

TACKLE THE TRENDS INSIGHTS FROM OUR VOLUNTEER & FUNDRAISING SURVEY









VolunteerMatch and MemberHub teamed up to survey hundreds of nonprofit professionals to track 2021 trends in volunteerism and fundraising that can help inform your strategies in 2022.

For nonprofits, volunteering and fundraising often go handin-hand, and during the pandemic, we have had to approach both in new ways. According to our research, nearly half of nonprofits struggled to meet their fundraising goals, and 58% struggled to recruit volunteers. Despite the numbers, enthusiasm amongst respondees to engage volunteers and raise money has not waned.

This eBook contains the data and resources you need for meeting your volunteer and fundraising goals this year.



The Results Are In



How Volunteering Changed in 2021

Nearly half of respondees reported altering volunteering procedures and policies based on CDC guidelines or state restrictions. One-third shifted how they served their communities to adjust to their needs. In-person volunteering was down, but virtual volunteering helped close that gap for some organizations. Adapting to fluctuating guidelines sometimes meant developing hybrid programs (a mix of in-person and virtual volunteering). One-quarter of respondees took this approach.

34%

Reported decreased in-person volunteering



Reported increased virtual volunteering

No matter how you did it, most volunteer professionals had to adapt, and these changes meant tossing out old playbooks and plans and reimagining programs from the ground up. Listen to the Time and Talent Podcast to stay up-to-date with industry trends and solutions.

The Time + Talent Podcast







Covid taught us a lot about how we may better utilize volunteers. We were previously 95% onsite volunteers who came in weekly or biweekly. We're working to shift to greater participation of remote opportunities.

Challenges and Solutions

If your number one challenge in managing your volunteer program was keeping your volunteers engaged -you are not alone. 46% of people listed engagement as their number one challenge.

What were you biggest volunteer challenges in 2021?

(Select all that apply)







The VolunteerMatch Learning Center

Learn engagement tips, industry insight, and management best practices. Make these educational opportunities interactive by signing up with another volunteer colleague (near or far), so you can discuss the webinar and brainstorm ideas.

Recommended Webinars

The New Volunteer Manager's Toolkit Best Practices for Recruiting Online

Creating a Culture of Volunteer Engagement

Explore the Learning Center

We feel appreciation for our volunteers' dedication through adversity and VolunteerMatch training webinars to help us through.

What is your greatest volunteer need for 2022?

- Skills-based/pro-bono services
- Project-based
- Fundraising support
- Event support
- - **Operational support**

Looking Forward: Volunteerism 2022

Is 2022 the year you tailor your recruitment strategy to find the help your organization really needs? Set aside some time to review and refresh your volunteer postings and position descriptions. Convey excitement about the impact projects will make rather than simply listing tasks involved.





Have you shifted your fundraising from what you were doing pre-COVID-19?

Other 11%

Went all virtual 11%

Hybrid model 16%

(Select all that apply)



No Changes 31%

Increased web-based fundraising 31%

Many nonprofit leaders were compelled to move their efforts online and leverage technology. MemberHub software makes fundraising easy, and the best part is that, unlike other platforms, your organization can keep 100% of the proceeds.

Fundraising During a Pandemic

Roughly 70% of our audience shifted the ways they fundraise from before Covid-19. For 37% of respondents, their greatest challenge was meeting their fundraising goals, with 26% saying their greatest challenge was running the fundraisers.

Explore MemberHub's Fundraising Features

Fundraising in 2022

In 2021, events were the most popular form of fundraising (46% of respondents). When asked what kind of fundraisers they were looking forward to in 2022, 67% responded 'events.' The second most popular answer was 'selling products' at 22%, with 33% looking forward to selling products in 2022.

You get your own online store with MemberHub, where you can take your catalog of products online for your supporters to easily purchase. You can also choose from a variety of available product fundraisers - from masks to flowers to sweet treats.





Anticipate an increase in event fundraising for 2022









How Can Businesses Help?

Are you a CSR professional looking to amp up your businesses' community service? The moszt important first step is listening to nonprofits in your community to understand what they need from you.

How can businesses in your community best partner with you?



(Select all that apply)



Pledge to hire folks from our community and work with us to assure an affirming and inclusive environment for those new employees



Use whatever feature you need to help maximise volunteer engagement and fundraising in 2022

Payments and **Online Store**



Volunteer Management & Supporter Engagement



Fundraising



A-thons







Product Fundraisers







We're here to help! <u>giveback</u>the <u>comeback</u>

In 2022, The Giveback to the Come Back Campaign enables 2,200 VolunteerMatch members to receive a premium MemberHub subscription at no cost!

Overall, survey respondents are optimistic about 2022 and are looking forward to a big comeback in volunteer engagement and fundraising. To support that, MemberHub and VolunteerMatch are donating 2,200 free memberships.

Claim your free MemberHub Account Schedule a call and have MemberHub set up your first fundraiser for free

www.memberhub.com/volunteermatch

