

# Creating Sustainability Through the Power of Volunteers

For  
Volunteer  
Engagement  
Professionals

## Did You Know?

### Volunteers are vital to meeting the needs of our communities.

Millions of people nationwide have the energy and desire to help, and research shows that organizations embracing strategic volunteer engagement (SVE) are significantly more adaptable, sustainable and capable of going to scale.

*(Source: TCC Group, Positive Deviants' in Volunteerism and Service: Research summary)*

***“Effective  
volunteer engagement  
has been shown to reap up to  
a \$6 return on every dollar  
invested, when considering  
the financial value of  
volunteer involvement.”***

*(Source: Points of Light Blog, [Where Should Nonprofits Use Volunteers? Everywhere.](#))*

### Yet, only a small percentage of organizations are prepared to integrate volunteers strategically.

- Volunteer engagement professionals frequently are not considered essential leadership team members
- Operations tend to be isolated from other organizational functions
- Volunteer engagement is not considered a funding priority.

**That's why  
advancing volunteer  
engagement is essential.**

*Turn the page and learn how  
you can make a difference.*



*We're driving the conversation and encouraging support  
for organization-wide engagement strategies.*

**Connect with us! | [www.all4engagement.org](http://www.all4engagement.org)**

# Inspire Action!

## Try these steps to help jumpstart discussions:

*\*NOTE to Self: Start Small! Pick one step as a starter and see how it goes. Then branch out and add more.*

**Advocate** for enterprise-wide Strategic Volunteer Engagement (SVE) by sharing volunteer impact data with leadership and colleagues. Create impact reports listing outputs and outcomes as a result of volunteer involvement.

**Ask** to be part of the annual planning process so you can identify opportunities to engage volunteers to build organizational capacity.

**Ensure** your volunteer program is visible within your organization:

- Regularly provide volunteer updates and data for meeting agendas.
- Develop an annual volunteer engagement plan.

**Integrate** the best practices and principles of volunteer engagement across your volunteer program.

**Support** fellow staff members by helping identify and develop volunteer roles.

- Build buy-in from staff and entity leaders.
- Recruit and train volunteers to become partners in the work.
- Support your team members in achieving a certification in volunteer administration (CVA).

**Share** the benefits of SVE in discussions with your supervisor.

- Actively listen and ask about the organization's perspective and vision for both volunteers and volunteer engagement.
- Strategize how volunteers can help support both long- and short-term goals

**Interface.** Reach out across different sectors of society and internal cross-divisional staff to convey the importance of maximizing volunteer engagement as an integral function of building capacity, sustainable efficiency and expansion of volunteer engagement.