

FUNDRAISING AND VOLUNTEERS

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WHY DO PEOPLE VOLUNTEER?

- Gratitude
- Altruism
- Desire to make a difference
- Recognition
- Approval
- Develop Skills and expertise
- Employer encouraged
- They were asked!

WHY INVOLVE VOLUNTEERS IN FUNDRAISING?

- ❖ Provide information you want and need
- ❖ Influence people you can't
- ❖ Open doors you can't
- ❖ Have credibility
- ❖ Extend your reach

5 Reasons to Involve Volunteers in Your Fundraising:

1. Increases the number of people that can be asked personally.
2. Volunteers who're involved in asking others for a gift, typically give more themselves.
3. If staff members are the only ones making personal calls, when the staff member leaves, the organization runs the risk of losing the relationship with the donor.
4. Volunteers who work in annual fundraising become better volunteers for major gift or capital efforts
5. It increases the number of people who understand your case while creating ambassadors in the community.

BUT They Require Enormous Investment of Time!!!!

- ❖ Determine appropriate utilization
- ❖ Identifying them
- ❖ Recruiting them
- ❖ Training them
- ❖ Supporting them
- ❖ Evaluating them
- ❖ Thanking and recognizing them

3 Qualities of Volunteer

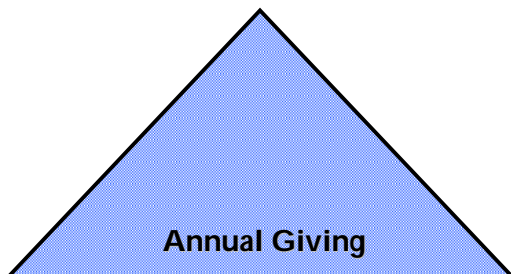
1. Passion for your mission
1. Fully engaged - not just involved.
1. Willing to give the 3 T's:
Time Talent Treasure

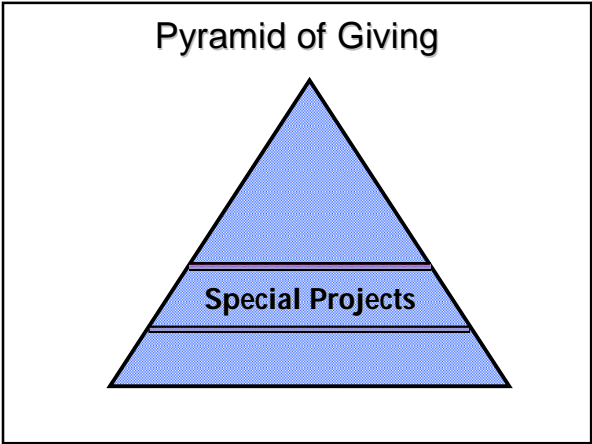
VOLUNTEER ROLES

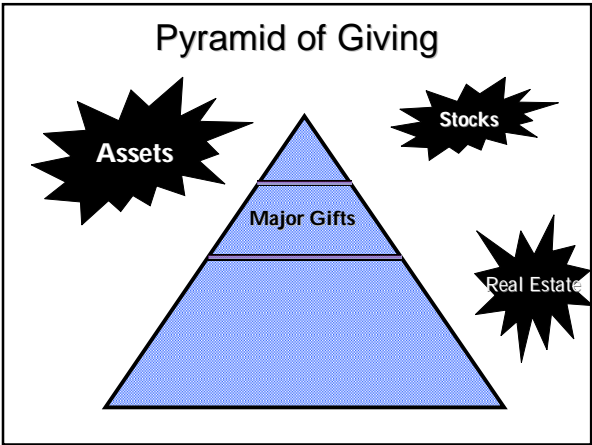
- MOST COMMON MISTAKE:
 - Belief that by only telling volunteers what their job is, they will get it done
- MOST COMMON COMPLAINT BY VOLUNTEERS:
 - *"The organization didn't tell us what we needed to do!"*

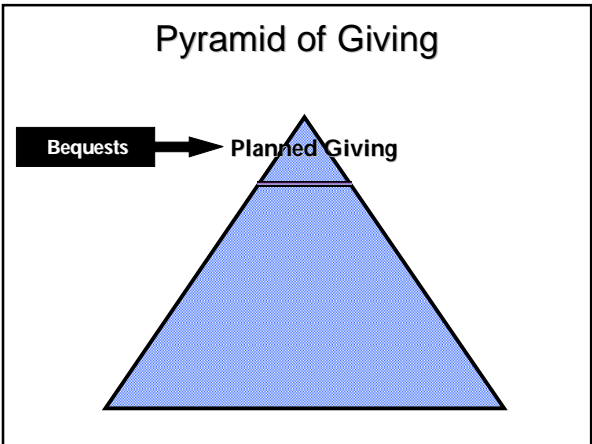
WHAT ARE WAYS TO USE VOLUNTEERS IN FUNDRAISING?

Pyramid of Giving

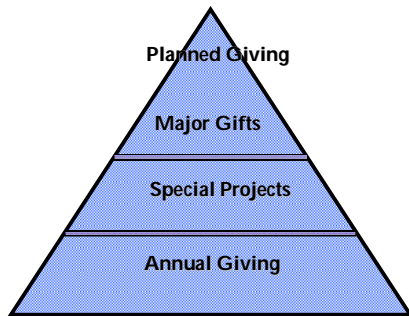








Pyramid of Giving



POSSIBLE VOLUNTEER ROLES IN FUNDRAISING

- Board member
- Committee member
- Campaign/Drive Chair
- "Advisory" Committee
- Phonathon volunteer
- Campaign worker
- Host of fundraising event
- Personal solicitor of peers
- Add personal note to appeal letter
- Take Executive Dir. to meet friend/colleague
- Other?

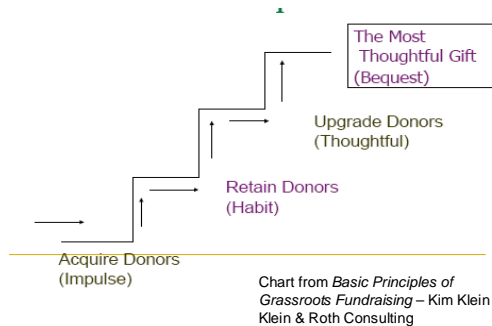
POSSIBLE VOLUNTEER ROLES IN FUNDRAISING

1. Prefer to raise \$\$\$ by entertaining
2. Prefer to sell things
3. Prefer direct asking

Some comfortable with all three...
Some not comfortable with any!!!

Discussed in *The Accidental Fundraiser*— Stephanie Roth and Miriam Ho

What Volunteer Fundraisers (and You!) Must Understand



FACTORS TO CONSIDER IN SELECTING VOLUNTEERS?

Factors to Consider...?

WEIGHT

- ❖Prestige
- ❖Affluence
- ❖Status
- ❖Passion

Factors to Consider...?

EXPERIENCE

- ❖ Proven volunteer fundraisers
- ❖ Served on other committees
- ❖ Known factor in fundraising success

Factors to Consider...?

INCLINATION

- ❖ Willingness to do a certain task
- ❖ Not afraid to ask
- ❖ "the person to whom no one can say 'no'"

Factors to Consider...?

AFFINITY

- ❖ Similarity of volunteers
- ❖ Positive spirit
- ❖ Relationship builder
- ❖ Passion

Factors to Consider...?

PROXIMITY

- ❖ Physical location
- ❖ Access
- ❖ Ability to be present

**RECRUITMENT AND RETENTION
OF VOLUNTEERS**

1. Your clarity in defining their role
2. Your consistency in supporting them
3. Your ability to constructively evaluate them
4. Your willingness to recognize them and thank them...
5. ...and thank them....
6.and thank them....etc.

**5 Ways to Help Volunteers in
Fundraising Be MORE
Successful**

1. Take time to orient and train
2. Help them find their comfort level
3. Remember: they're volunteers. Everything won't be perfect
4. A pat on the back goes a long way!
5. Even a volunteer needs a vacation.

Five Things for Your Fundraising Volunteers to Remember

1. Fundraising is about mission – not about them
2. “No” doesn’t always mean NO!!!
3. Their passion is more important than anything else
4. Understanding the donor’s perspective is important
5. Practice makes perfect!!

Thank you.
