



Engaging Fundraising Volunteers

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volunteer centre

Ionad d'Obair Dheonach Cathair Bhaile Átha Cliath

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Our Research into Volunteer Fundraising

Factors that encourage people to volunteer as fundraisers and ways that organisations can better encourage and value their fundraising volunteers

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Research Questions

- How to attract, recruit and retain fundraising volunteers?
- What attracts people to volunteer in a fundraising capacity?
- What puts people off volunteering?
- What can organisations **be** and **do** to draw in, support and retain good volunteers to support fundraising

Approach to the Research

- Review of a sample of recent literature looking at fundraising volunteering
- Consultation with Volunteer Involving Organisations & Volunteers



What Attracts Volunteers to Fundraise

- Personal connection to the organisation's cause / family benefited from services
- Seeking a personal experience, e.g. a challenging physical event such as a marathon, walk or trek
- Expand social network
- Excitement / Fun
- Gain experience to further career and / or studying a related subject, e.g. social research or social care
- Personal development

What Attracts Volunteers to Fundraise

- Emergency / catastrophic events
- Publicity, media attention on an organisation, particularly at a time of crisis
- Adverse weather conditions in the case of homelessness
- Time of year; Christmas is busiest time for homeless charities
- Corporate Social Responsibility (CSR) strategies and programmes within organisations
- Advertising 'Call Out' for Volunteers, the quality and timeliness of a call

What puts people off fundraising

- Perceptions about charities / organisations
- Poor reputation of a charity and / or sector in general
- Commercial aspect of fundraising
- Paid fundraisers have gained a reputation of being aggressive / intrusive
- Responsibility of handling money can deter some people, particularly when they are not briefed and supported properly

Challenges

- Volunteer Manager - time and capacity
- Integration across departments and maximising shared capacity to attract volunteers, e.g. break down the silos that can exist
- Managing episodic volunteers as they tend to be different from the more regular / long term volunteer

Challenges

- Attracting new volunteers
- Engaging and connecting with older volunteers (e.g. retired people)
- Meeting and managing the expectations of volunteers
- Being careful to mind existing volunteers
- Manage work plans to ensure consistency for volunteers and they are busy, active and engaged, so as to enjoy their volunteers experience
- Effective matching of volunteers to tasks so the experience is worthwhile and enjoyable

Challenges

- Data gathering and doing this systematically and getting the most out of the data
- General Data Protection Regulation (GDPR) and what this will mean for recording and storage of volunteer data



Main Messages from the Research

- Good practice **volunteer management** is vital and in particular valuing all those who contribute through their volunteering
- The **cause** is important - what is your cause and what is it that is compelling to those who fundraise for you?
- **Gratitude and appreciation** are necessary ingredients - be creative and continuously improve the ways to express

Main Messages from the Research

- Being **strategic** about who fundraises for you is vital for success
- 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.
- **Commitment** to the mission matters big time
- **Training and continuous improvement** is vital

Main Messages from the Research

- **Social interaction** and planned opportunities for volunteers to socialise naturally helps retention and encourages new volunteers
- **Integration** is key, e.g. of those who engage, integration of systems and sections is also worth considering
- **Supporting the journey** of all forms of engagement (e.g. by clients, supporters, volunteers, etc.)
- **Intentional monitoring** of all data held within an organisation is a good thing to do

Main Messages from the Research

- **Reflection** is good for learning, integration of new awareness and continuous improvement of our practice
- Reflection is particularly **valuable for leaders** so that they can learn to lead their followers with competency and integrity



Good Governance

- Be accountable and transparent, e.g. communicate clearly through newsletter and / or website how your organisation spent the money that was collected by your volunteers
- Publish salaries of all staff on website
- Be clear about systems, e.g. data collection and what data is used for
- Maintain good data on CRM and use this data fully to gauge patterns and respond to changing times

Volunteer Management

- Provide proper briefings prior to and after a volunteering event or experience
- Demonstrate 100% commitment and follow through



Acknowledgment & Appreciation

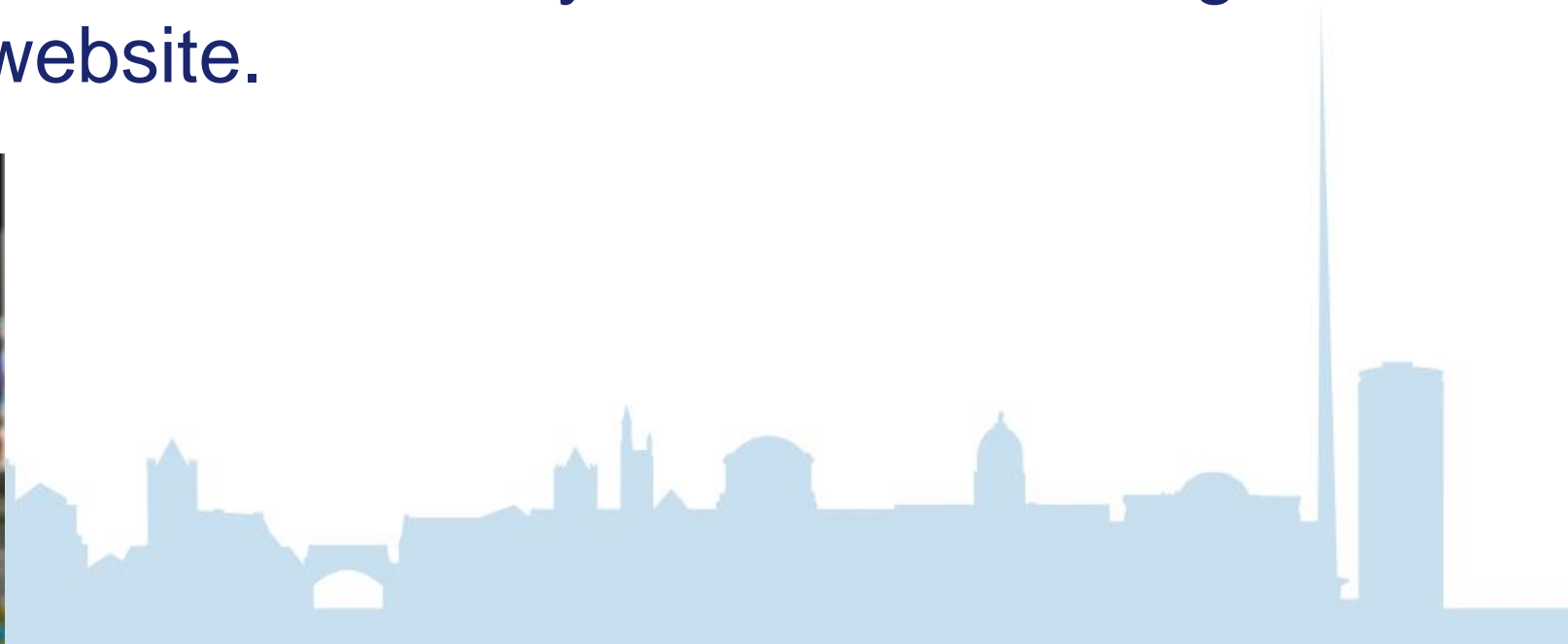
- Work to ensure that volunteers feel that they are truly part of something meaningful
- Treat volunteer well from first contact. Make sure they feel valued.
- Follow up after events
- Show appreciation. Say thank you



Thank
You!

Communication

- Be creative and keep everything fresh and contemporary
- Be active on social media, posting images and 'Tell the Story', over and over again on website.





Thank You

**Thank you for your participation
Any questions or comments?**

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