huge impact. We have over 200 programs a month and only 10 staff. Volunteers allow us to run these programs, we literally could not do our work without them

Major impact. We cannot conduct our programs without them.

They are able to communicate and spread our mission

They are paramount to what we do

They are our workforce, they make our programs happen

Diverse perspectives and leadership

They really help with our events and tutoring of our scholars. We are a very small team of 10 or so, so the volunteers really help.

Free up staff for other duties.

## What impact do volunteers have on your organization?

Allow us to do all we can with a small staff

Without them, we couldn't do what we do.

We offer meal delivery to seniors and volunteers perform 44% of those deliveries.

Build capacity

We are volunteer-led. We could not operate or serve as many people without our pro bono folks

Help with smaller tasks that are part of larger building blocks

They make it possible for our staff to work with our at-risk youth.

Help make programs happen. Impact lives!

# What impact do volunteers have on your organization?

We are a staff of less than 20 people and we participate in things across the country. The volunteers are why we're successful.

We depend largely on our volunteers, we couldn't operate without them.

Help cover gaps where agency needs more help

Positively impacting outcomes for kids

Drives our mission

They are primary workforce. They help us deliver impact to homeowners in need. They are the guardians of our culture and ethos!

Help us fulfill our mission and bring our vision to life in new ways

Increasing awareness of the organization when they talk about what they do with friends and family.

# What impact do volunteers have on your organization?

They are the reasons  
our camps happen!

service users know these  
people are here because  
they WANT to be not  
because they are being  
paid

They help us fulfill our  
mission

Help us make resources  
ready for client families

Volunteer driven model

Account for about 80%  
of labor

They lighten the load of  
some staff

They are sharing their  
experiences to enrich the  
lives of the youth we serve



## What impact do volunteers have on your organization?

Help to provide additional customer service.

Learning about and passing on information on family homelessness as ambassadors in the community

HUGE! Support our patients and their families

Board of Directors are all volunteers, their contribution is huge!

Many, many tasks across our various city departments.

HUGE impact, we could not function without our volunteers.

They help us connect more with our community and increase our ability to fulfill our mission

They make a positive impact on our patients

## What impact do volunteers have on your organization?

# of clients served and their satisfaction

We could count meals served

Client feedback.

What story do you tell to  
volunteers?

# What makes a good story?

A good story includes:

- Quantitative Data, Qualitative Data, Authentic Voice, Impact, and a Call to Action.
- A story arc
  - Set up the story – what's the status quo?
  - What's the problem or conflict?
  - What's the resolution or solution?
  - What's the call to action?

# What are you counting or measuring to tell the story of volunteer impact?

Number of members

Hours of support

Hours served by number  
of volunteers

students served

clients served

Number of returning  
volunteers

Dwell time, trained  
volunteer, volunteer  
hours

Client interaction (meals  
delivered)

## What are you counting or measuring to tell the story of volunteer impact?

The number of families we are able to serve

Number of children served.

Number of children served.

Animals adopted!

# of hours volunteered,  
\$ value of those hours

Number of classes taught

Number of volunteers,  
number of hours volunteered,  
programs served

Hours of Learning

# What are you counting or measuring to tell the story of volunteer impact?

Financial donations generated by the volunteer activity

Volunteer Hours, number of volunteer opportunities

Hours and returning volunteers

Volunteer attendance & # of trees planted

impact hours

Hours served, number of unique volunteers, number of programs/volunteer experiences

Retention and recruitment numbers, survey results showing satisfaction, support, and needs.

Years with our organization

# What are you counting or measuring to tell the story of volunteer impact?

Number of girl members

Volunteer hours, the number of volunteers, students served, value of service

volunteer hours spent with patients or in service of patients

# of volunteer hours  
# of volunteers  
# programs served

Hours, number of volunteers, number of experiences (participants served)

How many children are served by volunteers.  
Children on the waitlist for a CASA volunteer.

Net worth in crease, number of households served

number of volunteers trained



# What are you counting or measuring to tell the story of volunteer impact?

Hours, # volunteers, # family served (for specific programs), \$ value of vols

Customers served in different programs. Dollar amount of volunteer hours.

We count the hours. I am an AmeriCorps volunteer so NYC Service tracks all the volunteers who go thru me

Participant survey

How many people graduate

Homeowners served, how long volunteer leaders remain in their positions

Hours served

How many meals delivered, groceries delivered, food distributed, hours worked

## What are you counting or measuring to tell the story of volunteer impact?

Number of volunteers in each unique role.

I am counting the hours, the impact of each volunteer, the volunteers that become donors.

Stress relief from staff.

Hours volunteered, in-kind donations, pantry visits

Years of service

Impact on how much they help the community

# of years

Hours, number of volunteers, retention

## What are you counting or measuring to tell the story of volunteer impact?

Want to collect # of conversions vols - >donors and vice versa

Volunteer of the year award and other rewards

Unique volunteers and duplicated volunteers

We communicate guests response to the meals that guests made

hours in specific impact areas

Length of recurring service

I also do a volunteer newsletter where i tell different stories

satisfaction survey data and net promoter score

# What are you counting or measuring to tell the story of volunteer impact?

Years of service, annual service hours

Post volunteer event satisfaction and feedback

Number of participants become volunteers

More client interviews about their experiences/wants/needs

impact of other volunteer successes

impact of other volunteer successes

# Getting Past Numbers

What kind of information is informing your story now?

- What matters to your volunteers?

How do you deploy your mission in the community?

- What are the values or goals that drive your work?
- How are your clients, or the community, helped by the work you do?

What's the problem you're trying to solve?

- What's different or better because of the work you do?

# Getting Past Numbers

What kind of information is informing your story now?

Who are your volunteers?

- What do they do?
- Why does it matter?
- What does it look like or feel like to be a part of your organization?

# What Informs the Story?

What do you need to know (besides volunteer hours) to tell your story?

- Things that you track now
- Clients, outcomes, trends over time, etc.

Other information from within your organization

- Volunteer interview, client stories, etc.
- Information from outside your organization
- Research, reports, studies, etc.

## What additional information would help you tell this story?

Knowing your audience

Anything! All personal stories can really help!

Video testimonials

Some of our volunteers was once clients

Success stories

feedback on volunteer's view of culture of our organization. Personal impact stories/testimonies.

Why do our mentors keep coming back?

testimonials



## What additional information would help you tell this story?

Personal stories

Personal testimonials

Clients who became  
volunteers and why

personal stories

client experience,  
wants/needs

How it is impacting  
clients in a positive way

Personal experience

What are members feel  
about our volunteers

## What additional information would help you tell this story?

family testimonials who have interacted with volunteer

Volunteer testimonials - why do they volunteer?

how many patients were able to remain at home with short respite from volunteers

interviews with long-term volunteers

info from adopters/rescuers

Before and after impact stories

Stories from volunteers on their experience interacting with guests.

Other volunteers stories

## What additional information would help you tell this story?

Examples from staff on how volunteers have been helpful.

Information about the larger picture of our impact area. E.g. - sharing about how their work boxing meals connects to the national hunger relief landscape

What does staff say about our volunteers?

Photos showing the work being done and guidance on what to expect

Volunteer feedback

Personal stories of clients impacted.

Making sure that all language is dignifying, humanizing, and empowering; that clients would feel okay about how we speak of them and our work

# Building Your Story

Your story should reflect the values and culture of your organization.

- Be authentic.
- Stay true to your mission and your work.

What matters in your organization?

- What do your volunteers, donors, clients tell you is most important about the work you do?

## Volunteer Impact Worksheet

What sets the stage for the story?	What's the problem or conflict?	What informs the problem?	What's the resolution or what's better?	What informs the resolution?

# What will you add (or remove) from the story you tell to volunteers?

Colorful language

descriptive language  
and emotion

We like to add personal  
stories of staff with  
scholars

feedback from clients

removing non-inclusive  
language and replacing it  
with inclusive and  
accepting words

Specifics

specific details about how  
a volunteer can spend time  
with the patient

Impactful pictures

## What will you add (or remove) from the story you tell to volunteers?

add "insider" information

quotes from clients about how they appreciate volunteers

Less data and facts and more personal information to organization

Provide context when sharing numbers/stats to make it plain

Time needed

What it feels like to be a part of Children's Aid Society!

Background of the individuals they are helping

feedback from community/clients



## What will you add (or remove) from the story you tell to volunteers?

Any suggestions on how to recruit men in particular?

## Questions, Thoughts, Ideas?

Hi, just wondering if there will be a certificate for attending this webinar (or maybe the whole series of webinars?) please? Would be good for Continuing Professional Development. Thanks

Thank you so much!

Thanks

Wondering if there are recommendations for ensuring that our story feels dignifying for clients and avoids being "savior"-ish or too focused on issues being addressed?

# For Next Time:

Explore the Resource Packet:

- Can the worksheets help you start conversations?
- What additional resources do you need, what resources do you have to share?
- Fill out the Feedback Form!
- Join the LinkedIn Group to share ideas, ask questions, get support.

# Thank You!

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