



Train4Coordinators

Online training for youth volunteering coordinators on the validation of competencies, skills and qualifications

VOLUNTEERING TRAINING MANAGEMENT TOOLKIT

RESULT 2



Co-funded by the
Erasmus+ Programme
of the European Union





ONLINE TRAINING FOR YOUTH VOLUNTEERING COORDINATORS ON THE VALIDATION OF COMPETENCIES, SKILLS AND QUALIFICATIONS

Project Partnership

- Fundación Altum, **Spain**
- Vienna Association Of Education Volunteers, **Austria**
- Science And Human Foundation, **Turkey**
- Trend-Prima, Zavod Za Raziskave In razvoj Znanja, Maribor, **Slovenia**
- Synthesis Center For Research And Education Limited, **Cyprus**
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Introduction

Young people can gain valuable non-formal learning experiences through volunteering. It not only enhances their professional skills and employability but also fosters their sense of solidarity, social skills, and active participation in society.

Youth volunteering is a typical form of non-formal learning that adheres to professional standards and is based on the needs, cultures, and interests of young people. It prioritises the process over learning outcomes, providing an environment for young people to collaborate in groups and exchange ideas.

To ensure effective and sustainable volunteering, EU institutions and Member States must support and encourage volunteering, protect volunteers, and eliminate legal impediments to their activities. A volunteer-centred approach is crucial to the quality, recognition, and competence development of young volunteers.

The Train4Coordinators project, which consists of seven organisations from six countries, aims to enhance and strengthen the competencies, skills, and qualifications of young volunteer coordinators through online training and mobile assessment. Volunteer coordinators require communication, leadership, and adaptability skills to manage groups of volunteers effectively. The project will develop a "Volunteer Training Management Toolkit" and an "Online Learning Platform for Volunteer Coordinators" to help coordinators develop personal and professional skills and to benefit organisations by having a more efficient and successful volunteer programme.

The Volunteer Training Management Toolkit is a set of resources designed to assist organisations in effectively training and managing their volunteers. It includes a range of materials and resources such as templates, guides, checklists, and instructional materials that can be customised to suit the unique needs of any organisation working with volunteers.

Ultimately, the project aims to encourage more engaged and committed volunteers, greater impact in the community, and greater awareness of volunteer activity management.

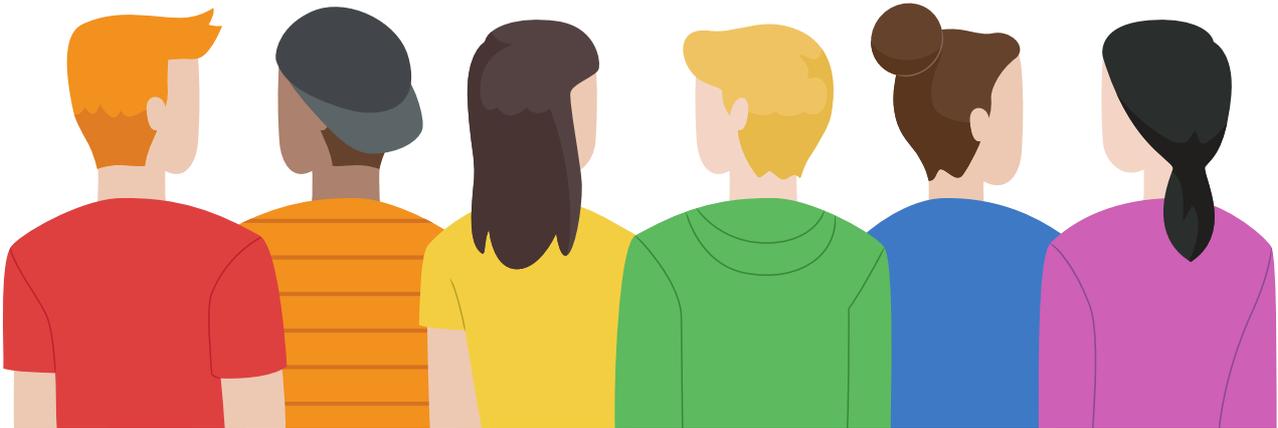




Chapter 1

Youth volunteering programme management

Challenges and Best Practices in Managing Youth Volunteer Programmes



1.1. LEARNING OBJECTIVES

In this chapter, we aim at supporting organisations, particularly their coordinators, in:

- Designing and developing solid volunteer programmes.
- Recruiting, retaining and rewarding young volunteers.
- Orienting and training young volunteers.
- Delivering and managing successful youth volunteering programmes.

By addressing these important areas, we can help organisations to create a more effective and sustainable volunteer program, which ultimately benefits the volunteers themselves, the organization, and the wider community.

**Managing
volunteers
successfully
requires careful
planning and
forethought**



1.2. DEFINITIONS

Volunteer

A volunteer is a person who, by choice, devotes part of their time to altruistic solidarity actions without being paid for it.

Volunteer programme

A volunteer programme can be defined as a systematic way of preparing, recruiting, training, supervising, and thanking volunteers while supporting community volunteer activities.

Volunteer management

Volunteer management is the process of recruiting, supervising, engaging, and retaining volunteers to meet an organisation's goals and mission.

Volunteer coordinator

A Volunteer Coordinator, or Volunteer Programme Coordinator, is responsible for managing volunteer activities within an organisation. Their duties include interviewing and hiring volunteers, placing volunteers in appropriate roles based on their qualifications, and maintaining accurate records. The specific responsibilities of a Volunteer Coordinator may vary depending on the type of non-profit organization. However, common duties include recruiting, interviewing, supervising, and training volunteers. Coordinators may also schedule volunteers for ongoing tasks and events, and be responsible for organising and promoting events.

In addition to these duties, the Volunteer Coordinator is typically responsible for tracking volunteer hours and managing award programs. This helps the organisation recognise and retain good volunteers, as well as track their contributions. Other responsibilities may include evaluating volunteers periodically, planning and organising events, fundraising, and managing the volunteer database. The Volunteer Coordinator may also be responsible for various administrative and management tasks as assigned.





1.3. CONTENT

Designing, developing and managing a volunteering programme for young people involves several key steps to ensure that the programme is effective and meets the needs of both the organisation and the volunteers.

Here are some steps to consider when designing and developing a volunteering programme for young people:



01 Planning a volunteering programme for young people

When planning a volunteering program for young people, the first phase should include the following tasks:

ASSESS COMMUNITY NEEDS

It is crucial to determine how young volunteers can make a **meaningful contribution**. This can involve conducting research, surveying community members, and consulting with local organisations to identify areas where volunteers can have the greatest impact.

DEFINE YOUR MISSION

Clearly defining the **mission** and **goals** of your volunteering programme will help **guide the design and development process**. This can include identifying the specific skills and resources that young volunteers will bring to the programme, as well as the outcomes you hope to achieve. Set goals that make sense for you and structure your best practices around achieving those goals, so they are not out-prioritised by other tasks.



GET SUPPORT FROM LEADERSHIP AND KEY STAKEHOLDERS

It is essential to **secure support and buy-in from leadership and key stakeholders**, such as funding partners and community members, to ensure the programme success. This can involve presenting a clear vision and plan for the programme, as well as outlining the benefits and expected impact.

OUTLINE GOALS AND INDICATORS OF SUCCESS

Clearly defining your goals and indicators of success will help you **measure the programme impact** and make any necessary adjustments. This can include both short-term and long-term goals, as well as specific metrics for measuring progress.

RESEARCH AND SECURE FUNDING OPPORTUNITIES

Securing funding is an important step in developing a successful volunteering programme. This can involve researching grants, sponsorships, and other funding opportunities, as well as **creating a budget and fundraising plan**.

DEFINE STAFF AND VOLUNTEER ROLES

Clearly **defining the roles and responsibilities of both staff and volunteers** will help ensure that everyone is working towards the same goals and that tasks are completed efficiently. This can include creating job descriptions, outlining the scope of work, and setting expectations for performance.

Identify the **tasks and areas** where young volunteers could meaningfully contribute as well as gain valuable experience and skills.

PROGRAMME DESIGN

Design a **programme** that enables young volunteers to **contribute to the community**, which includes both a concentrated, academic holiday scheme and a long-term regular commitment.



Other useful tips can include:

- Design structured **learning and development components** to enable the volunteers to learn and develop their skills.
- Develop and **provide the necessary resources** to support young volunteers to make the most of their experience, including the creation of role descriptions, risk assessments, and planning induction days.
- Develop engaging resources for the young volunteers to use during the programme to capture their experience and **track their progress, learning and achievements**.

02 The three R's: Recruit, retain and reward

The three R's of volunteers refer to the process of recruiting, retaining, and rewarding volunteers to effectively manage a volunteer programme.

RECRUIT

A strong recruitment strategy is necessary

The foundation of a volunteer programme is, of course, the volunteers. Without a strong volunteer base, a volunteer programme will not be able to get off the ground.

To effectively recruit volunteers, it is important to have a clear understanding of the skills and resources needed to support your organisation's mission and goals. This includes identifying the types of roles and tasks that volunteers will be responsible for, as well as the qualifications and experience required. You can use a variety of methods to recruit volunteers, such as posting opportunities on your website, social media, and other online platforms, as well as reaching out to potential volunteers through email or in-person outreach.

The recruitment strategy provides the first impression to prospective volunteers of our volunteer programme and must allow us to get in touch with supporters who care about our mission and are willing to stay in the long term.



Elements of a successful recruitment strategy include:



Issuing a **strong call to action** on the organisation's mission statement.

The **message** to prospective volunteers should be **clear**, concise, and compelling. When creating our volunteer call-to-action statement, we must focus on our organisation's mission statement and goals. We should also include information about why we are enlisting volunteers and what we want to accomplish with the volunteers' help.



Creating **appalling and attractive opportunities** for young volunteers. The job description you put out there must create curiosity and excitement among the prospects you are targeting. However, it should also set the right expectations and give valid information. Making our volunteers' experience more exciting could include, for example, offering valuable training certifications or networking opportunities, incorporating social elements, etc.

Use simple language. For example, if you are looking for student volunteers, let them know how this job will benefit their overall growth and development. If you want to target working professionals, give them insights about how volunteering will help improve their skills and help them meet like-minded people or make social connections.



Promoting opportunities strategically. Go digital. Handing out flyers, running TV ads, and even word of mouth are excellent ways to attract volunteers. However, we should post our volunteer opportunities on several different channels, from social media to our website, email, and newsletters. In addition, if we search for skilled volunteers, we can use platforms like LinkedIn to conduct more targeted outreach. Focus your outreach messages on the unique aspects of your volunteer programme and the expected impact of volunteers.



Making registration as easy as possible. The signup process should be very simple to avoid losing volunteers simply because of a long or complex registration process.



RETAIN

Maintaining a dedicated and involved volunteer base requires retention efforts

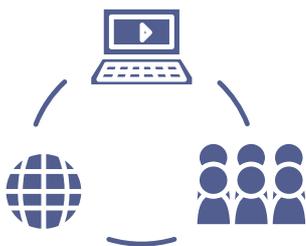
To retain volunteers, it is important to establish a positive and supportive atmosphere, offer ongoing training and development, and show appreciation through recognition and rewards. Regular communication with volunteers, including updates on the impact of their work and the organisation's goals and progress, can also help to foster a sense of connection and purpose. By implementing these strategies, organisations can better retain valuable volunteers and continue to make a meaningful impact through their efforts.

The following volunteer engagement and retention ideas should be considered:

Offer volunteers ongoing **training opportunities** to help them acquire valuable skills, such as public speaking or letter writing, etc.

Send **progress updates** so that volunteers know the impact of their support and keep them connected to the cause and excited to continue reaching new goals.

Match volunteers with opportunities that align with their skills or interests. When volunteers find **fulfilment and satisfaction**, they will be more likely to continue volunteering.





REWARD

Rewarding volunteers and recognising the value of their work is key to increasing retention levels

Rewarding volunteers is a way to show appreciation for their contributions and encourage them to continue volunteering. There are many ways to reward volunteers.

Types of reward / recognition

- Offering certificates, gift cards, or other tangible items, as well as recognition at events or through social media.
- Consider offering opportunities for professional development or advancement, such as leadership roles or training programmes. By rewarding volunteers, you can create a sense of accomplishment and encourage them to stay engaged with your organisation.
- Thank volunteers frequently and genuinely. Expressing gratitude to volunteers is one of the easiest, most effective ways to maintain their engagement. You can thank them the same way you would thank your donors. Reach out by email, phone, or direct mail, shout them out on social media, or offer a token of appreciation such as a free t-shirt.
- Prizes: If all else fails, free stuff can be a strong motivating factor to keep volunteers interested in what you have to offer. Offer supporters incentives based on the number of hours they have volunteered, such as t-shirts, tote bags, or water bottles. You can also host random giveaways for your top volunteers with bigger prizes like gift baskets or event tickets.





03 Guide and train young volunteers

Orienting and training young volunteers is an important step in ensuring that they are able to effectively contribute to your organisation and have a positive experience as a volunteer.

Orientation helps volunteers understand the mission, values, and goals of the organisation, as well as the expectations and guidelines for volunteering. Training, on the other hand, provides volunteers with the necessary skills and knowledge to perform their tasks and responsibilities effectively.

Here are some tips for orienting and training young volunteers:

- **Provide a comprehensive orientation.** During the orientation process, make sure to cover the following topics:
 - The mission and values of the organisation,
 - The role of volunteers,
 - Expectations and guidelines for volunteering, and
 - Any relevant policies and procedures.

You can also provide information about the organisation's history, programmes, and impact.

- **Assign a mentor.** Consider assigning a mentor or supervisor to new volunteers to help them get acclimated to the organisation and their role. The mentor can provide guidance and support as the volunteer gets up to speed and can help them feel more connected to the organisation.
- **Offer training.** Depending on the nature of the volunteer role, you may need to provide training to ensure that volunteers have the necessary skills and knowledge to perform their tasks effectively. This can include training on specific programmes or projects, as well as on-the-job training to help volunteers get hands-on experience.
- **Use a variety of training methods.** To keep things interesting and engaging, consider using a variety of training methods, such as in-person training sessions, online modules, videos, and hands-on exercises.
- **Encourage feedback.** Encourage volunteers to provide feedback on their training experience, as well as their overall volunteer experience. This can help you identify areas for improvement and make sure that you are meeting the needs of your volunteers.





04 Deliver and manage the programme

Delivering and managing a youth volunteer programme requires careful planning and coordination. Here are some key considerations:

- **Set clear expectations.** Clearly communicating the expectations and guidelines for volunteering will help ensure that volunteers are able to make a meaningful contribution and have a positive experience. This can include outlining the roles and responsibilities of volunteers, as well as the policies and procedures they need to follow.
- **Provide ongoing support.** It is important to provide ongoing support and guidance to volunteers throughout their involvement in the programme. This can include assigning a mentor or supervisor to provide guidance and support, as well as offering training and development opportunities, including delivering regular induction training for new volunteers to welcome and set them up for success in their roles.
- **Create a sense of community.** Encouraging volunteers to build relationships and connections with each other and with staff members can help create a sense of community and foster a positive volunteering experience. This can involve organising social events or opportunities for volunteers to work together on projects.
- **Recognise and reward volunteers.** Showing appreciation for volunteers' contributions is an important way to encourage them to stay engaged with the programme. This can involve recognising volunteers at events, offering certificates or other mementos, or providing other forms of recognition, such as social media shout-outs or feature articles.
- **Track and measure progress.** It is important to track and measure the progress and impact of your youth volunteer programme to ensure that it is meeting its goals and making a positive impact in the community. This can involve collecting and analysing data on volunteer participation, outcomes, and feedback, and using this information to continually improve the programme.
- **Communicate with volunteers.** Regular communication with volunteers is essential to keeping them informed, engaged, and motivated. This can involve sending regular updates about the programme, asking for feedback, and providing opportunities for volunteers to share their experiences and ideas.
- **Manage logistics and administration.** Managing the logistics and administration of a youth volunteer programme can be challenging, but it is essential to ensure that the programme runs smoothly. This can involve coordinating schedules and resources, managing finances, and maintaining accurate records and documentation.
- **Evaluate and assess the programme.** Regularly evaluating and assessing the program can help you identify areas for improvement and ensure that the program is meeting its goals and making a positive impact. This can involve collecting feedback from volunteers, other coordinators and stakeholders, analysing program data, and conducting regular assessments to measure progress and impact.
- **Manage the implementation of volunteering policies** for young volunteers on the programme, including resolving any issues that arise and seeking support as appropriate.
- **Adjust and adapt as needed.** As the program evolves, it is important to be flexible and open to making changes and adjustments as needed. This can involve adapting to changing needs and priorities, as well as responding to feedback and suggestions from volunteers and stakeholders.



1.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

Volunteer management best practices and things to consider while managing a youth volunteering programme may include:

- In light of the ongoing global situation, it is important to be aware that the goals you had previously set may need to be adjusted. Therefore, it is crucial to adapt every part of your volunteer management process to align with your new goals. Make sure to keep your ads relevant to any ongoing situation to attract the right volunteers.
- Considering the possibility of remote training sessions, it is important to evaluate your volunteers' comfort level with remote communication and the amount of effort required to get them up to speed. By doing so, you can ensure that the training experience is successful and efficient for both the volunteers and your organisation.
- It is important to listen to and take into account the feedback and perspectives of your volunteers to ensure their continued engagement. Clearly establishing expectations with volunteers, especially new ones, is also vital to ensuring they understand their roles and responsibilities and can contribute effectively to the organisation's mission.
- Stay in touch with existing volunteers who may be temporarily unable to volunteer, and keep them informed about your organisation's activities and progress to increase the likelihood of their return in the future.
- To retain volunteers, it is important to engage in personalised communication and match them to tasks based on their passions, even if it means a steep learning curve. Effective communication inspires volunteers to take action, and frequent communication keeps them updated on how their efforts have contributed to the cause.
- Set up a feedback system, such as a phone or automated text survey, to encourage volunteers to share their thoughts.
- It is also recommended to conduct periodic "happiness" checks to capture the pulse of your volunteers and proactively improve their experience.

An effective and successful volunteer management programme can be evaluated based on **three criteria**:

- It is strategic, meaning it attracts the right volunteers at a low cost to the organisation.
- It provides a positive volunteer experience by training and supporting volunteers effectively.
- It reduces volunteer attrition by encouraging volunteers to continue supporting the organisation.



ANNEX I

CHECKLIST

How many of these best practices for volunteer programme management are you deploying?

<p style="text-align: center;">VOLUNTEER RECRUITMENT</p> <p><input type="checkbox"/> Fully understand the level of volunteer screening required for each opportunity</p> <p><input type="checkbox"/> Look for candidates that possess skillsets in-line with each opportunity</p> <p><input type="checkbox"/> Do not rush the recruitment process</p> <p><input type="checkbox"/> Focus on a variety of channels when recruiting volunteers</p> <p><input type="checkbox"/> Do not forget about your existing volunteer database</p>	<p style="text-align: center;">FUNDRAISING</p> <p><input type="checkbox"/> Convert volunteers to donors (donors prospects)</p> <p><input type="checkbox"/> Set optimistic goals for your fundraising campaigns and teams</p> <p><input type="checkbox"/> Leverage supporters through P2P fundraising initiatives</p> <p><input type="checkbox"/> Make it easy for donors to give</p> <p><input type="checkbox"/> Accept donations of all monetary sizes</p>
<p style="text-align: center;">VOLUNTEER ENGAGEMENT</p> <p><input type="checkbox"/> Engage volunteers (providing orientation, training, and requesting feedback)</p> <p><input type="checkbox"/> Get as specific as possible when creating outreach strategies</p> <p><input type="checkbox"/> Show volunteers appreciation on a regular basis.</p>	<p style="text-align: center;">NONPROFIT MARKETING</p> <p><input type="checkbox"/> Create compelling content with an emphasis on storytelling (stories elicit emotion)</p> <p><input type="checkbox"/> Have a plan for social media and identify the right channels (do not just post to post)</p> <p><input type="checkbox"/> Make marketing decisions based on data</p> <p><input type="checkbox"/> Use marketing channels as an opportunity to get to know your supporters</p>
<p style="text-align: center;">VOLUNTEER RETENTION</p> <p><input type="checkbox"/> Survey your volunteers for a SWOT analysis of your volunteer programme</p> <p><input type="checkbox"/> Ask your supporters to continue to fulfill new opportunities (effective communication)</p> <p><input type="checkbox"/> Allow supporters to commit to opportunities directly from your website.</p> <p><input type="checkbox"/> Track your organisation's volunteer management data</p>	<p style="text-align: center;">VOLUNTEER IMPACT</p> <p><input type="checkbox"/> Make sure to measure opportunity costs when monitoring impact</p> <p><input type="checkbox"/> Distinguish donations made by volunteers vs non-volunteers</p> <p><input type="checkbox"/> Develop a plan for measuring the impact of volunteers of your organisation</p>



1.5. USEFUL RESOURCES

- [Volunteer Management Handbook](#)
- [4 Essential Components of a Volunteer Management Program](#)
- [Volunteer Coordinator Job Description: Top Duties and Qualifications](#)
- [Volunteer coordinator](#)
- [Volunteer management strategies for nonprofits](#)
- [Five Best Practices For Volunteer Management](#)
- [10 Best Practices in Volunteer Management](#)
- [33 Best Practices for Volunteer Organizations](#)



Chapter 2

Leadership management

What makes a good leader? Understanding leadership



2.1. LEARNING OBJECTIVES

This chapter is intended to provide support to organisations, especially their coordinators, to:

- Develop a clear understanding of the value of leadership skills and the ability to recognise and use them effectively when necessary.
- Acquire the knowledge and skills required to become an effective leader and understand the two sides of the leadership process.
- Identify and address potential problems and illusions that could affect the work and relationships with others.
- Understand the difference between leadership and management.
- Recognise the significance of leadership in the context of volunteering.

Leadership management is crucial in a youth volunteer organisation as it sets the tone for how the organization operates, inspires and guides volunteers, ensures effective communication and decision-making, and ultimately, helps to achieve the organisation's goals.

Effective leadership management in volunteering involves inspiring, guiding and supporting volunteers to work collaboratively towards achieving the organisation's goals.



2.2. DEFINITIONS



Leadership

Leadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organisation.

2.3. CONTENT

Leadership involves making sound - and sometimes difficult - decisions, creating and articulating a clear vision, establishing achievable goals, and providing followers with the knowledge and tools necessary to achieve those goals.

Leaders are needed in various aspects of society, including business, politics, regions, and community-based organizations.

An effective leader possesses the following characteristics: self-confidence, strong communication and management skills, creative and innovative thinking, perseverance in the face of failure, willingness to take risks, openness to change, levelheadedness, and responsiveness in times of crisis.

In the business world, individuals who exhibit these leadership qualities can ascend to executive management or C-level positions, such as CEO, CIO, or president.

Noteworthy individuals who have exhibited strong leadership in the technology industry include Apple co-founder Steve Jobs, Microsoft co-founder Bill Gates, and Amazon CEO Jeff Bezos.





What are the Qualities of a Good Leader?

HONESTY AND INTEGRITY

Honesty and integrity are critical traits that effective leaders possess. These qualities create a foundation of trust and respect between leaders and their teams. When leaders model honesty and integrity, it inspires their team to act in the same way, resulting in a cohesive and reliable team.

INSPIRATION

Effective leaders are self-motivated individuals who inspire and influence their followers to achieve common goals. They have a clear vision and are able to communicate it to their team, helping them understand their roles in the bigger picture. By providing guidance and encouragement, leaders can motivate their team to achieve their full potential and work towards a shared vision. This not only drives success but also builds loyalty and trust within the team.

COMMUNICATION SKILLS

Communication skills are crucial for effective leadership. Good leaders understand the importance of clear and concise communication with their team. By expressing themselves clearly, they can ensure that their vision is understood by everyone and that their team is working towards the same goals. Moreover, leaders with good communication skills can build trust with their team by being honest and transparent, which leads to a more productive and collaborative work environment.



VISION

Leaders are visionary individuals who have a clear understanding of what they want to achieve and how to reach their goals. They possess excellent communication skills and can effectively articulate their vision to their team members, inspiring and motivating them to work towards a common goal. Their ability to share their vision with others helps to align everyone's efforts towards a shared purpose and creates a sense of unity and direction within the team.

PERSEVERANCE

Perseverance is a key trait of good leaders. They are not easily deterred by obstacles and challenges, and instead, they persevere and find unique solutions to problems. This determination helps them to achieve their goals and inspire their team to do the same.

INTUITION

Intuition is an essential quality of a good leader as it enables them to make sound decisions in complex situations. By relying on their existing knowledge and life experiences, leaders can tap into their intuition and make informed choices that benefit their team and organisation.

EMPATHY

Great leaders understand the importance of emotional intelligence and empathy. They create a positive work environment by developing strong relationships with their team members and addressing their concerns and aspirations. Empathy allows leaders to connect with their team on a deeper level and understand their needs, resulting in increased productivity and job satisfaction.



FLEXIBILITY

Good leaders must remain flexible and adaptable to changing circumstances. They understand that the business world is constantly evolving and being able to pivot and adjust plans accordingly is essential for success. They are open to new ideas and are willing to make changes to their approach when necessary. This flexibility enables them to lead their team through uncertain times and emerge stronger on the other side.

Leadership vs Management

Leadership and management are two distinct concepts that are often used interchangeably.

Although they share similarities, they have different meanings and implications. Managers are usually appointed based on their technical skills, knowledge, and expertise. They focus on planning, organizing, and controlling resources to achieve specific objectives. Leadership, on the other hand, is about inspiring and guiding people towards a shared vision. Leaders set a vision, motivate people to work towards it, and empower them to achieve their goals.

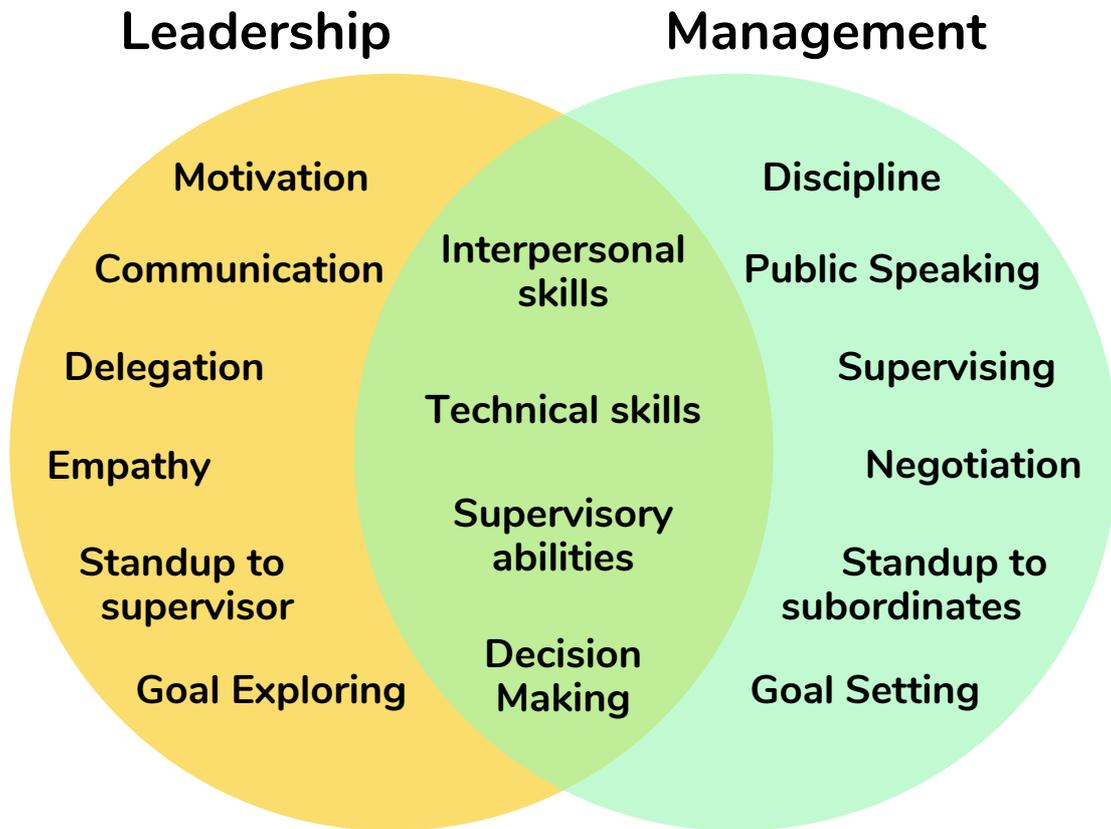
One of the critical differences between leadership and management is that leadership is about influence and inspiration, while management is about control and planning. Managers use their authority to control resources, allocate tasks, and enforce rules. In contrast, leaders inspire and influence people to voluntarily follow them towards a shared vision.

Another difference is that managers tend to focus on short-term goals and objectives, while leaders focus on long-term goals and vision. Managers prioritize tasks and deadlines to ensure that projects are completed on time and within budget. Leaders prioritize the big picture, aiming to create a compelling vision for the future and inspire others to work towards it.

In conclusion, while there are overlaps between leadership and management, they are distinct concepts that require different sets of skills, characteristics, and functions. Effective leadership involves inspiring and guiding people towards a shared vision, while management is about planning, organising, and controlling resources to achieve specific objectives.



This graph shows the differences and interferences between these two notions which sometimes make people confused.



Leadership in volunteering. This is how a person can develop leadership skills through volunteering.





Volunteering, especially with industry or professional organisations, provides an excellent opportunity to develop your leadership skills in numerous ways. Volunteers can gain diverse perspectives, build relationships, and master new skills that may not be possible to learn at their day jobs. Here are some valuable tips for making the most of your volunteer experience:

- Volunteering offers a variety of benefits, including the chance to hone your **planning and organisational skills**. You may find yourself coordinating events, collaborating with fellow volunteers, and strategizing meetings, all of which can sharpen your ability to manage projects and prioritise tasks.
- Volunteering can also help you improve your **time management skills**. By balancing your work, family, and volunteer commitments, you can learn to make reasonable commitments and effectively prioritise tasks. For instance, if you volunteer for a professional association, you may need to commit to active involvement while also making time for other responsibilities. However, this can teach you how to break down tasks into manageable pieces and complete essential work on schedule.
- Volunteering can also **develop your mentoring skills**. Many volunteer roles require experienced volunteers to share their knowledge with newcomers, which can create opportunities to develop your own leadership style. As you progress to new roles, you can also become a mentor to new volunteers, helping them take on responsibilities you once held.
- Working with people from diverse backgrounds can help you **grow your people skills** as well. You can learn how to motivate, communicate, and collaborate with others, which is essential for successful volunteer work. For instance, leading a group of experienced board members can help you develop your team-building and leadership skills, even if you're new to the organisation.
- Volunteering can also provide **networking opportunities** outside of your typical work circles, broadening your professional connections.
- Another benefit of volunteering is the **freedom to experiment** without fear of financial or career repercussions. Taking risks can make you a more adaptable leader, and volunteering allows you to try new things without worrying about the bottom line.
- Finally, volunteering can **push you to step out of your comfort zone** and develop new skills. By taking on new roles and working with new people, you can challenge yourself to grow and improve in ways you might not have otherwise had the opportunity to do.



2.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

- Leadership: "The act of leading a group of people or an organisation."
- Management vs Leadership: "Management involves doing things right, whereas leadership involves doing the right things."
- Qualities of a good leader: Honesty and integrity, inspiration, communication skills, vision, perseverance, intuition, empathy, objectivity, intelligence, open-mindedness and creativity, patience, and flexibility.
- There is no right way to determine whether someone is a good manager or a leader because the roles and responsibilities of both a manager and a leader are different. However, a good leader and a manager are fellows who learn from their mistakes. They work on themselves and motivate others to do so. Hence, always remember the most essential quality for any manager or leader is self-belief.
- There is no definitive way to determine whether someone is a good manager or leader because the roles and responsibilities of each are distinct. However, good leaders and managers learn from their mistakes, work on personal growth, and inspire others to do the same. Therefore, remember that self-belief is the most crucial quality for any manager or leader.
- Volunteer leaders play a crucial role in the success of any community organisation.

2.5. USEFUL RESOURCES

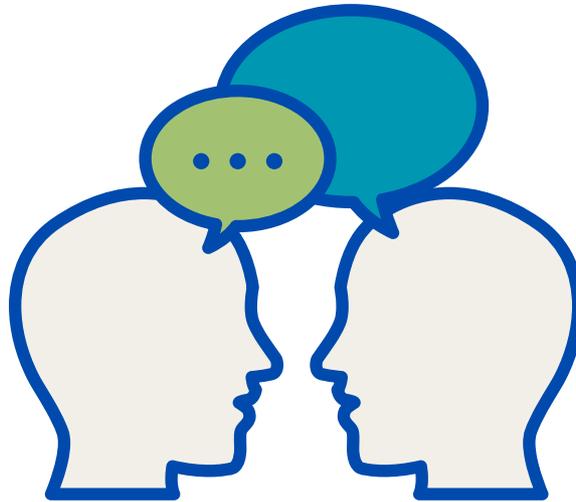
- [Grow Leadership Skills Through Volunteering](#)
- [Develop Leadership Skills through Volunteering](#)
- [What is Leadership? Definition, Meaning & Importance](#)
- [Definition Leadership](#)



Chapter 3

Effective Communications

Establishing healthier and effective communication skills for youth workers



3.1. LEARNING OBJECTIVES

In this chapter we will aim at:

- Understanding the importance of effective communication in our relationships.
- Explaining common communication barriers in daily communications.
- Listing common communicative issues in youth work.
- Explaining the strategies to become better communicators

Effective communication is essential for youth volunteer coordinators to succeed in their roles. They must be able to clearly communicate the organisation's goals and values, as well as the expectations and responsibilities of the volunteers. This can help ensure that volunteers feel valued, engaged, and motivated to make a positive impact. Additionally, effective communication can help address any issues or conflicts that may arise among volunteers, leading to a more harmonious and productive team.

Effective communication is not just about speaking but also about actively listening and understanding the needs and challenges of the volunteers.



3.2. DEFINITIONS



Effective Communication

Effective communication is the act of conveying information or messages clearly and accurately to ensure that the message is received with the intended meaning by the recipient(s).

Effective communication refers to the exchange of information, ideas, thoughts, and feelings in a clear, concise, and efficient manner that allows the receiver to understand the message's intended meaning. It involves not only transmitting information but also actively listening and interpreting the feedback to ensure that the message was correctly received.

3.3. CONTENT

Communication, for thousands of years, has been a crucial factor in the survival, development, and progression of humanity. Its indispensable nature for humankind makes it necessary for all of us to master it to achieve goals and objectives in our personal and professional lives.

In modern societies, communication takes place in two ways. In-person communication, where we can interact with other parties in the same context, is the most common means of communication. It involves transmitting the message we want to convey using words, gestures, and other sensory means. On the other hand, remote communication can take various forms, from books to letters, social media comments, and videos on digital portals. This variety of forms and mediums of communication obliges us to master every type of communication to succeed and accomplish our goals in life. Therefore, effective communication is one of the most desired and essential skills in personal and professional settings in the 21st century.

Effective communication refers to the ability to express ourselves clearly and ensure that the audience understands our message accurately. To achieve clarity and successful transmission of our message, we must learn and master a set of skills and incorporate them into our daily lives.





We communicate in various ways and forms throughout our lives. These types of communication can be categorised as:

- **Verbal communication:** This can take the form of face-to-face conversations, speaking over the phone, or using digital meeting platforms like Zoom or Hangouts. Verbal interactions can be informal, such as chatting with friends at a café, or formal, such as business meetings. Regardless of the type, effective verbal communication is not just about what is spoken, but also about tone, word choice, and conversation rhythm.
- **Nonverbal communication:** When we speak, we often convey a message not only through our words but also through our actions during the conversation. We support and clarify our message through gestures, facial expressions, eye contact, and even how we behave outside of conversations. Nonverbal communication is usually indispensable to verbal communication, and it can be highly effective if used correctly.
- **Written communication:** Written communication has been in use for hundreds, if not thousands, of years. It can take the form of a letter, a book, a report, an SMS, a social media post, etc. Effective written communication requires strong writing skills to transmit the intended message.
- **Visual communication:** Compared to written messages, visual messages are more effective in transmitting ideas, despite being shorter in volume. We encounter thousands of visual messages in our daily lives, such as on TV, social media, and advertisements, that focus on short but effective message transmission.

Although it is challenging to objectively evaluate the effectiveness of communication, we can draw conclusions on its impact on our lives. A survey conducted in the USA and UK showed that organizations lose an average of \$62.4 million per year as a result of communication deficiencies. In addition, another study suggested that organizations that adopt effective communication strategies and plans in their work make 50% more returns in their annual revenues compared to those without effective communication strategies.

To be an effective communicator, one must understand that communication is more than a mere exchange of information. Effective communication involves understanding and conveying emotions and intentions beyond the exchange of information. Additionally, listening to others and understanding the full message, along with making others feel heard and understood, are other indispensable parts of effective communication.

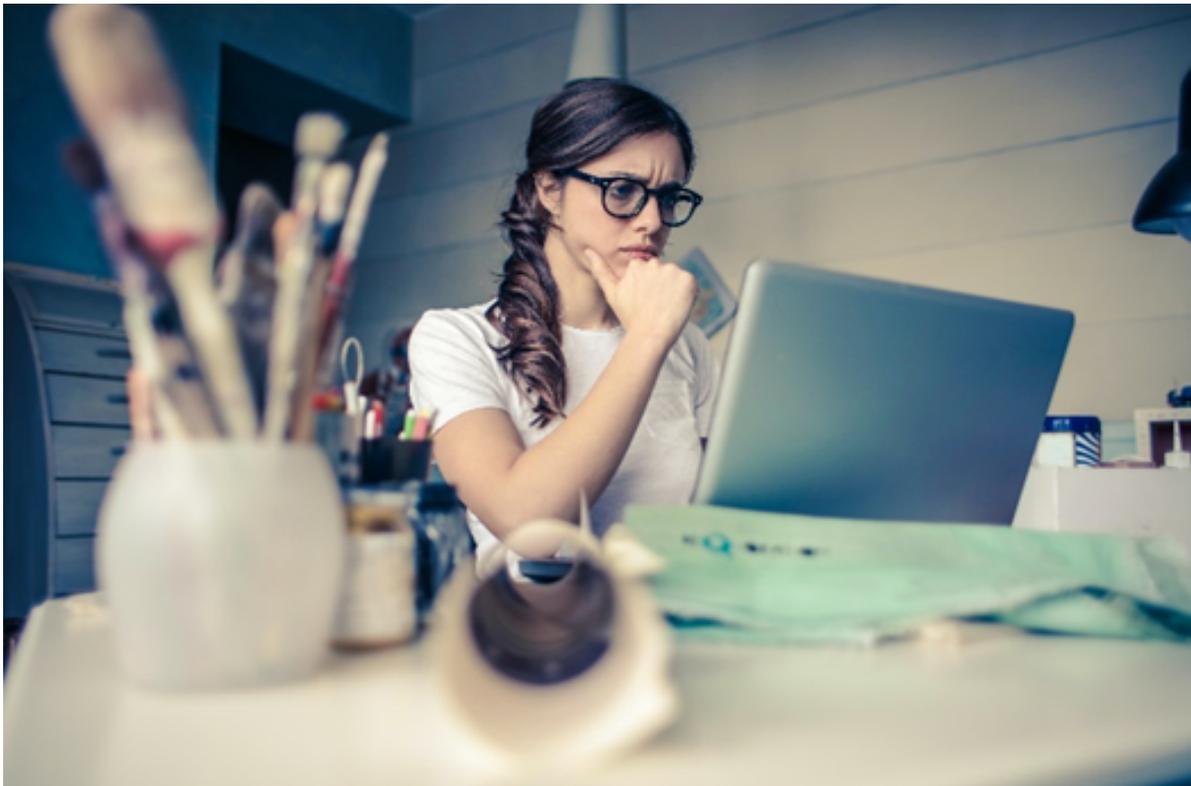
Although the concept of effective communication may sound instinctive, people often miss out on some of the aspects mentioned above and face problems resulting from communication deficiencies. In daily life, most people experience saying one thing but being understood differently, frustrations, conflicts, and misunderstandings, happening at home, work, school, and relationships.



What Could be the causes resulting in problems in communication?

Communication problems can occur due to various barriers that interrupt the communication process and make it difficult to transmit and receive the intended message clearly. These barriers can be identified as:

- **Stress and Loss of Control:** When under stress, we tend to misread people and situations around us, which can lead to confusion and conflicts in communication. To avoid this, it is important to learn how to calm down and maintain control in stressful situations. For instance, you can try counting from 1 to 10 before replying in stressful situations or take some time to think and relax before sending a message in a conflictual situation.
- **Negative Body Language:** It is natural to disagree or not like what has been said during a conversation and to use body language that signals your disapproval. However, it is crucial to maintain moderation in your body language and avoid offending the other party in order to ensure healthy and effective communication.
- **Lack of Attention:** Multitasking can be challenging for most people, and when in a conversation, it is important to give the other person your undivided attention. Being distracted or engaged with other things during the communication process can cause you to miss important details or misinterpret what was said, leading to communication problems.





What to do to get better and communicate effectively?

As mentioned above, to communicate effectively, one should first analyze how they communicate in different contexts and situations and then, try to practice ways to become better communicators in their personal and professional lives. To achieve this, you can practice the skills given below and try to master them in your interactions with others.

01 Become an active listener

In social settings, we tend to focus more on what we will say, rather than what is being said by others. This might lead to confusion in conversations and act as a barrier to communication. When somebody says listening, we usually understand hearing and processing what is being said by the other people in conversations. However, there is a big difference between hearing, listening, and active listening. Active listening refers to paying attention to the people speaking without interruption, understanding their emotions while talking, making the other side feel heard and understood, and finally, providing further input to the conversation. Fulfilling those steps usually ends up in clearer and smoother communication among the sides, deeper connection, and lowered levels of stress during the conversations. To practice your active listening skills, you can try the below mentioned tips in your daily conversations.

- **Pay attention to the speaker, let go of other things in your mind for the moment.** It is natural to put all your attention during the whole conversation only on one person, and this is something experienced by many people. Therefore, avoiding attention-drawing things, such as phones and looking at other sides might help your focus better on the conversation. Also, repeating the last words of what other people said and nodding from time to time would signal to other people that you are engaged in the conversation.
- **Avoid interrupting others.** As mentioned, we usually tend to focus more on what we will say rather than what is being said. This process in our mind usually is reflected in our mimics and gestures and might signal to other people that our attention is elsewhere. Also, trying to take the turn in conversation rather than what others say is would signal that you are only interested in saying what you want to say, rather than meaningfully converse with others.
- **Set aside your prejudgments.** When in conversation with others, to effectively communicate, you don't have to agree, approve or like what the others are saying. However, for healthy and effective communication, one needs to set aside prejudgments, listen to what others are saying and objectively converse with others to come up with fruitful conversations.

02 Focus on Non-Verbal Signs

Our facial expressions, body movements, gestures, posture, and tone of voice communicate how we feel more than the words we speak during a conversation. By paying attention to our nonverbal cues, we can successfully navigate challenging situations and communicate effectively. To improve your nonverbal communication skills, try keeping your arms uncrossed, facing the person speaking, and maintaining eye contact during conversations. Using physical touch, such as patting someone's shoulder when complimenting them, can also help convey positive emotions.



Here are some additional tips for reading and delivering nonverbal messages:

- **Be aware of personal differences and don't focus too much on a single sign.** People express themselves differently across cultures and personality types. Some individuals might use more facial expressions and gestures than others, and this could be due to cultural differences or individual preferences. Rather than fixating on one specific nonverbal sign, focus on reading the overall tone of the conversation and whether it's positive, engaging, or negative.
- **Read the context and adapt your nonverbal signals accordingly.** Match your tone of voice to the subject matter of the conversation. For example, use a softer tone when discussing children's stories, or use more hand gestures to convey excitement during an exciting moment.



03 Try to control your stress

Do you remember a time when you felt stressed during a conflict with your boss, friends, kids, or spouse, and did something you regretted afterward? If you have the ability to control your stress and return to your calm state, you will not only avoid feeling regrets but also help the other person calm down and avoid saying or doing something that you would not like to hear or see. In such cases, if you manage to remain calm and relaxed, only then can you provide an appropriate response to the situation. When others are in a stressed situation, usually the best thing is to remain silent to help them cool down.

Effectively communicating in situations such as business meetings, family gatherings, job interviews, and meeting with the family of your significant other requires remaining calm and in control. This will help you reach success easier and achieve your goals. Remaining calm and keeping control is easier said than done. Therefore, trying and practicing the tactics and strategies given below in stressful situations can help you become better at them and effectively handle stressful situations.

- **Try to use stalling questions** in such situations and make time for yourself by asking the people to repeat the question or asking for clarifications. This way, you will gain more time to think of a response or calm yourself down and provide a better reply.



- **Deliver your words clearly and wrap up with a summary.** If you feel stressed during a communication process, try to maintain a steady voice tone and body posture to avoid giving any unintended message to the receivers. Also, if you want or have to finish your words, try to finish with a short and summarizing sentence. Even if it ends up with silence in the room, you don't have to fill the silence once you have transmitted your message. If need be, there will be questions to clarify your message, which will give you time to elaborate better with answers.
- **Use grounding tactics.** Most people in some cases experience extreme stress in communicating, such as public speaking or presenting a topic they are not used to. In such cases, when you feel stressed out, try to use grounding tactics, such as naming three things you see, three things you hear, and three things you touch. In addition, you can activate your senses by taking a peppermint into your mouth, taking three deep breaths, or having a stress ball in your pocket.
- **Agree to disagree.** When the situation is heated, and you feel too much engaged but unable to compromise, try to take some time for yourself and get away from the situation. It is helpful to get your mind off the topic and divert your focus on other things. Once you feel relieved, come back and try to find common ground by agreeing to disagree.

04 Assert Yourself in Communication

Direct, assertive, and clear communication helps you not only express your thoughts and opinions better, but also helps the people you communicate with understand your needs and interests, and act accordingly. Being assertive, contrary to common understanding, doesn't mean being aggressive or hostile. It means being honest, clear, direct, and keeping your boundaries while also respecting the boundaries of others. Effective communication is about expressing your thoughts and opinions clearly and openly. It is not about winning an argument or forcing your ideas upon others.

If you have trouble establishing boundaries and asserting yourself in communication, you can try the techniques below to get better and adapt them to your life.

Empathetic assertion: This technique refers to raising your needs and concerns in an empathetic way, while also expressing empathy towards others. For example, you can voice your interest in spending more time with your loved one by saying something like, "I understand that you need to spend a lot of time at work, but I would like you to dedicate more time to us. If there is anything I can do, I am ready to help you out."

Escalating Assertion: This technique is usually better to use when empathetic assertion is not enough. In this technique, you can increase firmness over time and emphasize consequences if the boundaries are not met. For example, if people are not respecting the rules set out by a contract, you can say, "If you continue to not respect the contract, I am going to have to take legal action."

It is better to practice assertion in lower-risk situations, such as conflicts and problems over minor things with close friends and family members. This way, you won't risk weak connections at work or in your social circle, but you can develop assertiveness over strong connections. You can also let them know that you are working on your communication skills and practicing assertion to avoid hard feelings.



Effective Communication in Youth Work

In the context of youth work, it is possible to say that most conflicts among the group of young people that the youth worker is working with arise due to a lack of effective and healthy communication. In that sense, scholars working in the field, such as Gable (2003), suggest that one of the most important aspects of communicating with young people is the choice of communication style and being age-appropriate. Therefore, in any context of communication with youth, it is of utmost importance for a youth worker to know their audience, their level of education, and their psycho-social development and to adapt the content and the words accordingly to the background of the youth.

Gable (2003) comes up with practical strategies to establish and maintain effective communication with youth. The investigative approach, as suggested by Gable, allows young people to recall information regarding the topic and get involved in the activity at hand in a more engaged way. Also, offering descriptive cues, if needed, in a written format before the activity takes place would help them visualize their thoughts and express their negative and positive feelings.



It is also important to know and recall that young people over the age of 14 tend to focus more on relationships outside of their family and be in the process of forming self-esteem, confidence, and adult identity. Studies show that youth over the age of 14, when approached with frequent and sensitive communication focusing on their needs and transition, were reported to have decreased feelings of loneliness (Gentzler, Oberhauser, Westerman, & Nadorff, 2011).



Apart from the common communication barriers mentioned above, there are a number of communication issues observed in youth work. Below are some of these actions, and it is suggested for youth workers to self-reflect on them and avoid them in their practices:

- **Ordering:** Telling young people what to do. Youth work, in that sense, requires youth workers to be examples to the young people they work with and provide practical examples from real life through activities as learning points for them.
- **Preaching:** Another common communication issue observed in youth work. As mentioned, rather than formal education at school, youth work is meant to familiarize young people with the world and provide them with authentic examples that they can learn from.
- **Avoiding:** Once faced with a question, avoiding the question is another common issue. In this case, it is natural to not know enough about a situation at hand; however, a healthier way to communicate this would be asking for some time to make research about it, encouraging the youth to make their own research on it, and also simply saying you don't have the information about it.
- **Pacifying:** This refers to making youth feel better without coming up with solutions to the problem at hand. The main purpose of youth work is to enable young people to be independent problem solvers of their own lives by making well-informed decisions. Therefore, a youth worker needs to encourage youth to step up for themselves and find ways to solve the issues in their lives.

All in all, youth work, at its core, is a development activity for young people that happens only through communication. Therefore, employing effective communication and helping young people with communication will make it easier and more effective for youth workers to achieve their goals and objectives with youth.



3.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

In today's world, the ability to communicate effectively with others, whether in physical or virtual settings, has become one of the most important skills we can possess. Therefore, it is essential for youth workers to equip young people with effective communication skills by becoming skilled communicators themselves and avoiding common communication mistakes.

Being a healthy and effective communicator is not always easy, but practicing strategies and techniques can help anyone improve their ability to engage in meaningful conversations and effectively convey their message.

In conclusion, effective communication is a critical component of youth work and life in general. By prioritising communication and actively working to improve our communication skills, we can empower young people to become independent problem solvers and help them achieve their goals. Remember, effective communication takes practice, patience, and a willingness to learn and adapt.

3.5. USEFUL RESOURCES

- [Five Types Of Communication](#)
- [When cognitive demand increases, does the right ear have an advantage?](#)



Chapter 4 Public relations, social media and campaigns

What are public relations and social media campaigns?



4.1. LEARNING OBJECTIVES

The main objectives of this chapter are the following:

- Develop a comprehensive PR strategy.
- Identify and implement best practices for social media campaigns.
- Analyse and present practical examples of successful social media campaigns.

In the context of volunteering organisations, public relations, social media, and campaigns are essential components of effective communication and outreach. A strong PR strategy helps to build trust and credibility with stakeholders, donors, and volunteers, while social media provides a platform for engaging with supporters and spreading awareness about the organisation's mission and impact. Campaigns, whether focused on fundraising, advocacy, or recruitment, can help to mobilize and energise the community, driving greater participation and impact.

Public relations, social media, and campaigns can help volunteering organisations amplify their message and achieve their goals more effectively.



4.2. DEFINITIONS



Public relations

Public relations (PR) is the practice of using media channels to promote your organisation and cultivate a positive public perception.



Social media

Social media are interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.



Social media campaigns

A social media campaign is an organized marketing effort to increase consumer awareness, interest, and loyalty to an organization, brand, product, or service, through social media channels. Social media marketing campaigns are planned strategically, targeted towards a particular audience, and have measurable outcomes.

4.3. CONTENT

What is public relations?

Public relations (PR) is the practice of using various communication channels to build and maintain a positive public perception of your organization. It involves managing your organization's reputation and brand, especially during challenging times. PR plays a crucial role in managing the spread of information, similar to branding. However, branding relies on visual elements like logos, websites, and marketing materials, while PR focuses on communication and reputation.

How to Build a PR Strategy

To build an effective PR strategy, companies need to influence attitudes and behaviors through a well-designed digital PR plan with pre-defined goals and objectives. PR experts recommend several common steps for creating a successful PR strategy, including defining PR goals, knowing your target audiences, setting objectives, selecting appropriate PR tactics, and measuring results.





01 Defining PR goals

Defining PR goals is a crucial step in creating a successful PR plan. To start, you should determine the ultimate objectives you want to achieve through your PR efforts.

For an NGO, these goals may include:

- Expanding the reach of the NGO to new audiences.
- Increasing the number of people served by the NGO.
- Boosting employee productivity and morale.
- Enhancing recruitment and retention rates.
- Strengthening relationships with the communities your organisation works with.
- Identifying potential allies to help manage future crises.
- Launching new products or services.
- Bridging the perception gap between your organization and the public.

By defining your PR goals clearly, you can develop a PR strategy that is tailored to meet your specific needs and objectives.

02 Knowing your target audiences

To create an effective PR plan, practitioners must have a deep understanding of their brand's key audiences. Basic demographic information such as age, gender, and geographic region is a good starting point, but understanding more qualitative attributes such as interests, priorities, and lifestyle aspirations is critical.

To develop a strategic PR plan, it is also essential to know how your target audiences perceive your business. You can directly ask people about their perceptions, and use various media monitoring and data analytics tools to gain insights. However, understanding target audiences and their perception of your organisation is only half the battle. It is also vital to know which outlets target audiences frequent, where they get their news, and which media voices they trust. There should also be an understanding of non-traditional platforms such as aggregate publications, social networks, podcasts, blogs, discussion forums, and consumer review sites.

Once you have gathered data and identified different patterns and trends, you can start setting objectives.

03 Setting the objectives

To effectively plan and execute public relations (PR) campaigns, it's essential to set specific objectives for each target audience that is important to the organisation. These objectives can overlap or be separate, depending on your PR goals.



However, all objectives should include two essential elements: a quantifiable result and a PR plan timeline. This way, you can measure your final results against your efforts and accomplishments.

A common model for crafting objectives is the SMART objectives framework:

- **Specific:** Be specific and clear in defining your objectives. For example, instead of saying "improving awareness," state the specific area of awareness you want to improve.
- **Measurable:** Your objectives must be measurable to determine whether you have achieved them or not. Without a measurable outcome, your objective is incomplete.
- **Attainable:** Ensure that your objectives are attainable and realistic based on the available resources. It's also important to consider if the potential reward justifies the cost of the PR campaign for the target audience.
- **Relevant:** Make sure that the changes you seek are relevant to the target audiences you're trying to reach, not just to your organisation.
- **Time-bound:** Set deadlines for achieving your objectives. Short-term objectives may focus on improving knowledge and awareness, while long-term objectives may aim to bring about changes in attitudes and behaviours.

By setting SMART objectives for your PR campaigns, you can ensure that your efforts are well-targeted, measurable, and focused on achieving tangible outcomes.

04 Selecting appropriate PR tactics

When choosing public relations (PR) tactics, it is important to consider whether they align with the positioning and portrayal you want to achieve for your organisation. If they do not support these goals, it is best to either change the tactics or allocate resources elsewhere. Traditional PR approaches, such as phone-based relationships and expensive dinners, are no longer the only options available. With the advent of new digital platforms, there are countless new PR tactics to consider.

Some of the most effective PR tactics are:

- **Press releases:** While traditionally reserved for major company announcements, press releases have become essential communication tools in the digital age. There are many tips and templates available online for those who lack experience in press release writing.
- **Online articles and guest posts:** Well-researched and thought-provoking articles can offer valuable insights into your organization's values and goals. In addition to establishing your company as a thought leader, online publications can also generate backlinks and drive traffic to your website.
- **Influencer marketing:** Influencers are increasingly influential in directing public opinion on what to buy and where to buy it. Including influencer marketing in your PR plan can be a powerful tool to connect with a wider audience and build trust with potential customers.



- **Media outreach:** Effective PR pros need to understand how and whom to pitch. Building relationships with key journalists and staying aware of their deadlines and preferences is crucial.
- **Corporate videos and interviews:** Giving your audience a glimpse into your organization's people and facilities can be a powerful way to build trust and establish a "face" for your organization. With the rise of digital platforms, these types of videos and interviews are more accessible than ever before.

By choosing the right PR tactics, you can effectively communicate your organisation's values and goals to the public. Whether you opt for press releases, online articles, influencer marketing, media outreach, or corporate videos, the key is to align your tactics with your PR objectives and desired brand image.

05 Measuring the results

Measuring the results of your PR plan is crucial to evaluate its effectiveness. Here are some ways to measure your results:

- **Metrics** - Keep track of your engagement rates, website traffic, and audience reach, including social media shares. This will help you understand how far your messages are reaching.
- **Brand sentiment** - Highlight key message mentions, quotes, and other story inclusions that support brand affinity and positive sentiment. This will help you gauge how your brand is being perceived by your target audience.
- **Competitive analysis** - Analyse where your direct competitors are being featured and ensure your brand has equal, if not more, placements. This will help you stay ahead of your competitors and ensure your brand is getting the recognition it deserves.

The metrics you choose to measure your PR results may vary depending on your PR goals, digital tools, and data available. What matters most is that you keep an eye on how your PR plan is being executed and what it means for your organisation. Stick to the plan, but be flexible when needed to achieve the desired results.



Below is an example of a PR plan for an NGO:

Questions	The meaning	Example of a PR campaign plan
WHAT	What are the goal and desired outcomes?	Promotion of the newly developed programme for youth education
WHO	Who is your audience? Who will be involved in the implementation?	Target audience: Youngsters, teachers, NGO workers, parents
WHY	Why do we organise it?	Promotion of the newly developed education programme for youth to increase their knowledge
WHEN	What are the dates for the events/campaign?	Over a couple of months
WHERE	Where will it take place (online or offline)? What platform? Where will it be promoted and what are targeted media outlets?	Offline: promotion in schools and youth centres Online: TikTok, Instagram and Facebook Targeted outlets: youth info sites
HOW	Logistics for the implementation and responsibilities	Events organised by project managers. The organisation of promotion AD campaigning on social media platforms, direct emailing, and direct invitations to stakeholders



Social media campaign

A social media campaign is a coordinated marketing effort to achieve a business goal using one or more social media platforms. Unlike everyday social media content, campaigns are more focused, targeted, and measurable, with specific outcomes that can be tracked over a specific period of time (e.g., one month). Your campaign can be limited to a single network or span across multiple platforms, often with a specific theme.

Before launching a campaign, it is crucial to have the right tools in place to track metrics. Several free social media marketing apps can help track shares, retweets, likes, and keywords associated with your brand, such as HootSuite, Social Mention, and Addictomatic. Once you have established a baseline, define your goals and schedule a definitive timeline for the campaign, including firm start and end dates. This is important for keeping costs and mission creep in check, as well as for comparing performance pre- and post-campaign.

Social media campaign best practices

Social media can be a powerful tool to influence people to buy your products or use your services. However, it is not enough to just post content regularly. Running social media ads is essential to reach new leads and promote your organization effectively. Here are some social media campaign best practices to help you drive more clicks, likes, purchases, and awareness:

- **Action-gate:** Encourage users to engage with your social media posts by asking them questions, conducting polls, requesting reviews, holding contests, or inviting them to join mailing lists.
- **Provide incentives:** Give your audience a reason to provide their information by offering them prizes, discounts, or exclusive content in exchange for their attention.
- Make the **prizes relevant** to your organisation if you are running a contest.
- **Proactively engage with your audience** throughout the campaign: Respond to critiques quickly and provide personal attention to reinforce positive interactions.
- **Promote your campaign** across all social media accounts, even if you are focusing on one platform.
- **Use consistent branding and language** across your entire online presence to reinforce the campaign message. Include campaign branding and language on headers, landing pages, and home pages.

Here are five examples of social media campaigns focused on NGOs and their objectives to increase awareness about their cause:

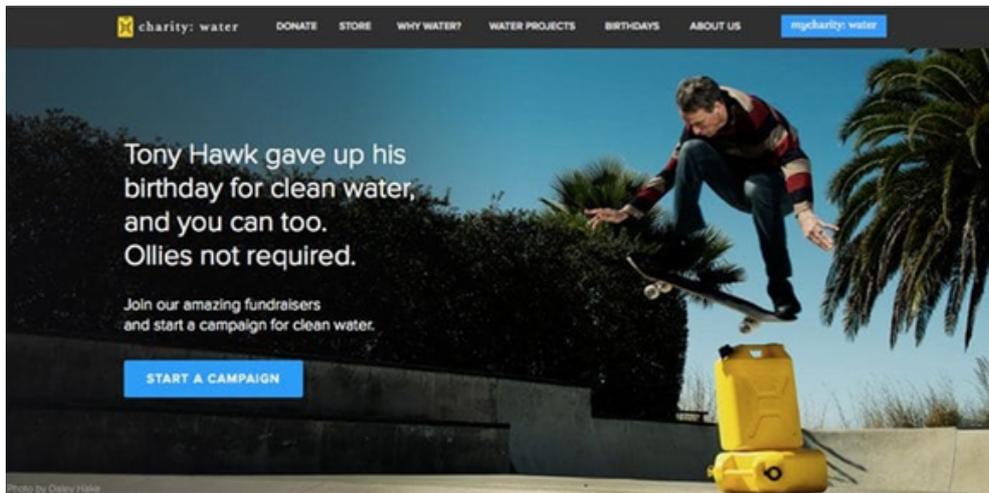
September Campaign - Charity: Water

Charity: Water's "September Campaign" is a non-profit social media campaign that demonstrates how sustainable social media campaigns can be. Participants in the programme raised over 1.8 million dollars in 2015. The Campaign asked people born in September to invite friends and family to donate to Charity: Water instead of buying gifts and share this story on social media.



This campaign highlights the power of social media as a word-of-mouth vehicle. When people witness the impact of donations made by their friends, family, and acquaintances on social media, it inspires them to contribute as well.

You can find more information about Charity: Water and their campaigns at <https://www.charitywater.org/>.



Earth Hour - World Wide Fund for Nature

The World Wide Fund for Nature (WWF) organised the social media campaign "Earth Hour". Every March, Earth Hour calls on individuals and businesses to turn off their lights for one hour to symbolise their dedication to combating climate change. In 2017, Earth Hour celebrated its 10th anniversary, and 187 countries and territories participated in what was their most successful campaign to date. During the event, WWF tweeted 105 times, receiving more than 23,800 interactions and 3,200 mentions. One of the best parts of the campaign was the branded Facebook Frame, which reached more than 1,000,000 people across the platform, allowing individuals to share their own world-changing stories with friends and family.

Overall, Earth Hour demonstrates how social media can be used to mobilise a global audience around a specific cause, and how a simple but powerful call-to-action can inspire individuals and businesses to take action on climate change.

<https://www.earthhour.org/>





Would You Rather? - DoSomething.org

DoSomething.org is a large youth-led non-profit organisation that helps communities with everything from voter registration to clothing donation and environmental clean-up. Since most of their target audience are youngsters, they decided to launch an SMS campaign, sending text messages with “Would you rather?” questions. For example, a recipient would be presented with two scenarios, one promoting money-making and the other money-saving. After they answered, they would be offered a link to more money-saving tips. There were also other incentives, for example, participants who shared the game with friends would be entered into a raffle.

This campaign is a great example of an organisation understanding the means by which their target audience prefers to communicate. When developing a communications strategy for a non-profit, it is important to consider what platforms or devices your audience uses on a daily basis and how you can leverage those channels to connect with them. Text message/SMS marketing can serve as a great complement to other digital marketing efforts.

<https://www.dosomething.org/us>



Get emotional to go viral- Save The Children

Save the Children is a UK-based organisation that works to improve the lives and wellbeing of children globally, especially those in warzones who are particularly vulnerable. However, it can be challenging to create an emotional connection with potential donors who feel disconnected from the issue due to geographic distance. To overcome this challenge, Save the Children created a video that puts a Western child in the shoes of a child from a warzone. This video evokes strong emotions, such as sympathy and sadness, and helps to drive donations, awareness, and video shares.

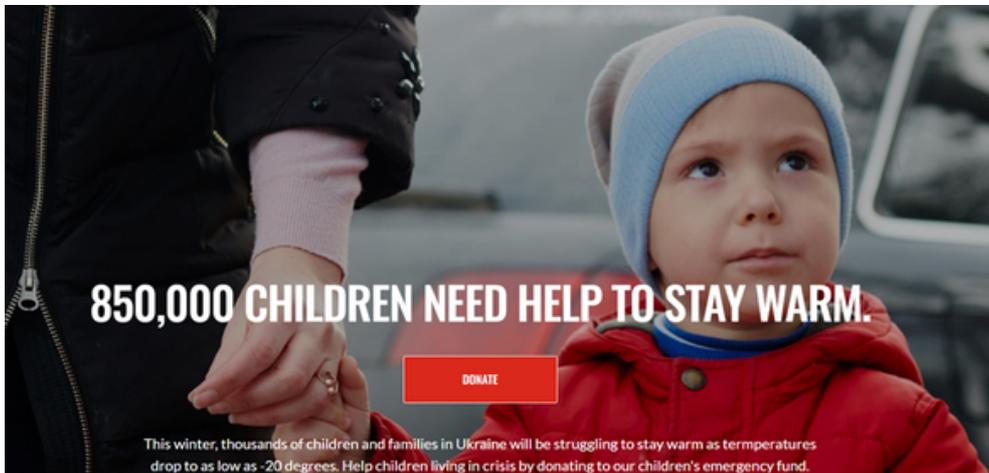
Creating viral videos is possible for non-profits on a budget. With the recording capabilities of smartphones and affordable video editing software, it is easy to produce slick videos that are perfect for social media.

However, planning a viral video takes more than just good recording equipment and editing software. Jamie Salvatori, a creative entrepreneur, suggests that the key to a successful viral video is to create an emotional narrative that appeals to the viewer's self-interest.



By compelling people to show their social media circles that they care, you can create a video that evokes strong emotions and motivates people to share it with the world.

<https://www.savethechildren.net/>



#MeToo - Just Be

#MeToo was one of the most successful and unexpected non-profit social media campaigns of 2017. It became a rallying cry against sexual assault and harassment. However, we need to go back to 2007 when Tarana Burke, the founder of the non-profit organisation Just Be Inc., launched the original #MeToo campaign. The movement aimed to provide "empowerment through empathy" to survivors of sexual abuse, assault, exploitation, and harassment.

In 2017, actress Alyssa Milano tweeted about the campaign, and within days millions of women and men used social media to share their own experiences of abuse. This led to the campaign becoming one of the most significant and effective social media campaigns of recent times.

What #MeToo demonstrates is the power of authenticity and the importance of listening to the voices of those affected by a particular issue. The campaign had been in the making for a decade before it reached its full potential, but the impact it made was felt worldwide. For non-profits looking to create impactful campaigns, it is essential to prioritise authenticity and truly listen to the people affected by the issue at hand.





4.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

To succeed in public relations, you need to be highly creative and develop unique campaigns that attract the maximum number of people to your cause. Public relations can be considered both an art and a science, requiring skill, knowledge, and determination from those who choose to work in the industry. This field blends emotion and logic to achieve success, and can be both demanding and satisfying.

To make the process of entering this field easier, we have provided practical examples of successful social media campaigns that can inspire you to create your own unique campaigns. By using best practices and past successes as a starting point, you can embark on your journey in PR and social campaigns with confidence.

4.5. USEFUL RESOURCES

- [How to Create a PR Strategy](#)
- [10 of the Top Social Media Campaigns of 2022](#)
- [5 Examples Of Nonprofit Social Media Strategies](#)
- [Case Study: Charity Water](#)



Chapter 5 Volunteering Project Management

Effective Project management qualities and methodologies



5.1. LEARNING OBJECTIVES

The primary goals of this chapter are as follows:

- Understanding what volunteer management is.
- Understanding the duties and responsibilities of a volunteer project manager.
- Becoming aware of the important qualities a volunteer project manager should have.
- How to define and implement your volunteer management process.

Volunteering project management is a critical aspect of successful volunteer programmes.. Defining and implementing a volunteer management process is essential to ensure that the project runs smoothly and the volunteers are engaged and motivated throughout the project.

A solid foundation for effective volunteer management is essential for achieving organisational success.



5.2. DEFINITIONS



Methodology

A system of ways of doing, teaching, or studying something.



Project Manager

Someone whose job is to plan a piece of work or activity and organise the work of all the people involved in it.

5.3. CONTENT

This chapter will first help you understand what volunteering project management is. It will outline some of the responsibilities and duties that fall under this position as well as the main qualities that make a great volunteering project manager. Lastly, this chapter will explain the importance of defining and implementing a volunteer management process and will elaborate on some common practices, tips, and management strategies.



What is Volunteer management?

Volunteer management involves much more than just recruiting and supervising volunteers. It also involves engaging and retaining volunteers who share your organisation's goals and values. Developing a strong volunteer management process is essential for creating an effective and efficient volunteer program that supports your mission.

Effective project management is also crucial for creating a healthy and productive work environment. By implementing good project management practices, teams can save time, improve communication, make better decisions, and achieve better outcomes.

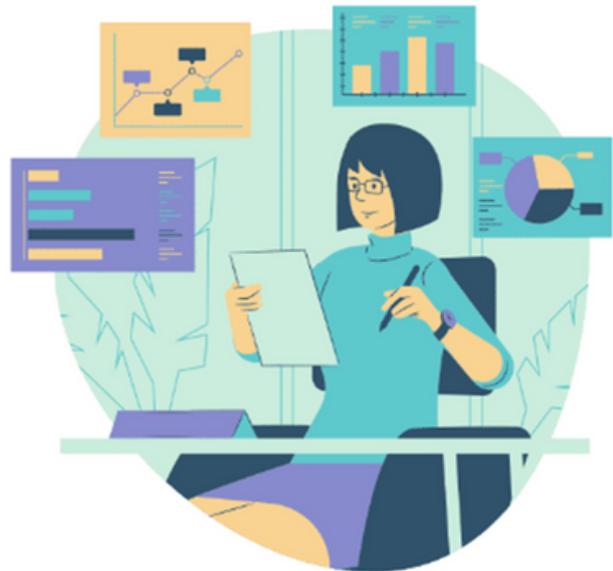
Volunteering project management is specifically focused on managing a team of volunteers. This includes responsibilities such as recruiting, training, planning shifts and roles, retention, recognition, and rewards. A successful volunteer project manager should possess the necessary qualities and skills to effectively lead and manage a team of volunteers to achieve the organisation's goals.



Duties and Responsibilities

A volunteer project manager has a wide range of duties and responsibilities. Below is a list of some of the main responsibilities a volunteer project manager will have:

- Collecting and managing all volunteer-related data, such as their contact information, availability, and skills.
- Planning the staffing requirements, roles, and responsibilities for volunteers.
- Creating and maintaining the volunteer shift schedule.
- Screening and recruiting new volunteers.
- Administering volunteer training.
- Communicating and coordinating with volunteers.
- Managing or supervising volunteers during shifts.
- Tracking and reporting on volunteer hours and other key programme metrics.



Effective management of volunteers is critical to the success of any organisation or non-profit. The duties and responsibilities of a volunteer project manager are essential for ensuring the efficient functioning of a volunteer programme, and for maximising the impact of volunteer efforts towards achieving organisational goals and mission.

Important Qualities a Volunteers Project Manager should have

As seen in the above section, the duties and responsibilities of Volunteer Project Managers can be quite diverse, and many require direct interaction with the volunteers. As a big part of a volunteer project manager's job is to directly engage with the team of volunteers managed, there are certain qualities that can distinguish a great Volunteer Project Manager. Some of the qualities that stand out include:

STRONG LEADERSHIP SKILLS

Managing volunteers requires a manager who can lead by example and is not intimidated by front-line work. However, it is equally important for a manager to be able to delegate tasks and show their team that they have confidence in their abilities.



GREAT COMMUNICATION SKILLS

Great Communication Skills: Clear communication is an essential part of any successful team. A good volunteer manager understands the importance of establishing open and clear communication with their team, using a variety of communication methods, and actively listening to feedback.

INQUISITIVE

A great manager is curious about getting to know each volunteer individually and their unique needs, in order to place them in the right position or role.

RESPECTFUL

Volunteer Project Managers should create a welcoming atmosphere of respectfulness and understanding of their volunteers' needs, avoiding being judgmental or critical.

COMMITMENT

A great volunteer project manager knows that building a committed volunteer base takes time and effort, and strives to balance recruiting and retaining enthusiastic volunteers.

ORGANISED

Volunteer project managers need to keep track of multiple, diverse tasks while managing all the volunteers involved in their project, making organization a key component to success.

APPRECIATIVE

A great volunteer project manager expresses gratitude and appreciation for the hard work of their volunteers, regularly providing feedback and recognition for their contributions. They find ways to say "thank you" and make their volunteers feel valued and appreciated.



Define and Implement a Volunteers Management Process

Before starting any volunteer project management duties, it is essential to implement a clear volunteer project management process or procedure to ensure that no important steps are missed.

The exact details of managing volunteer work will differ depending on organizational and logistical needs. However, there are usually some common practices that can be applied to many different needs and situations. Below are some tips and management strategies that will help define your volunteer management process.

01 Creating well-defined volunteer roles

The creation of well-defined roles is of great importance for any organisation. It ensures that you are matching the right person to the right job position. This is also the case for matching the right volunteer to the right position or role for them.

A role description acts as a guide to both the project manager as well as to the volunteers to better understand the skills and responsibilities of the tasks associated with a specific role.

The following are the essential points you should keep in mind when creating a well-defined job description as part of your management process:

- **Role/Position Title:** This should be a self-explanatory title; it can be descriptive and to the point.
- **Role Description:** This should be a general description of a few sentences describing what this role entails.
- **Tasks & Duties:** A list of primary tasks and duties that need to be performed for the specific position.
- **Skills & Qualifications:** A list of the skills and qualifications required to perform the previously outlined tasks and duties. This is where you should mention if any physical, technical or specialists' skills are required.
- **Certifications:** Clearly define and list any certifications that are necessary for the role (eg. a background check, first aid training, drivers licence etc.)



02 Developing a recruitment strategy

Recruitment is one of the key areas when it comes to working with volunteers. As a volunteer project manager, recruitment is an integral part of your job and something you will have to deal with constantly. Luckily, there are many ways of recruiting volunteers, but an important component to remember is to try to make the process as easy as possible. This will encourage volunteers to sign up instead of scaring them off.



Creating a recruitment strategy is something that needs close and careful consideration, as it is an integral part of working with volunteers. Outlined below are some elements of recruitment that can be applied to most volunteer recruitment strategies:



Sign-Up Process

Sign-Up Form: Make sure that your sign-up form is set up in a way that collects all relevant information you might need to match a volunteer to a role. Utilize the role descriptions you have created to make sure no information is missed in the sign-up form.



Recruitment Marketing Plan

Creating a recruitment plan does not need to be difficult, but it is important to keep in mind that it is best to take a multi-channel approach in order to reach as many people as possible. It is also important to make sure people have the opportunity to sign up as volunteers through different means. Many people that are familiar with your organization and are interested in signing up as volunteers will probably go to your website. It is thus crucial to ensure that there is a volunteer page with a sign-up sheet available and easily accessible on your website. In addition, it is essential to establish a marketing message that motivates, inspires, and encourages people to take the next step in becoming a volunteer. People become volunteers to advocate and work towards something they believe in. In your marketing message to volunteers, try to incorporate impactful storytelling, statistics that show the impact volunteers can make through volunteering in your organization, and ultimately how they can contribute to the greater good of the world or community.



Getting Your Message Out

Once you have established your recruitment marketing plan and developed your marketing message, it is time to try to reach as many people as possible with it. Make sure to utilise as many channels as possible, especially online. There are many free channels you should consider and use before paying for any advertisement. Some channels to consider disseminating your marketing message to reach more volunteers are:

- **Website:** Make sure that volunteer opportunities are displayed on the home page of your organization's website.
- **Social Media:** Make sure you have an active presence on social media. Send out your recruitment messages on multiple social media platforms and encourage people to interact with your posts and share your content.
- **Peer-to-Peer:** Utilize your already established social network of staff and volunteers, asking them to share upcoming volunteering opportunities on their own social media platforms, reaching their own network.
- **Local Media:** Send out a press release to your local media, asking them to share your organisation's volunteering opportunity.



03 Establish clear lines of communication

Clear communication is a critical aspect of effective management, especially for volunteer management. When there is a lack of clear communication, it can lead to confusion, which can directly impact volunteer retention in your programme. It can be frustrating for volunteers to feel like they are left in the dark or given false information.

To establish good communication between project management and volunteers, it is important to invest in a good communication tool. The communication tool should allow for the announcement of emergencies, shift changes, and other important information. Regardless of which communication tool the volunteer project manager chooses, a two-way communication between volunteers and the manager is essential. Communication is crucial in fostering meaningful volunteer engagement.

04 Thank your volunteers

It is essential to recognise and show gratitude for the time and effort volunteers donate to your organisation or project. When volunteers feel like their time is taken for granted or underappreciated, it can create frustration and may lead them to volunteer elsewhere.

Small actions can have a big impact. Something as simple as thanking volunteers at the end of their shift for their contributions or organizing a social gathering where everyone gets together can help maintain motivation within your team of volunteers. Any way in which a volunteer project manager shows gratitude to the volunteers can significantly improve the working atmosphere and increase volunteer retention.





5.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

As a volunteer project manager, whether you are managing a small or large group of volunteers, it is essential to have a well-thought-out and organised management plan.

The position of a volunteer project manager involves many responsibilities and duties, which can seem intimidating and overwhelming at first. However, as shown in the above chapter, there are many steps that can help organise tasks and make things run more smoothly.

Above all, the position of a volunteer project manager can be really motivating and impactful, especially if you are passionate about the work you and your team of volunteers do!



5.5. USEFUL RESOURCES

- [Methodology](#)
- [Project Manager](#)
- [Top 10 Volunteer Management Training Programs Plus Key Resources](#)
- [Volunteer Management: How to Develop an Engaging Program](#)



Chapter 6

Volunteer management software

A better and more effective volunteer management process



6.1. LEARNING OBJECTIVES

This chapter aims to achieve the following primary goals:

- Explaining the volunteer management software.
- Understanding the benefits of a volunteer management software.
- Choosing the right management software.
- Understanding the usage of the tools that can be used by organisations.

Volunteer management software is important for NGO's because it helps streamline and automate volunteer management processes, making it easier to recruit, schedule, track and communicate with volunteers. This saves time and resources, improves volunteer engagement, and allows the organisation to focus on its mission and goals.

Choosing the right volunteer management software is important to ensure it meets the needs of the organisation.



6.2. DEFINITIONS



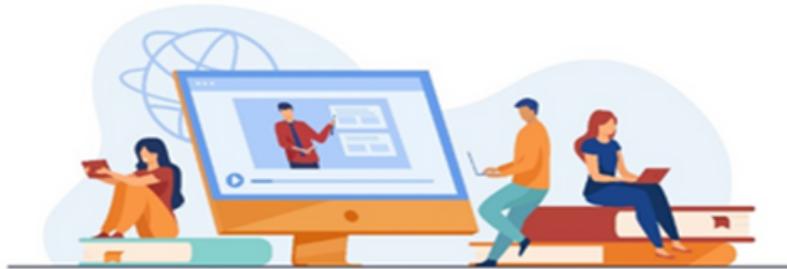
Volunteer management software

A volunteer management software is an administrative tool which aids organizations in various tasks regarding the smooth operation of volunteer management.

6.3. CONTENT

01 Introduction

Volunteers play a crucial role in many organizations, and their contributions are essential for achieving the organization's goals. However, managing volunteers can be challenging, particularly if you are not adequately prepared for the task at hand.



Volunteer managers are involved in every step of the volunteer management system. It requires multitasking and it can become difficult to manage any number of volunteers without having a proper system which can support the management team for better and more controllable coordination. In the 21st century, nothing has impacted more our daily lives than new technology. Undoubtedly, organisations will take full advantage of it to adopt a software/tool which will enable them to control their volunteer databases.

It can also be seen as a support system between the volunteer managers and the volunteers which will enable them to have an open communication and secondly it will allow the organisations to work smoothly. Volunteers are donating their free time to actively support and advance an organisation's cause — organizations should take every step to make that time as impactful as possible.

Throughout this chapter, we will explore the critical role of volunteer management software in empowering organizations to maximize the impact of their volunteers, offering insights into the benefits of this technology for both organizations and volunteers, and sharing examples of best practices and tools to support effective volunteer management.



02 What is a volunteer management software?

A volunteer management software is an administrative tool which aids organisations in various tasks regarding the smooth operation of volunteer management. It is significant for an organisation to choose the relevant software system that will keep the management team organised and enable the team to manage the resources effectively.

2.1. What are the benefits of a Volunteer Management Software?

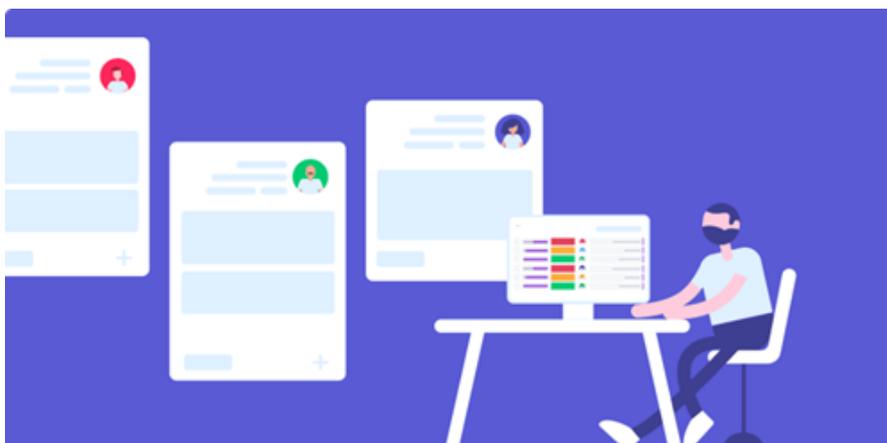
Volunteers play a crucial role in many organizations, and their contributions are essential for achieving the organization's goals. However, managing volunteers can be challenging, particularly if you are not adequately prepared for the task at hand.

- A software system can group volunteers by their availability, age, **gender, geographical location, years of service, experience, and other custom categories of the organisation's choosing.**
- A software system can assist organizations in **volunteer recruitment, on-boarding/training modules, scheduling, outreach, tracking, communications, and compliance.**



The software makes all of the above simple and reachable with just one click in one platform without spending too much time communicating through the phone, recording details of volunteers in spreadsheets and Excel files. It can also help organisations sort categories, run or generate reports based on combinations of each field that has been mentioned. It also helps management to complete complicated tasks, do updates and set reminders for important dates, events, etc.

Having a proper volunteer management software can help organizations achieve their objectives and continuously improve their operations.





2.2. How does volunteer management software benefit volunteers?

Sometimes it might feel difficult for people to take the first step towards volunteerism. It is beneficial for organizations to have volunteer management software that might seem appealing to people who want to volunteer.

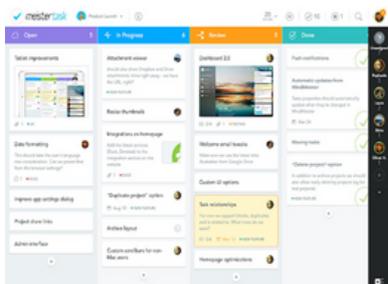


- People will feel **excited** to start volunteering with the training they will receive through the software regarding the organisation, its scope, and the areas where their help might be needed.
- They will feel more **engaged** and **motivated** to take action as they will feel a part of a community.
- They might feel **encouraged** to join projects and complete tasks by being able to self-schedule and find roles that apply the most to their profiles. This can only be achieved through a portal where each volunteer can log into the system with credentials to arrange their schedule.
- Volunteers will always have the **most accurate** and **latest information** as organisations will ensure it through the communication channel of the software.
- Software makes it easier for organisations to engage volunteers with **content** and **volunteer opportunities** that really matter to volunteers.

03 Choosing the right volunteer management software

3.1. Examples of tools for the volunteer management

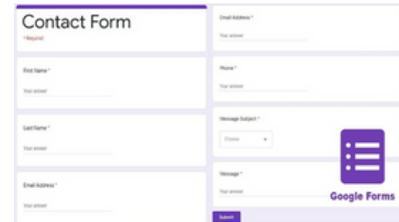
The first step before choosing or creating a volunteer programme is identifying what the organisation wants to achieve. It is essential to use customised and integrated software to segment the supporter list of the organisation, personalise engagement with volunteers, streamline the volunteer application process, and use other tech tools to boost volunteer engagement. All the software being considered should make day-to-day volunteer operations quicker, easier, and more intuitive.



- **MeisterTask:** This tool allows organizations to easily create projects, add team members, assign tasks, and track progress in a flexible panel format that can be customized for each work case. It also facilitates communication with team members, making it easy to manage projects and stay organised.

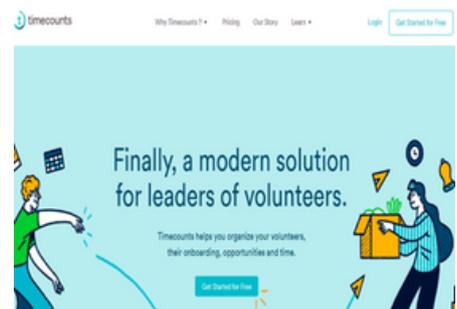
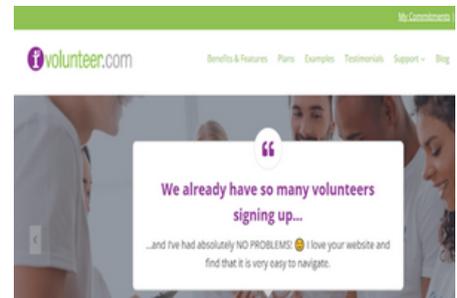


- **Galaxy Digital:** This web-based, mobile-friendly software is designed to help corporations grow and manage their volunteerism, increase community engagement, and track and share their impact. It provides a single platform for promoting, managing, engaging, and reporting on an organization's volunteerism and community involvement.
- **Google Forms** has become a commonly used digital tool to collect information from volunteers, primarily during the registration step, but also for the monitoring and evaluation phase. Collecting CVs and application forms by email has presented difficulties for both the recruiter and applicant, as the process is quite lengthy, documents are hard to create and often discouraged young people from applying, as they come in different formats, sizes, and various email addresses, and need to be downloaded and grouped. Thanks to Google Forms, NGOs can gather information faster, and handle and analyse data right in spreadsheets at no extra cost. If they keep the questionnaire simple yet relevant (with short and clear questions, with multiple choices) and estimate the time needed to fill it in, they can better engage with young people in a dialogue.
- **Private Facebook groups** are generally used by NGOs for communicating with volunteers on a certain project. Secret groups work best in order to ensure data protection and foster trust within the team, as they are not searchable via Facebook, members have to be invited or added by a member or admin, depending on the group settings and only they can see the group name, who is in the group, the group's description and tags, or stories about the group in the newsfeed. However, a group moderator is needed to constantly stimulate motivation of the members, make sure all posts are relevant, as well as to manage conflicts if they arise. They actually help building an online community. It is also used by NGOs that gather volunteers from different regions of their community and with different timetables that contribute remotely.
- **SignUpGenius** makes it easy for nonprofits to recruit volunteers, collect information, delegate tasks, and manage volunteers. Organizations can link their websites to the signup form, and the platform sends automated reminders and confirmation emails. Additionally, it serves as a volunteer database.





- **VolunteerLocal** is user-friendly software designed for volunteer managers. It offers unlimited volunteer database and applications, email and SMS communication tools, and a mobile app for volunteers.
- **iVolunteer** is an excellent software system for managing volunteer signups. It offers a range of features including unlimited signup sheets, dates, and slots, customizable signup sheets, mobile and desktop signups, volunteer database, and detailed activity logs. It is worth noting that iVolunteer has received great reviews from real users and is considered easy to use.
- **Timecounts** is a volunteer management software made by volunteer organisers. It provides a comprehensive solution for volunteer management, including onboarding, organising opportunities, and scheduling short-term and long-term volunteering. Timecounts offers a volunteer database, which provides easy access to signups, time logs, and commitments. Timecounts schedules short-term and long-term volunteering opportunities.



3.2. Good practices

In this section, two main digital tools used by Mobility Friends for volunteer management will be presented. With a staff of 28 employees and over 30 volunteers, the organization relies on these tools to manage their volunteers effectively.

Slack: Mobility Friends has been using Slack since 2015 for communication and project work with its volunteers. Slack is an online communication tool that allows groups of people to send messages to each other, and it can be used on a computer or mobile device with apps.

The workers and volunteers at Mobility Friends use Slack as a messaging app and cloud-based shared workspace. Each project has a separate Slack team, such as the eSkills Volunteers Slack team, where team members can send and receive messages to one another. All messages posted are typically organised by topic, and individuals can be tagged so that they see when they are mentioned. Additionally, files such as Google or Word documents and images can be uploaded. Slack is particularly useful for online volunteer work because:



- Volunteers and paid staff can work remotely.
- Volunteers can work on different days and don't need to interact in-person.
- Slack enables real-time chat, promoting real-time engagement for volunteers.
- Volunteers can share files, and all communication related to a specific project stays in one place.

Doodle: Mobility Friends has been using Doodle since 2016. Doodle provides a simple way to decide on dates, places, and more, making it an ideal tool for scheduling meetings with volunteers.

Mobility Friends uses Doodle mainly to set up training and weekly organizational meetings. The Volunteer Manager creates a free event and sends the link to the volunteers, who can then choose the best time that works for them. Since using Doodle, Mobility Friends has eliminated multiple email chains back and forth with a group of volunteers just to schedule a meeting, saving them a lot of time.

This online scheduling tool can be used quickly and easily to find a date and time to meet with multiple people. First, a person suggests dates and times for the event, then Doodle creates a polling calendar that can be sent to participants for feedback. Once everyone has responded, the Volunteer Manager can pick the day and time that worked best for everyone and send out the calendar invite.

6.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

With the passing of time, the perception and approach to voluntary work also evolve. Nowadays, people have more options for interactive volunteering opportunities. To attract volunteers to a specific organisation, it is necessary to offer engaging, interactive, and creative tasks in a supportive working environment.

Organisations must invest in developing an infrastructure that supports the use of online tools and digital media within the organisation. The appropriate technology tools can assist in identifying suitable volunteers for the job, fostering a strong culture of volunteer engagement, and providing more ways for them to connect with the organisation.

In summary, selecting the right technology tools can greatly enhance the volunteering experience and improve engagement between organisations and their volunteers.



6.5. USEFUL RESOURCES

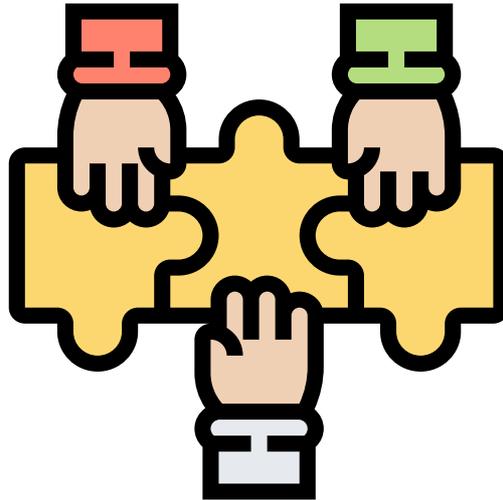
- [Why Should Organizations Use Volunteer Management Software?](#)
- [Guide To Choosing The Best Volunteer Management Software](#)
- [Volunteer Management Software For Nonprofits](#)
- [Volunteer Management Software](#)
- [How to master volunteer management in 2023](#)
- [The Benefits of Using Volunteer Management Software](#)
- [Digital Tools for the Management of Volunteers](#)
- [5 Ways to Build a Better Volunteer Program with Technology](#)
- [The Best Volunteer Management Software](#)



Chapter 7

Developing Corporate Partnership

How and what type of cooperation non-profit organisations can have with corporate institutions and what the benefits can be for both parties



7.1. LEARNING OBJECTIVES

The primary objectives of this chapter are as follows:

- Understanding the value of forming a partnership between corporate and non-profit organisations
- Learning about different forms of partnership and learning how to find, contact and sustain
- Having a clear idea about priorities and goals while building a partnership and be able to evaluate the achievements

A successful corporate partnership should be based on solid planning, clear expectations, mutual respect, a willingness to engage with other organisations, and a desire to help the community.

Corporate partnerships are crucial for nonprofit organizations to achieve their objectives and make a positive impact on society



7.2. DEFINITIONS



Corporate partnership

It is a mutually beneficial relationship between a for-profit company and a not-for-profit organisation

7.3. CONTENT

What is the importance of corporate partnerships for nonprofit organizations?



A corporate partnership is a mutually beneficial relationship between a for-profit company and a not-for-profit organisation that involves collaboration and joint efforts towards social and environmental impact, sustainability, and other related initiatives.

The last decade has seen a rapid evolution in purpose-driven leadership and social impact initiatives. Non-profit organisations are no longer solely responsible for driving social and environmental change. Together, we are moving beyond dull corporate philanthropy towards more collaborative and integrated projects that focus on impact, sustainability, change and more. Moreover, the notion that corporations should give back to society is rapidly becoming the norm.

In response to this trend, businesses of all sizes and across all industries are scaling up their CSR (Corporate Social Responsibility) initiatives and forming partnerships with communities and non-profit organisations. These partnerships have several advantages. Not only do they generate shared value for society at large, but they also benefit both non-profits and corporations, including recruiting volunteer talent, increasing fundraising and creating a larger presence in the community. For non-profit organisations, the goal of any corporate partnership should be to establish a relationship that aids in achieving their charitable goals while also delivering tangible benefits to the wider community.

Furthermore, a corporate partnership can create new value beyond a mere exchange of value. Therefore, any corporate partnership should be founded on solid planning, clear expectations, mutual respect, a willingness to engage with other organisations, and a desire to help the community.



How to become partners?

01 Identify potential partners

Choosing the right company to partner with can be challenging. Nowadays, a good approach is to create a list of potential business partners in your community. Start by writing down the names of around 15 to 30 businesses that may make good partners. Then, eliminate certain ones based on specific criteria. For instance, if your non-profit is in a rural area, proximity may be a significant limiting factor.

If you are a small or medium-sized non-profit, begin by looking for small and medium-sized businesses in your area. Conduct a quick Google or LinkedIn search for businesses in your region and locate contacts (Human Resources, Employee Relations, or Community Engagement titles may be your best bet).

Research the economic trends in your city, state, or country. This information can assist in selecting the right business to reach out to. For example, you may want to pay attention to significant layoffs or store closures. These indicate that the company is likely not a good fit.

Look for companies that are growing: launching new products, expanding their operations, hiring new employees, etc. Additionally, examine their history of giving. Which companies have given to similar causes in the past? Which businesses share your values?

02 Ensure compatibility

Once you have identified a few promising businesses, make sure your values are aligned. You may need to conduct further research to determine if the company shares your organization's objectives and mission. Find their corporate social responsibility statement, where they describe the impact they hope to make in their community. Most businesses list this on their website.

Just as you are researching your potential partners, they will also conduct their due diligence and look you up. So ensure that you have a strong organisational profile that may be helpful for discoverability and adds to your reputation.





03 Present your vision and goals

Be clear about your nonprofit’s vision and goals. If you need to raise a certain amount of revenue each year for your programs to be viable, state that upfront. Or, if your aim is to expand your literacy programs into ten more schools or surrounding cities, explain those plans as well. Your new partners may have useful ideas to contribute, and communicating with your corporate partner about how its time, talents, and donations will make a difference through your organization can make executives and employees alike more enthusiastic and committed.

Once you have a prospect list, ensure you are clear about the value you offer. Remember, this is a mutually beneficial partnership, and the value you identify and choose to communicate should be informed by the pain points of the business you are approaching. In other words, you will not send the same pitch to every prospect. Identify the pain points of a specific prospect, and then develop a partnership proposal that responds to those pain points.

04 Set up strategy meetings

Once you have found a good fit, ensure you meet in person to discuss the details of your partnership. Being clear about your expectations upfront and getting contractual details in writing can help ensure your collaboration is beneficial, harmonious, and productive for many years down the road.

Keep your first meeting with the company casual. Introduce your nonprofit and its mission, and try to find common ground by discussing why you are passionate about your cause. It may take one or two informal meetings before you feel comfortable enough to propose a partnership. At the second or third meeting, come prepared. Demonstrate to the company how the partnership will be mutually beneficial. Have the plans for how the collaboration will work ready to present.





When developing a strategy to connect with and drive opportunities from corporate partnerships, non-profit organisations often face the challenge of not knowing where to start. This is true for both large and small non-profits. The fact is, corporate partnerships offer value not only to the non-profit, but also to the corporations involved. Although different companies may have varying needs and goals, they generally fall into five categories:

- Brand Reputation
- Employee Engagement
- Customer Engagement
- Societal Solutions
- ESG (Environmental, Social, Governance) Goals.

For the non-profit, the approach is to create partnerships with companies in a similar manner as with individual volunteers. It is essential to look for motivation and the opportunity to build a sustainable relationship, rather than just seeking short-term gains. This involves a change in mindset and an emphasis on creating long-term value for both partners and the community.

When a company approaches the non-profit, it is advisable to have a list of questions ready to determine whether their participation will be a good fit. These questions can be modified from those used to interview individual prospective volunteers. For example:

- Why did the company choose the non-profit organisation?
- Have any employees from the company benefited from the non-profit's services in the past?
- What does the company hope to achieve through this partnership?
- What volunteering has the company done in the past? How was it received? What feedback did they receive?
- Is participation in the partnership mandatory or optional for employees?
- What benefits does the company believe its employees will receive by volunteering with the non-profit?

It is important to emphasise that this is not an inquisition, but rather an attempt to ensure that a sustainable partnership is a good fit for both parties. Non-profit organisations have the opportunity to be a valuable partner to corporations, just as corporations have the opportunity to be a valuable partner to non-profits. By focusing on developing long-term relationships with partners and providing them and the community with as much value as possible, non-profit organisations can create mutually beneficial partnerships that extend beyond short-term gains.



Partnership goals

Corporate partnership is a collaborative relationship between a non-profit organisation and a corporate sponsor or partner, working together towards a common goal based on shared values. Engaging in a corporate partnership offers numerous benefits for non-profit organisations, including:

- **Increased funding:** In exchange for their name being used on promotional materials or at events, businesses provide substantial donations to non-profit organisations. This funding can be crucial in helping non-profits achieve their goals.
- **Enhanced community reputation:** Working with a corporate partner can expose non-profit organisations to individuals who may not have otherwise been aware of their mission. Established businesses often have deep connections within the community and can use them to help non-profit organisations network and flourish.
- **Larger pool of volunteers:** When businesses partner with non-profit organisations, some of their employees may become inspired to volunteer. Non-profits can benefit from positive experiences of these volunteers, increasing volunteer retention rates.
- **Improved internal operations:** Businesses can provide non-profit organisations with essential skills, resources, or personnel that may otherwise be lacking. For example, a non-profit organisation that lacks a dedicated marketing director may gain access to a business's marketing resources through shared personnel or skills-based volunteering.
- **Wider reach:** A well-known business can have a larger client base, therefore being able to do more for non-profit organisations. When clients learn of the partnership, they may be motivated to get involved, potentially attracting more supporters and donors to the non-profit organisation.

However, corporate partners may also have their own motivations for participating in the relationship. Here are some ways in which corporate partnerships with non-profits can benefit participating businesses:

- **Enhanced community reputation:** Most consumers want to do business with companies that are trustworthy, caring, and conscientious. Partnering with a non-profit organisation helps businesses demonstrate their values to the community.
- **Advertising opportunities:** When businesses sponsor a non-profit event, they often receive advertising opportunities in return, typically through their name or logo being prominently displayed. Businesses can also reference the non-profit-corporate partnership in their internal marketing materials, emphasising their support for the non-profits they partner with. These opportunities help raise the business's visibility in the public eye and create positive brand associations.



- **Improved employee morale:** Employees who feel good about their workplaces are likely to be more productive and stay with the company for longer. Companies that partner with non-profits are likely to see better employee morale as employees take pride in working for a business that is part of a mission to do good work in the community.
- **Energised client base:** Ideally, businesses want to partner with non-profits that their client base will be excited about. If clients are enthusiastic about the partnership, they may be more likely to continue doing business with the company.
- **Increased sales:** Companies are in business to maximise their revenues, and working with a non-profit often offers a way to do just that. Increased sales may come from advertising and marketing opportunities or from the positive brand association created by the partnership. Most businesses consider a corporate partnership successful if it has a net positive impact on their revenues.
- **Access to data:** Many corporate partners will request documentation of their contributions and how far their donations or efforts have gone. They may want to show this documentation to their shareholders as evidence of corporate responsibility practices, or to demonstrate the impact they have had. Being able to document the benefits of the partnership helps keep the relationship between the non-profit and corporate partner strong.





Partnership models

Various types of nonprofit partnership models exist, and non-profits and local businesses can collaborate to determine which model suits them best. Here are a few different types of corporate-nonprofit partnerships:



- **Corporate sponsorship:** Corporate sponsorship is one of the most prominent types of corporate partnerships. In this model, businesses sponsor specific programs or events run by the non-profit. The business covers the event's cost, and, in return, the non-profit displays the business's name at the event or in advertising materials. This arrangement creates a positive brand association for the business and helps the non-profit acquire the donations it needs to run a successful program or event.
- **Direct donations:** Another type of private nonprofit partnership model involves direct donations. Donations usually take one of two forms: cash donations or in-kind donations. Cash donations go directly to support the non-profit's operations. In-kind donations are non-monetary donations of things that the business needs, such as blankets, canned food, or new laptops.
- **Volunteer programs:** Corporate partners can also set up programs through which they send their employees to volunteer with the non-profit. The volunteers might help staff public events, or they might do behind-the-scenes work, like walking dogs or cleaning cages at the animal shelter. Skills-based volunteerism, especially, in which employees volunteer their specific talents, such as carpentry or even teaching yoga to overworked staff members, is becoming popular in many business-charity partnerships.
- **Workplace giving:** Workplace-giving programs take place when businesses collect donations from their employees for the non-profit. Many times, businesses encourage contributions by offering to match whatever funds employees raise with a donation of its own. Workplace giving programs are useful because they allow employees to feel a direct sense of accomplishment and satisfaction even if they cannot take time out of their busy schedules to volunteer directly.
- **Corporate partner fundraising:** Instead of asking its own employees for donations, a corporate partner may choose to help develop a fundraising campaign. In these fundraising corporate partnerships, the business may set up donation stations where its clients can contribute, or it may run special promotions like asking customers to round up their change and donating the proceeds to your non-profit. Whatever route the business chooses, corporate partner fundraising is an effective contribution method and one that increases your non-profit's visibility in the community as well.



Building strong – sustainable partnerships

Developing strong and sustainable partnerships is highly rewarding and critical for the success of nonprofits.

When seeking corporate partners, it is important to recognise that businesses have different motivations and operate differently than other sectors, such as government and philanthropy.

To approach a business for a potential partnership, nonprofits need to demonstrate the value of the partnership in terms of the business and offer solutions to their challenges. Here are some tips to help nonprofits prepare:

- Familiarise yourself with the industry and the particular business you want to work with.
- Know their numbers and demonstrate how your nonprofit has assets that line up with their needs.
- Get a good idea of the company's language and try to mirror that when communicating.
- Ask plenty of questions and have something to offer in return:
 - What are their greatest challenges? (Offer solutions)
 - What is their take on industry trends? (Offer industry knowledge)
 - What would they want out of a partnership? (Offer services)
 - What existing structures can your nonprofit plug into? (Offer support)

To build lasting relationships with partners, it is important to be tactful and diplomatic, and to praise your partner's work. It's also helpful to survey your partner and welcome their ideas, and delegate tasks according to team members' strengths.

When meeting with potential partners, look for ways your nonprofit can help solve some of their problems. For example, a food bank or homeless shelter looking for food donations might partner with a grocery or hotel chain looking to reduce food waste. Alternatively, your organisation could provide interview and employment coaching for at-risk youth and partner with a retail business in need of support. While not all charity-business partnerships will be perfect fits, finding areas where businesses want to improve is key.

Takeaways

01

Understand the company you are partnering with: To build a successful nonprofit-corporate partnership, it is essential to start at the beginning, before any partnership is formed. The first step is to select corporations that have values and a mission aligned with your own.

02

Set clear expectations and ground rules: When entering a partnership with a company, it is crucial to establish clear expectations and ground rules right from the start. This will ensure clarity, ownership from both sides, and strengthen the partnership over time. It will also reduce the chances of conflict arising from confusion or lack of communication.



03

Identify the partnership theme: Determine the type of partnership you are forming, whether it is beneficial, and why people should care about the project you are collaborating on. Ask these questions before promoting your partnership. This may seem like a rigorous approach, but if you do not develop a project or campaign that adds real value or solves a real problem, you will be shouting into the void.

04

Communicate frequently and stay flexible: Schedule regular check-ins or events to touch base with your corporate partner. Discuss concerns and celebrate successes to ensure smooth progress.

05

Share stories and ignite conversations: Social media has made it easier than ever to share compelling stories with large audiences.

06

Get the teams on board: Nonprofit-corporate alliances require an organization-wide adoption on both ends to thrive. Both teams must genuinely believe in the value of the project to have an impact. Cultivate multiple relationships across the board to ensure lasting connections.

Check how well the partnership is embedded in your organisation:

- Are your staff and volunteer job descriptions and team project plans aligned with the activities outlined in the plan?
- Do the policies and procedures related to the partnership support streamlined implementation of your mutual strategy?
- Are all resource and funding decisions prioritised based on the plan?

07

Track, measure, and evaluate: Businesses are committed to quantifying their ROI, and nonprofits (hopefully) quantify success using various other KPIs, including impact metrics.

Working with a nonprofit organisation can offer numerous benefits to a business, primarily through increased marketing and public image. It increases the public's awareness of the company and portrays them in a positive light.

Furthermore, companies that work with nonprofits tend to experience higher employee retention and satisfaction, resulting in long-term savings on employee investments. This partnership creates a win-win situation where the nonprofit receives the necessary assistance, and the business benefits from building their brand and generating positive impressions throughout the community.



7.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

There are numerous benefits that businesses may receive from working with nonprofit organisations. Primarily, these benefits revolve around increased marketing for the company and the positive public image associated with it. This increased exposure can raise awareness of the company and enhance its reputation.

Additionally, companies that collaborate with nonprofit organisations tend to experience higher employee retention and satisfaction, leading to long-term savings on investments in employees.

Overall, this partnership creates a win-win situation: the nonprofit organisation receives the assistance it needs, while the business benefits from building its brand and generating positive impressions throughout the community.

7.5. USEFUL RESOURCES

- [Corporate Partnership and Charities](#)
- [5 Steps to Creating Corporate Partnerships](#)
- [How Nonprofits Can Create Lasting Corporate Support](#)
- [How Nonprofits Can Build Partnerships With Businesses](#)
- [Engage Corporate Partners and Build Strategic Partnerships](#)
- [Guide To Corporate Partnerships For Nonprofits](#)
- [Nonprofit Corporate Partnerships How to Make Them Work](#)
- [4 Ways that Nonprofits can Create Corporate Partnerships](#)
- [How to Build an Irresistible Corporate Nonprofit Volunteer Partnership](#)



Chapter 8

Volunteering programme evaluation

Key Considerations for a Comprehensive Volunteering Programme Evaluation



8.1. LEARNING OBJECTIVES

The main objectives of this chapter are as follows:

- To assess the degree to which the specific objectives of the volunteer programme are being met.
- To evaluate the quality of the volunteer experience within the organisation.
- To determine the impact of volunteers on the organisation, including both their contributions and economic value.
- To identify areas in the volunteer programme that require improvement.

By assessing the programme's objectives, volunteer experience, impact on the organisation, and areas that require improvement, organisations can continuously improve and enhance their volunteer management process.

The evaluation of a volunteering programme is crucial in understanding its effectiveness and areas for improvement.



8.2. DEFINITIONS



Volunteering programme evaluation

Evaluation involves using the information you have collected to answer questions about how well the volunteer programme is doing, to identify any gaps and improvements you can make and to demonstrate your outcomes eg the difference that involving volunteers makes. It will involve the analysis of monitoring information and any feedback, case studies, and volunteer experiences.

8.3. CONTENT

Evaluating your volunteer programme is essential for its development and to secure future funding.

It is a critical tool to answer fundamental questions such as "How are we doing?" "Are we doing what we said we would do?" "Is it working?" and "What else have we learned, gained, lost?"

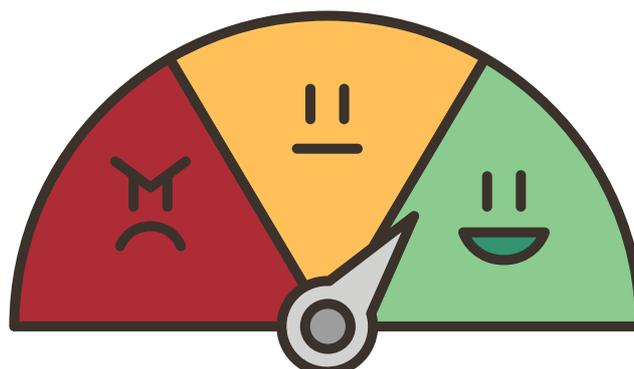
Through evaluation, you can gain insights into programme strengths and weaknesses, identify successes, and pinpoint areas requiring development.

Once you have answered these questions, you will be able to mark your achievements, both in terms of the specific aims of the programme and the overall impact on the organisation.

Evaluation also helps you to identify areas for improvement and potential obstacles that may hinder progress. You can use these insights to inform future programme development, fine-tune your approach, and ensure you continue to meet the evolving needs of your volunteers and beneficiaries.

Ultimately, conducting regular evaluations will help you to build a more effective, efficient, and sustainable volunteer programme that maximises the benefits for all stakeholders involved.

Volunteers are an essential part of many organisations, and their contributions can have a significant impact on the success of a programme. However, to ensure the success of a volunteer programme, it is essential to monitor and evaluate its performance regularly.





Why Monitor and Evaluate a Volunteer Programme?

Monitoring and evaluating a volunteer programme are critical for several reasons:

- First, monitoring and evaluation can help organisations measure the extent to which they are meeting the specific aims of their volunteer programme.
- Second, monitoring and evaluation can help organisations determine the quality of the volunteers' experience within the organisation.
- Third, monitoring and evaluation can help organisations identify the impact that volunteers have on the organisation, both in terms of their contribution and their economic value.
- Fourth, monitoring and evaluation can help organisations identify areas in their volunteer programme that may need improvement.
- Finally, funders may require organisations to monitor and evaluate their volunteer programme to ensure that they are meeting their objectives.

Importance of monitoring and evaluating a volunteer programme

Monitoring and evaluating a volunteer programme is essential to determine whether it is achieving its objectives and meeting the needs of the organisation and volunteers effectively. There are several reasons why monitoring and evaluating a volunteer programme is important, and these include:

- **To assess the effectiveness of the programme**

Monitoring and evaluation can help organisations assess the effectiveness of their volunteer programmes. It helps to identify its strengths, weaknesses and areas for improvement. For instance, monitoring and evaluation can reveal that volunteers are not being used to their full potential, and changes can be made to increase their impact.

- **To identify areas of improvement**

Monitoring and evaluation can help organisations identify areas of improvement that can enhance the volunteer programme's effectiveness, such as identifying where volunteers' needs are not being met.

- **To recognise and appreciate areas of success**

This can motivate volunteers to continue and promote the programme to attract more volunteers. Best practices and areas of success can also be replicated and shared with other organisations.

- **To ensure transparency and accountability in the programme**

This can help allocate resources efficiently and effectively and treat volunteers fairly while meeting the programme's objectives.



Steps in Monitoring and Evaluation

01

Establish Goals and Objectives

The first step in monitoring and evaluating a volunteer programme is to establish clear goals and objectives. This involves determining what the programme is designed to achieve, what resources are required to achieve these goals, and how progress will be measured. The objectives should be clear, measurable, and achievable. They should also be aligned with the organisation's goals and objectives.

02

Develop Metrics and Performance Indicators

The next step is to develop metrics and performance indicators that will be used to measure progress towards the goals and objectives. These indicators should be specific, measurable, achievable, relevant, and time-bound (SMART). They should also be aligned with the goals and objectives of the organisation.

When monitoring and evaluating a volunteer programme, there are several key indicators to consider. These indicators can be divided into three categories:

- input indicators,
- process indicators, and
- outcome indicators.



Input indicators refer to the resources that are required to run the volunteer programme. These may include the number of volunteers, the amount of time they contribute, and the skills and experience they bring. Other input indicators may include the cost of running the programme, the availability of resources, and the level of support from the organisation's leadership.

Process indicators refer to the activities that take place during the volunteer programme. These may include the types of tasks that volunteers are assigned, the training and orientation provided to volunteers, and the level of supervision and support provided. Other process indicators may include the level of communication and feedback between volunteers and the organisation, the level of satisfaction among volunteers, and the extent to which volunteers are able to meet their personal goals.

Outcome indicators refer to the results of the volunteer programme. These may include the impact that volunteers have on the organisation and the community, the level of engagement and support from the community, and the satisfaction of volunteers with their experience. Other outcome indicators may include the number of new volunteers recruited as a result of the programme, the level of donations or other forms of support generated, and the extent to which the programme helps to achieve the organisation's mission and goals.



03

Collect Data

The third step is to collect data on the programme's input, process, and outcome indicators. This may involve surveys, interviews, focus groups, questionnaires, participatory methods, secondary data or other methods of data collection. The data collected should be relevant to the programme objectives and indicators. It is important to collect both quantitative and qualitative data to get a comprehensive picture of the programme's effectiveness.

04

Analyse Data

The fourth step is to analyse the data collected to determine if the programme is meeting its objectives and the programme's strengths, weaknesses, and areas for improvement. This may involve comparing the data against established metrics and performance indicators, identifying trends and patterns, and seeking feedback from stakeholders. The analysis should be objective and based on the data collected. Key ideas:

- Ensure that you have considered the following components that you may need: your quantitative data, your evaluation framework or theory of change, your evaluation questions, and some form of software to manage the data.
- Prepare your data. To analyse your data, begin by entering paper forms or questionnaires into a spreadsheet or database, with tools like Microsoft Excel being sufficient for most cases. Clean your data by removing blank responses, duplicates, and errors. Ensure each variable is in the correct number format, such as dates as dates, numbers as numbers, and money as currency.
- Decide what statistics to use. For instance, you may wish to report on the percentage of individuals who have encountered a particular outcome, or the categories of individuals who have gained the most and least from your efforts (cross-tabulation).
- Descriptive statistics are helpful in presenting and summarising data. Inferential statistics, such as regression analysis, assist in comprehending relationships between variables, determining whether something could have occurred by chance or extrapolating beyond your sample. Our emphasis here is on descriptive statistics.
- Decide how to present your data. To present your quantitative data effectively, consider combining categories for simplicity and use tables and charts for important data. Choose the appropriate chart type and report the sample base when presenting percentages. Also, be transparent by reporting any limitations, such as small or biased samples, to show the strength of your analysis.
- Think critically about your data. To draw key findings from your data, critically examine it by comparing it to previous data or other similar interventions, identifying patterns and trends, explaining less common responses, and examining surprising results. Also, link your quantitative data to qualitative data to provide explanations for your findings.
- Use your data analysis. You are now prepared to consolidate your data analysis into a report or another type of presentation format.



05

Report the findings

After collecting evidence, you will need to analyse and interpret it to determine if you have achieved your intended outputs and outcomes. For outputs, this may involve assessing if you met the targets set for volunteer recruitment and if your volunteers come from a diverse range of backgrounds. For outcomes, you will need to determine if you have achieved what you set out to do or if there were unexpected outcomes, such as volunteers leaving to pursue paid employment using the skills they learned and developed while volunteering.

When interpreting information, it is important to consider other possible explanations for your findings. Once you have identified any gaps, you should focus on developing realistic, specific, and achievable improvements. This may involve reviewing targets for both outputs and outcomes.

The findings should be reported to the stakeholders. The report should include the programme objectives, the indicators used, the data collected, and the analysis. The report should also include recommendations for improvement.



06

Develop and implement a plan

Based on your analysis and interpretation, develop a plan to address areas that require improvement. Ensure that the plan is specific, achievable, and realistic. And then implement the plan and monitor the impact of the changes made to your volunteer programme with the goal of improving it.



Volunteer meetings can be an effective way to discuss and implement changes to your volunteer program. This approach involves engaging volunteers in the process, making them feel involved and valued. All decisions made during these meetings should be recorded in the meeting minutes for future reference.

07

Communicate results

Communicate the results of your monitoring and evaluation efforts to your volunteers, staff, and stakeholders. Share the successes and challenges of your volunteer programme and how you plan to address any identified areas for improvement.

08

Continuously improve

Final step is to continuously monitor and evaluate your volunteer programme, making changes as necessary to ensure its ongoing effectiveness.



8.4. CONCLUSIONS, CONSIDERATIONS AND THINGS TO REMEMBER

Monitoring and evaluating your volunteer programme is critical to ensuring that it is effective and meet its objectives. Here is a summary of key ideas to consider:

- Establish clear **objectives** that are measurable, specific, and achievable.
- Identify performance **indicators** to measure the success of your volunteer programme against your objectives.
- Collect **data** on your volunteer programme's performance indicators regularly.
- **Analyse** and interpret the data collected to assess your volunteer programme's performance against your objectives.
- Develop a **plan** to address areas that require improvement, making sure it is specific, achievable, and realistic.
- Implement the **changes** and monitor their impact on your volunteer programme.
- **Communicate** the results of your monitoring and evaluation efforts to your volunteers, staff, and stakeholders.
- **Continuously monitor and evaluate** your volunteer programme, making changes as necessary to ensure its ongoing effectiveness.

8.5. USEFUL RESOURCES

There are several resources available online where you can find examples and templates for managing volunteers, including templates for monitoring and evaluating volunteer programmes. Some of the resources are:

- [Volunteer Match](#)
- [National Council of Nonprofits](#)
- [Nonprofit Hub](#)
- [Idealist](#)
- [Volunteer Pro](#)



Train4Coordinators

Online training for youth volunteering coordinators on the validation of competencies, skills and qualifications



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VOLUNTEERING TRAINING MANAGEMENT TOOLKIT

RESULT 2



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