

Office of Research and Evaluation

Volunteer Management and Engagement Best Practices

July 2023



AmeriCorps.gov

- A federal grantmaking agency that supports and engages Americans through its service and volunteering programs:
 - AmeriCorps State and National
 - AmeriCorps Seniors
 - AmeriCorps VISTA
 - AmeriCorps NCCC
 - Volunteer Generation Fund (VGF)



Learning Objectives:

- Gain awareness of the Volunteer Generation Fund Bundle Implementation Study conducted by the AmeriCorps Office of Research and Evaluation
- Learn what AmeriCorps knows about the current research in volunteer management best practices from the Literature Review and the user research conducted with State Service Commissions
- Demonstrate familiarity with identified Volunteer Management Best Practices



Volunteer Generation Fund

Implementation Evaluation Study

Methodology

- Comprehensive Literature Review
- State Surveys
- Case Studies
- Cross-Case Study Analysis

Findings from Comprehensive Literature Review

- Limited evidence on the effectiveness of volunteer management practices and volunteer outcomes.
- Vast practitioner-based knowledge on volunteer management best practices



Pre-Pandemic Volunteering Trends

- ❑ Episodic – Short Term Assignments
- ❑ Digital Tools and Social Media
- ❑ Innovative Engagement is needed to reestablish trust and human connection



Managing and Engaging Volunteers in Post-Pandemic America

- Increase in demand for services
- Recruiting sufficient volunteers is a BIG problem
- Recognition that volunteers increase organization's Return on Investment



Volunteer Management vs. Engagement

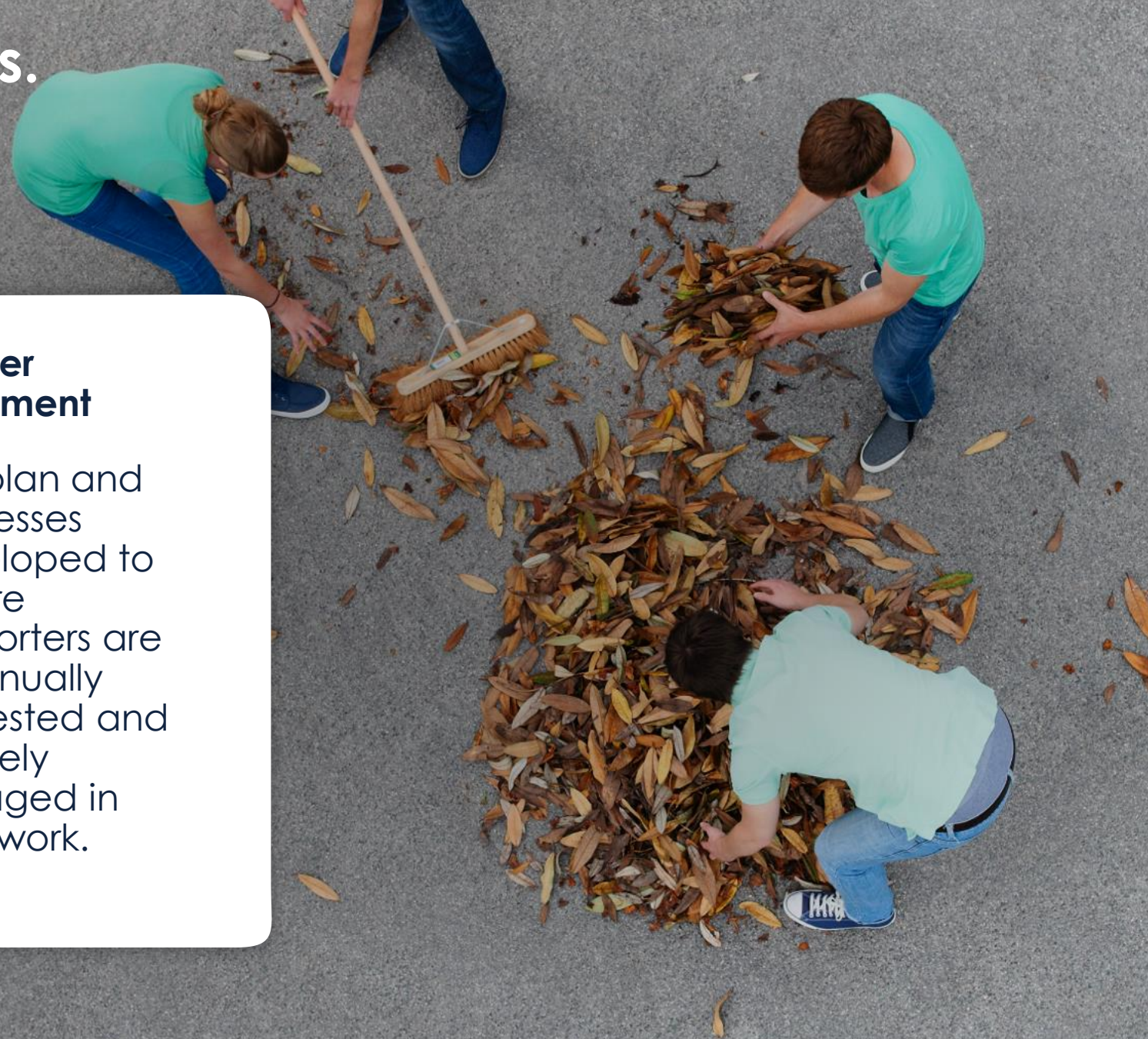
Both are essential but different

Volunteer Management

- ❑ The plan and processes of recruiting, tracking, coordinating, supervising, engaging and retaining volunteers that support your organization.

Volunteer Engagement

- ❑ The plan and processes developed to ensure supporters are continually interested and actively engaged in their work.



Organizational Level Factors that Support Volunteer Management

- ❑ Leadership Buy-in
- ❑ Funding and Resources In-Place
- ❑ Technology and Digital Services
- ❑ Planning



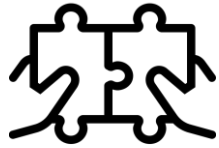
Volunteer Recruitment Best Practices



Communicate the Organization's Investment in Volunteers



Provide easy-entry/onboarding and remove barriers



Match Recruitment Messaging to Volunteer Motives



Write strong volunteer position descriptions



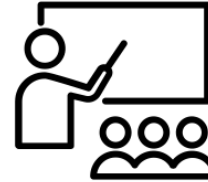
Explicitly Invite Different Populations of Interest

Volunteer Engagement and Retention Strategies

By engaging you are working towards retaining your volunteers



Match Volunteers to Roles Based on Interest



Provide Training and Learning Opportunities



Support Volunteers Professionally and Emotionally



Promote Volunteer Autonomy and Open Communication



Clearly Define Volunteer Roles



Foster Relationships between volunteers and organization peers



Provide Recognition and Collect Feedback



Volunteering brings out the best of America!

60.7 Million people formally volunteered with organizations between 2020-2021.

Service continues to be a priority for millions of Americans.

Organizations need to be ready to engage those who want to give back.

An aerial photograph showing three individuals wearing teal t-shirts and blue jeans engaged in a community cleanup activity. They are raking and gathering brown, fallen leaves on a grey asphalt surface. One person is using a wooden-handled rake, while the others are using their hands to pile the leaves. The scene is brightly lit, suggesting an outdoor setting during the day.

Thank you!

**Please check out our
resources in the link below.**

AmeriCorps Office of Research and Evaluation