

Empowering Nonprofits Strategic Volunteer Recruitment & Appreciation Mastery

Brooke Waupsh, Founding CEO, Swoovy



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BROOKE WAUPSH

Founding CEO, SWOOVY

- Award-Winning Marketer
- Certified in Nonprofit Leadership
- “Female Disruptor” by Authority Magazine
- 2x Finalist for Austin Under 40 for “Innovation and Start-Up”
- Dell Technologies DWEN Monthly “Woman on the Rise”
- “Rising Star” by Voyage Magazine
- Mentor for the Young Women’s Alliance



90% of people say they
want to volunteer...

but only 1 in 4 show up.





10:11 62°

CBS
AUSTIN

NEW KIND OF DATING APP

TOP STORIES **ES ON SYRIA POLICY** **FORMER MAINTENANCE WORKER ATTACKS AT LEAST 20 CHILDREN**

STAY CONNECTED

CBSAUSTIN.COM
NEWS/WEATHER/TRAFFIC



Sometimes We Have to Pivot



Go Where They Are



Welcome back, Ashley!

At a Glance

Volunteer hours completed this year
115

Member Registration **73%**

Community Impact **\$3,128**

Today's Highlights

Invite members to platform

Feature an event

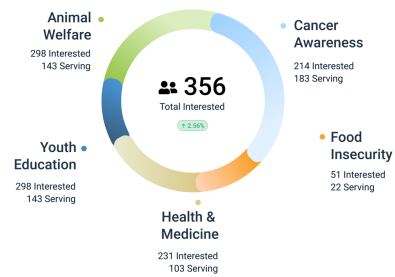
Events

[View All](#)

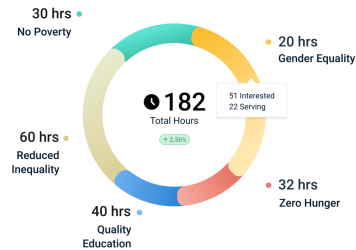
Highest Interest Past Featured

Event Name	Details	Status	Open Spots	Featured	Hours	Impact
American Cancer Society A nationwide health organization dedicated to eliminating cancer	2/20/21 at 5:45 PM CT 1100 N Meopac Expy #100, Austin, TX 78799	106 Registered	65/90		140	\$3,232
Habitat for Humanity Make an impact in your community by building houses for the homeless	1/31/2021 at 6:30 PM CT St. Edwards - Austin, TX	54 Registered	115/123		130	\$1,341
Feeding America Support your neighbors by collecting and distributing donations	2/11/21 at 11:00 AM CT Colorado Crossing - Austin, TX	115 Registered	75/75		120	\$2,503

Member Cause Interest Categories



Sustainable Development Goal Interest



Impact at a Glance



Corporate Engagement & A Nonprofit Studio

Fundraising and Networking Opportunities

Marketing Resources and Partner Rates

Volunteer Recruitment and Engagement

Cracking the Code for Volunteer Recruitment and Retention

The Landscape



Survey



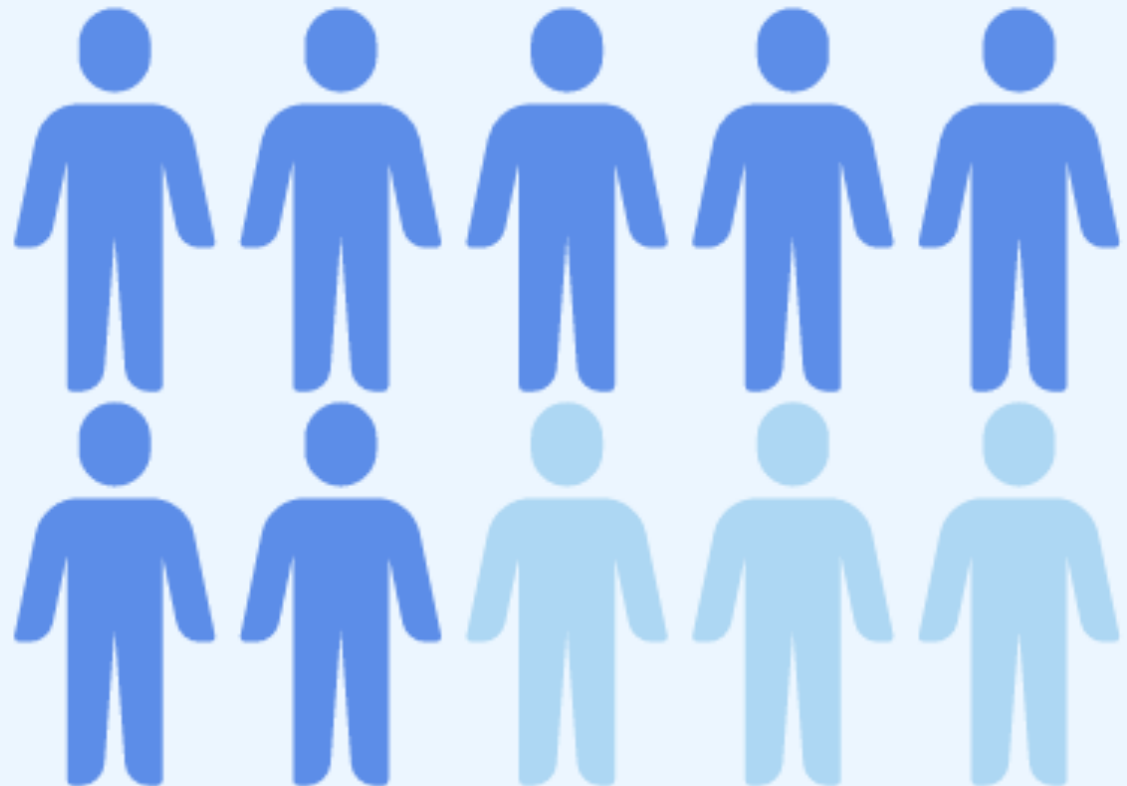
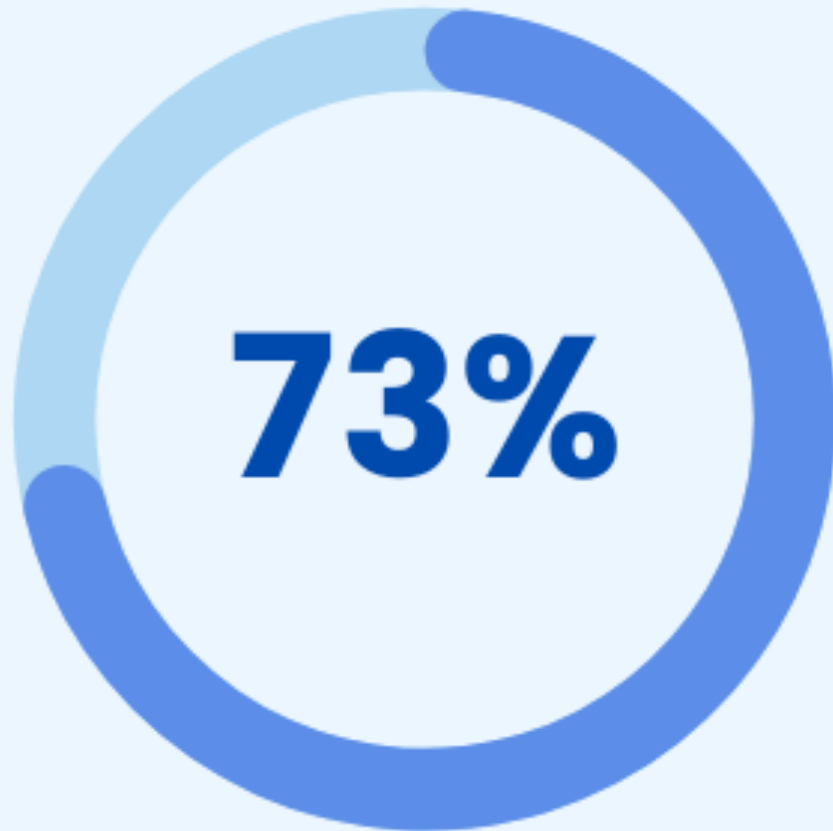
VOLUNTEER RECRUITMENT WAS THE #1 CHALLENGE FOR VOLUNTEER MANAGERS

SOURCE: VolunteerPro, 2023 Volunteer Management Progress Review

THE GOOD NEWS?



73% SAID VOLUNTEERING IS MORE IMPORTANT AFTER THE PANDEMIC

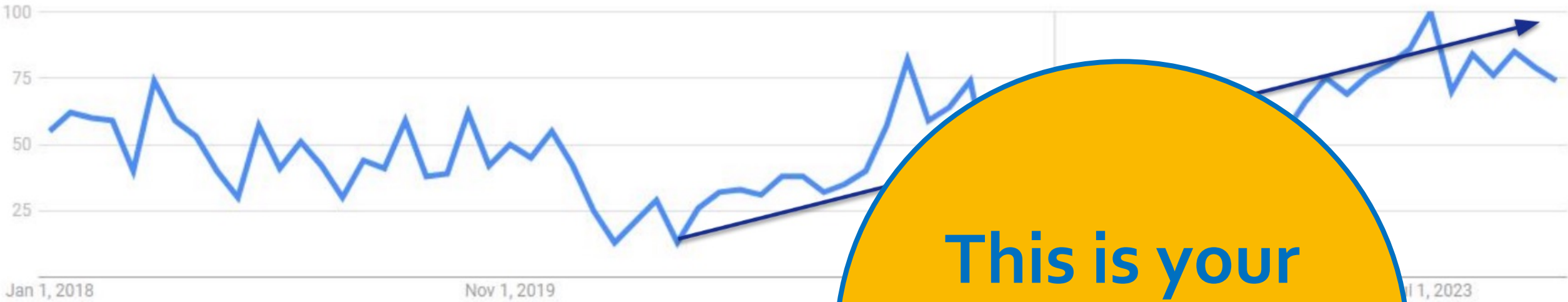


SOURCE: Civic Champs, 2021 Volunteering Trends

Interest in Volunteering is Growing!

Interest Over Time

Searches for "Volunteering opportunities near me"



**This is your
time to
shine!**

Source: Google Trends, October 19, 2023, "Volunteering opportunities near me"

**BE TARGETED,
BE STRATEGIC**



Get the right message
to the right people
at the right time.

The Constituent's Journey

Awareness
&
Education

Involvement as
A Volunteer or
Advocate

2x As
Likely To
Donate

8x More
Frequent
Donations With
48 Hrs Follow Up

Retention
Through
Appreciation &
Understanding
of Impact

DIGITAL STRATEGY

SOCIAL MEDIA
STORYTELLING

• VOLUNTEER LISTINGS

• ONLINE FUNDRAISING

• EMAIL •

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SOURCES OF VOLUNTEERS



Current Volunteers
(Retention)



1 Degree Away
(Conversion: Volunteer
Connections, Board)



New Volunteers
(Acquisition)

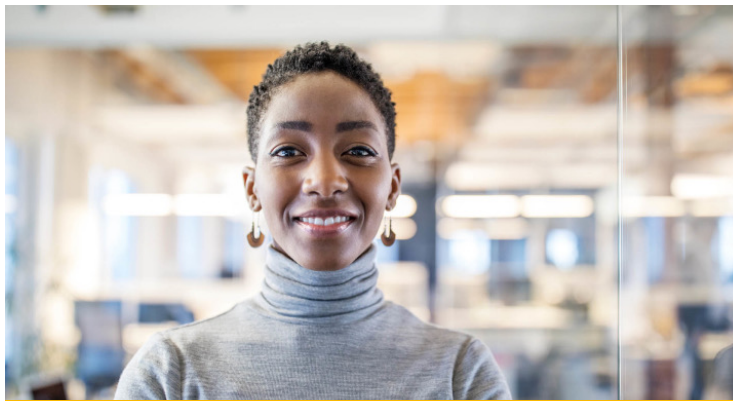
Worksheet

Strategic, Active, Recruiting

VOLUNTEER PERSONAS

Who are your best volunteers? Age, demographics, community groups / organizations....

Who's Most Likely To Volunteer



WOMEN & PARENTS



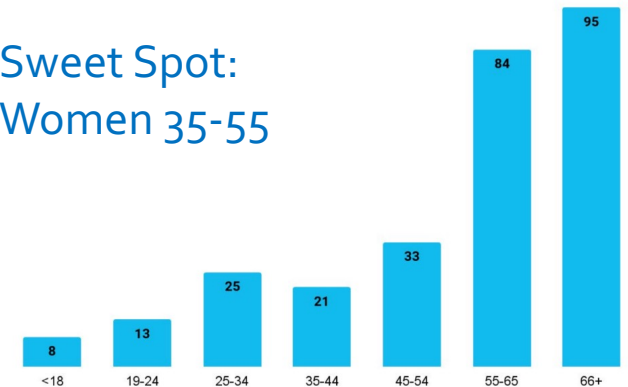
BABY BOOMERS & GEN X



VETERANS

Volunteer Hours go up by age.

Sweet Spot:
Women 35-55



SOURCE: VOLGISTICS

SOURCE: CIVIC CHAMPS *Swoovy*

1)

They don't believe the measure up to other volunteers.

2)

They don't feel appreciated.

3)

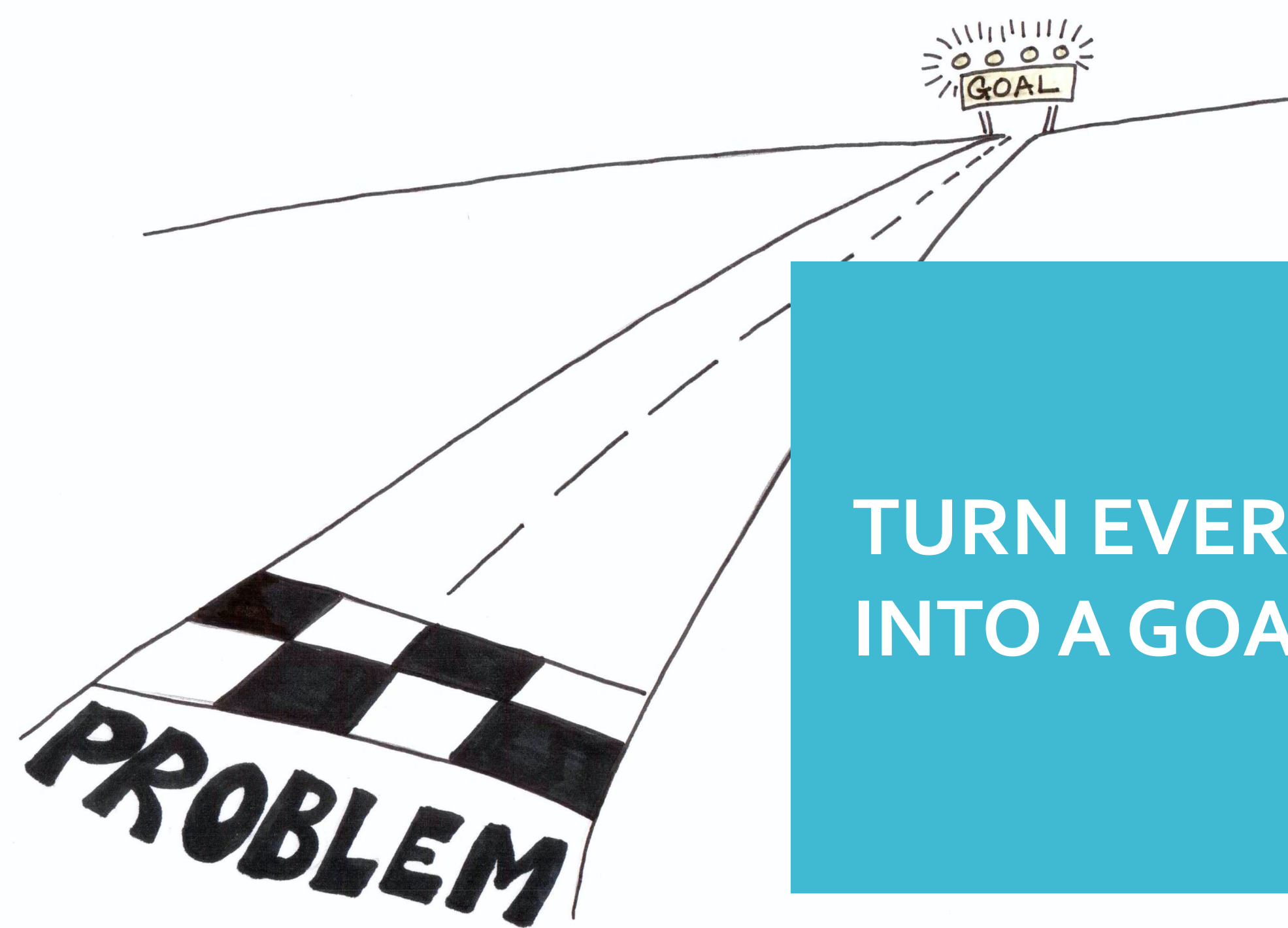
It's too difficult to get involved.

4)

They weren't asked.

TOP REASONS WHY

PEOPLE DON'T VOLUNTEER



TURN EVERYTHING
INTO A GOAL

Problem #1)

They don't believe the measure up
to other volunteers.

**GOAL:
RECRUIT & RETAIN**

**WITH
VOLUNTEER
STORIES**



SOURCE: CIVIC CHAMPS

Worksheet

Strategic, Active, Recruiting

VOLUNTEER PERSONAS

Who are your best volunteers? Age, demographics, community groups / organizations....

THE RIGHT MESSAGE

What motivates them?
Passions, pain-points of getting involved.
A glimpse of what it's like to volunteer. How does it feel?

TYPES OF STORIES



PERSONAL
TRANSFORMATION



IMPACT
STORIES



BEFORE-AND-AFTER



STORIES OF
CONNECTION

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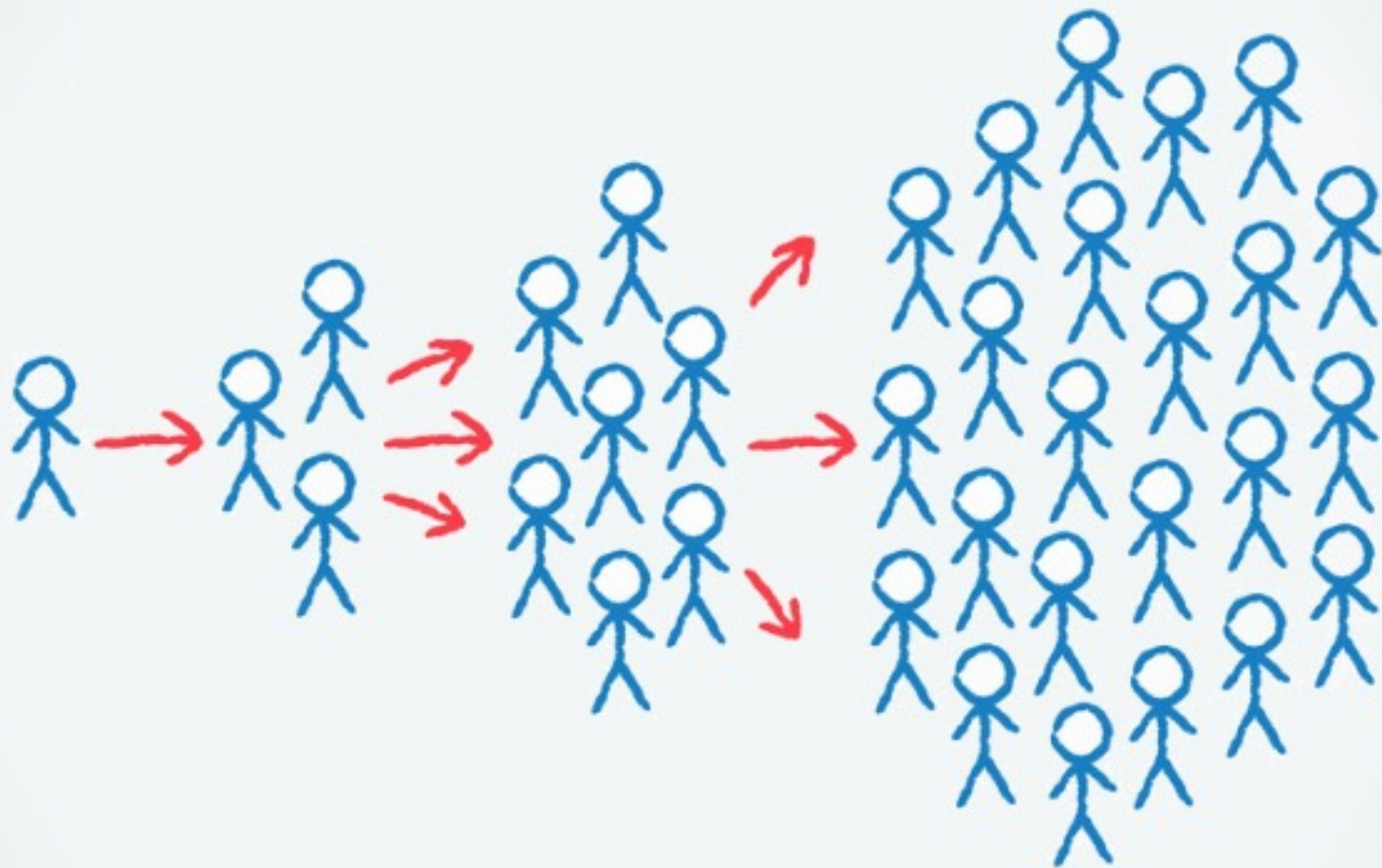
3 STORYTELLING STRATEGIES to BOOST RECRUITMENT

Digital: Capture and display stories of those who walked the path, and their personal impact.

In-Person: Host an Open House for potential volunteers to interact and ask questions.

Network: Encourage Volunteers to share their stories with their network—give them tools.





Identify Your Tools to Capture & Share Stories



☆ All changes saved in Drive

Questions Responses Settings

Google Forms Toolbox

Form description
This form is automatically collecting emails for Lincoln Apps users. [Change settings](#)

112

When at work, I am completely focused on my job duties Multiple choice

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Add option or add "Other"

↑↓ Reverse answer order

Answer Template Select template Required

In a typical week, what days do you exercise?

- Monday
- Tuesday
- Wednesday



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10 CONVERSATION STARTERS TO SPARK GREAT STORIES



1

The first time they volunteered.

2

How does it make them feel?

3

A specific experience volunteering they won't forget.

4

How has their life been impacted?

5

What's most rewarding?

6

What would they say to someone thinking about volunteering?

7

What was it that inspired them to volunteer?

8

What is one thing they've learned, they wouldn't have otherwise?

9

How does the organization make an impact?

10

What is special about this organization?

Problem #2)

They don't feel appreciated.

**GOAL:
RETAIN & CREATE
RAVING FANS**

**THROUGH
VOLUNTEER
APPRECIATION**



APRIL IS NATIONAL VOLUNTEER APPRECIATION MONTH

National Volunteer
Appreciation Week:
April 21-27, 2024

Volunteer Recognition
Day:
April 20

- Host a coffee
- Set up a meditation or yoga session
- Host a game night
- Host a movie night
- Give your volunteers a special shout out on social media

BONUS:

Tie appreciation to gathering volunteer stories to share.

WE  VOLUNTEERS

And Think You're Pretty Swoovy

**YOU'RE
INVITED**

**CITYWIDE
VOLUNTEER
APPRECIATION PARTY**

**04.13.19
3:00PM - 6:00PM
Haymaker**

2310 Manor Rd. Austin 78722



WEEKLY

- Volunteer of the week
- Raffle

MONTHLY

- Email campaign
- Bring it to the board
- Swag bags
- Movie nights


YEARLY

- Awards ceremony
- Group outings
- Holiday highlights
- Picture book

EVENT-BASED

- Transportation stipend
- Happy hours
- Snacks at morning events

PERSONALIZED INCENTIVES

- Thank you letters
- Write a letter of recommendation
- Honor the years
- Videos from clients
- Reach out to their employer
- Career training
- Follow the leader
- Invite inspiration
- Celebrate birthdays
- Engage outside of the office
- Open door policy
-  National Volunteer Week



CREATE & SHOWCASE MEMORIES

REWARDS & RECOGNITION

Problem #3)

It's too difficult to get involved.

GOAL:
REMOVE THE QUESTIONS OF
HOW TO GET INVOLVED

SERVE UP THE
STEPS



Clear &
Simple

Steps to Volunteer

1

ORIENTATION MEETING

- Chose a virtual meeting from the calendar below.
- Learn about our organization, volunteer opportunities, and policies and procedures.



2

APPLY

- You will receive instructions on how to apply at the interest & orientation meeting.
- Complete the online application



3

TRAINING

- Receive in-depth training in the area of your choice.
- Graduate from training and volunteer for regular shifts!



Go To Them



Worksheet

Strategic, Active, Recruiting

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Who are your best volunteers? Age, demographics, community groups / organizations....

THE RIGHT MESSAGE

What motivates them?
Passions, pain-points of getting involved.
A glimpse of what it's like to volunteer. How does it feel?

WHERE TO REACH THEM

Lifestyles
Organizations

Method of
Communication

LinkedIn
Groups

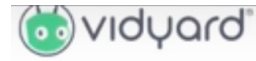
Faith-Based
Communities

Universities
(Civic, Social)

Corporate
Lunch and
Learn

Volunteer
Referrals

Volunteer
Matching
Sites



Vidyard Recording



Problem #4)

They weren't asked.

GOAL:
Make the
Ask



IF YOU DON'T ASK,

**THE ANSWER IS
AUTOMATICALLY NO.**

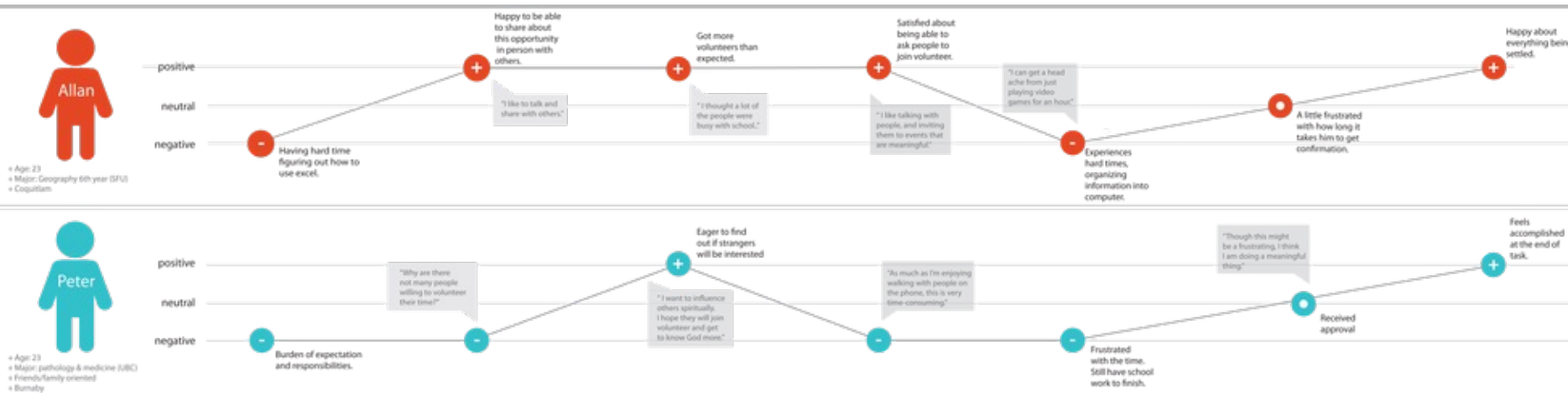
JOURNEY FRAMEWORK

PETER CHAN + ALLAN MICHEALS



Be Strategic.
Have a Plan.

Scenario:
Find volunteers to help with bake sale to raise money for a cause.



Touchpoint	Moment of truth	Opportunities
<ul style="list-style-type: none"> + Computer, + MS excel software + Phone(informants) + Website(information) + Printer + Paper 	<ul style="list-style-type: none"> + The persona is not a graphical/ information designer + Needs to uncover information to put content into the sign-up sheets. + May be easy or may be hard + Other people may be involved to give a hand in this step 	<ul style="list-style-type: none"> + Make prompting templates to help persona get enough information for sign-up sheets. + Make it easy for people to give a hand.
<ul style="list-style-type: none"> + At a church (setting) + Sign-up sheet + Church members + Passerby 	<ul style="list-style-type: none"> + Persona is comfortable with people + This is where they get indirect feedback for the clarity of sign-up sheet; want to feel the worth of their previous work 	<ul style="list-style-type: none"> + Ask someone else to present + talk to members individually + say that such and such person already signed up. This would
<ul style="list-style-type: none"> + Email website + Social network 		
<ul style="list-style-type: none"> + Cell phone + Contact list + Sign-up sheet 	<ul style="list-style-type: none"> + So many people to contact and it is the least efficient and most time-consuming method to find people. 	<ul style="list-style-type: none"> + Conference call + Skype or some similar apps to combine calls
<ul style="list-style-type: none"> + Sign-up sheet from church + Small replies + Email inbox + Computer 	<ul style="list-style-type: none"> + Is straightforward but repetitive and time-consuming 	<ul style="list-style-type: none"> + Make faster way to compile names, contact info + Have a way for other people to help out at little inconvenience
<ul style="list-style-type: none"> + Sign-up sheet + At Starbucks coffee shop + Other bake sale organizers 		
<ul style="list-style-type: none"> + Sign-up sheet + Computer + Email website + Cell phone 	<ul style="list-style-type: none"> + Many people to contact, is repetitive, and may take a longer time to finish 	<ul style="list-style-type: none"> + Allow instant confirmation method + Allow for volunteers to see progress + Make ways for volunteers to be informed with less intrusion than a phone call, but more certainty and quickly than email checking

Keep
Showing
Up



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YOUR WORK MATTERS.

everyday that you show up,
even when it's hard and when you don't feel like it,
you are making a difference.

so, even on the hard days —

even on the days where you'd like to hang
back and not show up —

remember: the world needs the magic inside of you.



LET'S GET
TOGETHER FOR

good
Swoovy

Q/A 😊

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Austin Streets

Dashboard

- Volunteer Management
- Marketing Resources
- Event Management
- Event Calendar
- Promote Events & Fundraisers
- Community

Volunteer Hours: 11,345

Impact: \$34,345

Reach: 122,456

Donations: 34,123

Upcoming Events

Name	Date	Owner	Volunteers	More Details
Event Name	01/09/2020	Steve Smith	15 Registered 23 Interested	More Details
Event Name	01/09/2020	Steve Smith	15 Registered 23 Interested	More Details
Event Name	01/09/2020	Steve Smith	15 Registered 23 Interested	More Details
Event Name	01/09/2020	Steve Smith	15 Registered 23 Interested	More Details
Event Name	01/09/2020	Steve Smith	15 Registered 23 Interested	More Details

Marketing Campaign Name

Total: 424356

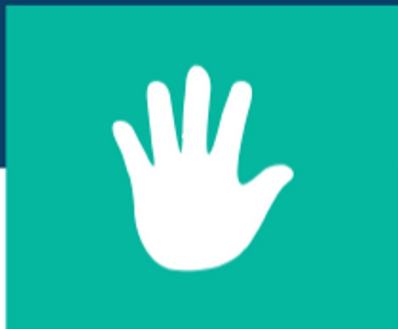
- Visitors
- Volunteer Hours
- Donations

Calendar

AUSTIN NONPROFITS: FIRST LOOK ACCESS TO SWOOVY'S NPO DASHBOARD



AWARENESS & AFFINITY



VOLUNTEER RECRUITMENT



EVENT MANAGEMENT



DONOR ACTIVATION



MARKETING