

Engaging Fundraising Volunteers

Main Messages From Dublin City Volunteer Centre Research

- Be strategic about who fundraises for you and how you manage & mind volunteers
- Good practice volunteer management is vital and in particular valuing all who contribute through their volunteering, even those who are episodic volunteers. Briefing volunteers, training and continuous improvement is necessary.
- Gratitude and appreciation are necessary ingredients to attract and sustain volunteers - be creative and continuously improve the ways you express gratitude and appreciation for your volunteers
- Reflection is vital for learning, integration of new awareness and continuous improvement of practice - reflection is particularly vital for leaders so that they can lead their followers with integrity
- There is a set of specific skills and steps to successful fund raising using volunteers
Qualities to look for in a professional fund raiser - impeccable integrity, good listener, ability to motivate and concern for people.
- Cause is important - what is compelling to those who volunteer and fundraise for you? Commitment to mission matters to those who choose to volunteer for you.
- Communicating and continuously telling the story of your organisation in a trusted and clear way, will raise public awareness and help attract new volunteers to you.
- Social interaction and carefully planned opportunities for volunteers to socialise naturally helps retention and encourages new volunteers to step in
- Integration is key, e.g. of those who engage, integration of systems and sections is also worth considering, e.g. softening any separation that there is between fundraising and volunteering
- Supporting the journey of all forms of engagement (e.g. by clients, supporters, volunteers, etc.) with an organisation is a strategic imperative that will yield long term gains in terms of support, commitment to the cause
- Intentional monitoring of all data¹ held within an organisation is a good thing to do and to notice patterns in volunteering activity and inter play with other activities and engagement with the organisation, e.g. donating money.

¹ And attend to General Data Protection Regulation (GDPR)

