

# Sharing the Benefits of Volunteering to Engage and Retain Volunteers

In honor of National Volunteer Month, we are sharing ideas aligned with why people volunteer to guide volunteer recruitment, engagement, and retention. Volunteering is an activity that 73% of people surveyed by Points of Light believe will be more important than ever in our post-pandemic world. Nonprofits can expect to see increased interest in volunteer opportunities. Organizations should be prepared to capture volunteer interest and keep volunteers engaged.

## Remember...

Volunteers are people with unique motivations, desires, and dreams. Taking the time to understand people's personal "why" for volunteering will enhance their volunteer experience and help your volunteer program thrive.

## Impact

People volunteer because they want to make an impact. Points of Light estimates that for every volunteer mobilized, an average of four lives are positively impacted. Make sure to communicate to potential and current volunteers the impact that they will have on your organization by volunteering. Include information in volunteer recruitment materials and volunteer position descriptions to help people understand how valuable their contribution is to your organization. For current volunteers, provide easily accessible information about volunteer impact to keep volunteers engaged and encouraged while also attracting new volunteers.

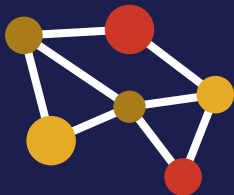


People volunteer because they want to learn more about your cause or gain a new skill. Educate your volunteers about your organization to help them better understand the work you do and how it fits into the larger context of the community. Offer training opportunities that help volunteers develop new skills while serving your organization. For example, a nonprofit community garden can share resources and knowledge about gardening with its volunteer community.

## Learning

## Sharing

Besides the opportunity to develop new skills, people volunteer to share their skill set and interests while supporting a cause close to their heart. Is your organization offering a diverse range of volunteer opportunities to capture the diverse skills of potential volunteers? While having set volunteer roles and responsibilities to cover core volunteer needs is essential, do not forget the value of "open" recruitment to let interested volunteers share with your organization how they can contribute. This is a great way to engage volunteers to help with other needs or "wish list" items such as new photos for your website or technology assistance to improve operations.



People volunteer to stay connected. One of the outcomes of the pandemic is people feeling disconnected and isolated. Providing ways for volunteers to connect while serving your organization is a powerful way to build and maintain relationships with your volunteer community while growing it. For example, hosting volunteer orientations, meet and greets, group volunteer activities, and appreciation events facilitate connecting. Besides hosting group volunteer activities for current volunteers, offering opportunities for groups like families and work teams that are seeking to strengthen their connections through volunteering can expand your volunteer network.

## Connection

## Well-being

Staying connected with the community has a positive impact on well-being, but there are many other benefits to volunteering that positively impact well-being. According to Mayo Clinic Health System, volunteering can decrease the risk of depression, provides a sense of purpose, helps to stay mentally and physically active, may reduce stress levels, and contribute to living longer. Your organization can amplify these benefits by asking your volunteer community for feedback to improve your volunteer program. In addition, consider asking volunteers what your organization can do for them. For a volunteer seeking a new job opportunity, a recommendation is immensely helpful. A volunteer new to the community may appreciate introductions to other community members. Volunteers show up for your organization so make sure to show up for them.



CONTACT US AT [info@theinsgroup.com](mailto:info@theinsgroup.com) –  
for a free consultation to learn how we can help with your volunteer program goals.