



VolunteerMatch

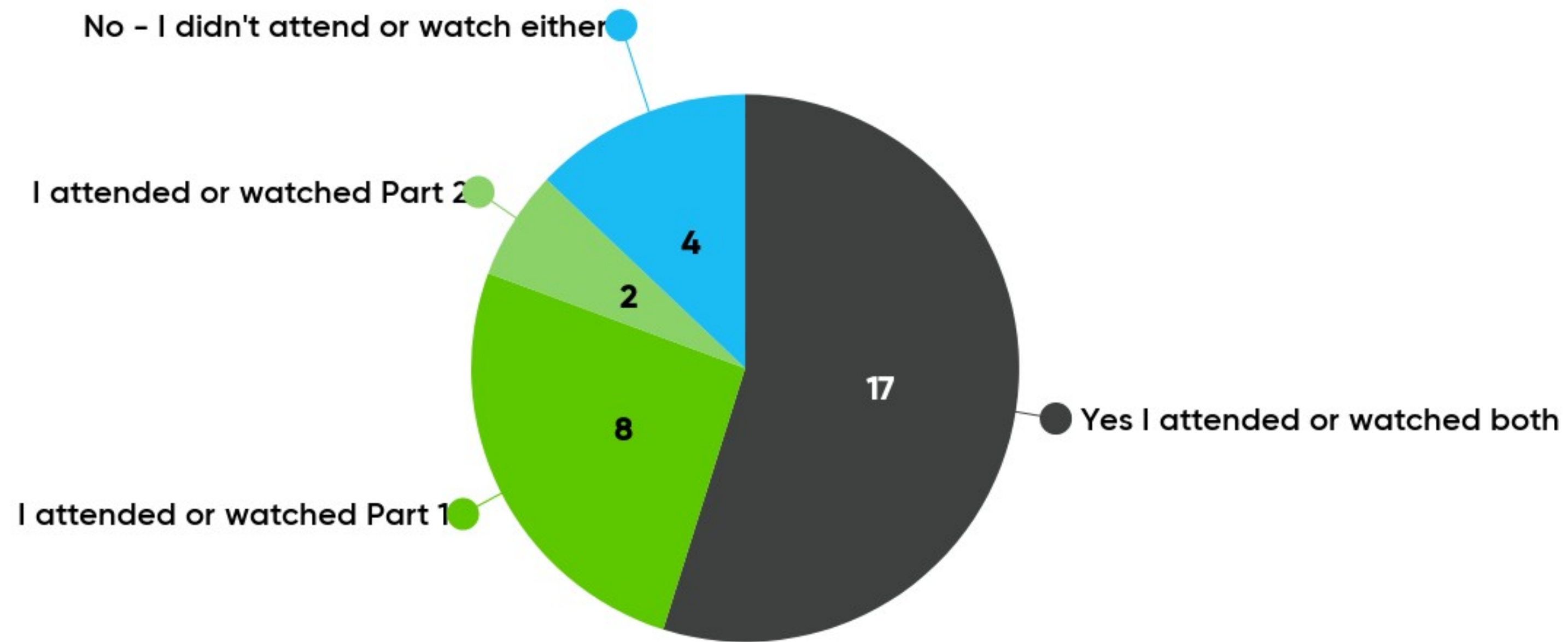
**Learning Pathways  
Impact Storytelling  
Part 3: For the Community and Supporters**

# Welcome!

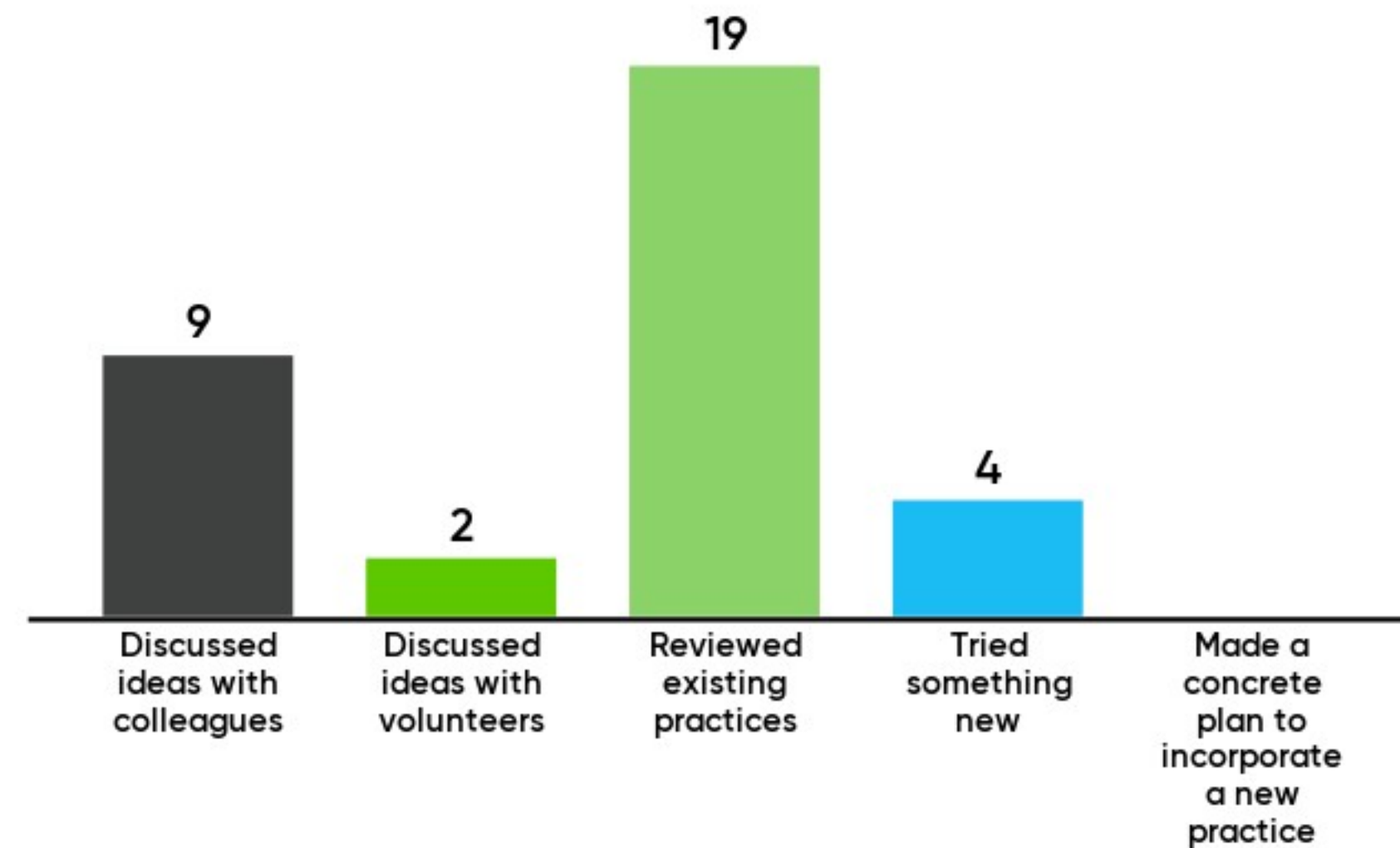
This is a new format for learning at VolunteerMatch

- 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.

# Did you attend Parts 1 & 2?



# If you attended or watched Parts 1 or 2 did you do any of the following? (select all that apply)



What story do you tell to others?

# What are you currently sharing about volunteers outside of your organization?

enthusiastic and determined

Number of hours, spotlights, social media videos

Sharing number of hours, and their impact

Stories of ways they have made impact through local media

Number of volunteer hours, value of volunteer hours, highlight volunteer stories

We share volunteer testimonials! And hours, impacts, stories, etc.

Volunteer spotlights, monthly newsletters, social media ads, videos

numbers of hours, value of hours, social media recognition posts,

# What are you currently sharing about volunteers outside of your organization?

Importance of their unique roles and what draws them to our mission.

number of volunteers and hours for grants

community connection to health care

We have a volunteer newsletter where we highlight what our volunteers have done as a whole and then we feature two each month. Also share on social media.

Success stories with our students

Hours and number of volunteers in annual report

Social media and local news/newspapers

Social media spotlights and in monthly newsletters.

# What are you currently sharing about volunteers outside of your organization?

number of hours, number of households served, testimonials about volunteers, any personal accomplishments or new credentials, impact

How they have impacted our participants and people in the community

Stories of how they have worked with their student this year

Numbers, number of hours and the impact through stories

Dedicated number of hours  
newsletter  
monthly community involvement

I've talked about doing volunteer spotlights, but some people are hesitant to highlight one volunteer because it might upset volunteers not being recognized. Is this a valid concern?

Social media spotlights, video testimonials, community engagement projects

we struggle with highlighting or sharing about volunteers because all our volunteers are confidential.



# What are you currently sharing about volunteers outside of your organization?

Our volunteers go above and beyond to support our local schools!!!

how needed they truly are



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# What else do you wish they knew?

Dedicated

How dedicated and passionate they are

passionate

dedicated, integrated in the community

Volunteers enjoy the teaming and collaboration with each other

Years of experience

Compassionate

I wish people got to know more of their actual stories and the sacrifices they generously make to show up for our guests.

# What else do you wish they knew?

how much work they really do for our organization. we cannot do our work without them

similar lived experiences to the kids that we help

key strategic partners

They are everyday people like you

How many are also clients who come back to volunteer with us and help others!

Dedicated, passionate, they have fun

alot of our volunteers work in the medical community as their day jobs

They are valued and appreciated.

# What else do you wish they knew?

our volunteers take extensive training!

They stick with us. We don't always have volunteer opportunities, but some of our core ones are always ready to help, no matter how sporadic the opportunities.

Volunteers go above and beyond to support our local schools!!

Here for their community

The various industries/professions that our organizations brings them all together

They have the unique ability to really make an impact for our patients by offering their time and compassion.

our camps would not be possible with volunteers. All our of counselors are volunteers and make our camps happen

We serve people with cancer and many of our volunteers are cancer survivors. Can relate to our participants

# What else do you wish they knew?

in some program areas,  
they can be available to  
support 24/7

some of our volunteers  
travel across the country  
to come to help at camp  
every summer

Newsletter

# What do you want people to know?

Telling the story of the work volunteers do can:

- Educate the community about the mission and work of the organization
- Increase interest in volunteering – passive recruitment
- Point potential clients to services
- Raise awareness of the work for donors/funders

# What are you doing now?

How is the work of volunteers showing up in external communications now?

- Social media – impact, spotlights, volunteers in action
- Supporter communications – newsletters, donor asks, impact/annual reports
- Volunteers as providers – client/member interactions, ambassadors

# What could you do?

How can you elevate the role of volunteers outside of your organization?

- Tap into word of mouth marketing
- Create connections in the community
- Prioritize education about volunteers in communication (recognition)
- Understand how volunteers and donors overlap
- Pursue funding for volunteer engagement activities



# What ideas do you have for sharing this story?

Blog posts on our foundation website

newsletter

Open House event

My organization uses a platform called ViewSpark which can text short videos to donors. I think I'd like to take advantage of that.

Having an area on our website where volunteers can share volunteering highlights. Then we can take quotes from their experiences to post on our website/newsletter/recruitment ads.

On our Facebook pages

Speak at local meetings to update community

Short video interviews of key volunteers and do spotlights on social media and monthly newsletter.

# What ideas do you have for sharing this story?

Ask volunteers to share what's been a highlight experience for them, video or audio. With pictures.



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# Why does this matter?

Things to consider when designing communication for outside of your organization:

- The organization's reputation in the community
- Stories to diversify volunteer, donor, client base
- Educate on the mission/services provided
- Raise the profile of your volunteers, and volunteers in general
- Raise the profile of your organization as a whole

# What change in beliefs or understanding could help your work?

Understanding of the volunteer roles we actually have, as opposed to imagined ones.

I think it would help if people understood that you have to sign up to volunteer and can't just show up.

thanks!

# Creating Measurable Goals

Raising the profile of volunteers outside of the organization:  
SMART

- Specific – what needs to be done
- Measurable – how will you know it's been completed
- Achievable – tactics to complete the work
- Relevant – aligned to strategic goals or mission
- Time-Bound – when will the work happen

**What additional sessions or resources would be helpful?**



# What's Next?

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.
- Stay tuned for next steps!

# Thank You!

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