

# HOW VOLUNTEERISM IS EVOLVING FOR THE POST- PANDEMIC WORLD

## AFFILIATE SURVEY RESULTS



POINTS OF LIGHT



#POINTSOFLIGHT21

# EXECUTIVE SUMMARY

As the COVID-19 health emergency that began in late winter of 2020 continues to be contained, we will transition to a period of recovery that many experts believe may last a generation.



# EXECUTIVE SUMMARY

As in-person volunteer capability eventually returns to normal levels, leaders in volunteerism need to leverage their resources to amplify the impact of volunteerism as they help families and communities thrive again.





# EXECUTIVE SUMMARY

Here is a snapshot of where we stand from over 70 of your peers in volunteer management – what they see as the top priorities, our readiness to tackle them, and how the pandemic changed the way we will carry out our missions moving forward.



# **PARTNERS AND AFFILIATE SURVEY**

**72 Respondents - majority Volunteer/Program Mgrs.**

**Type: 75% Nonprofits who use/provide volunteers**

**Years in Operation: 1 to 150 years; avg 46 years**

**Size: 5 to 300 employees Budget: <\$500K to >\$10M**



# **PARTNERS AND AFFILIATE SURVEY**

**Location: 75% from Northern VA ; balance U.S./Intl.**

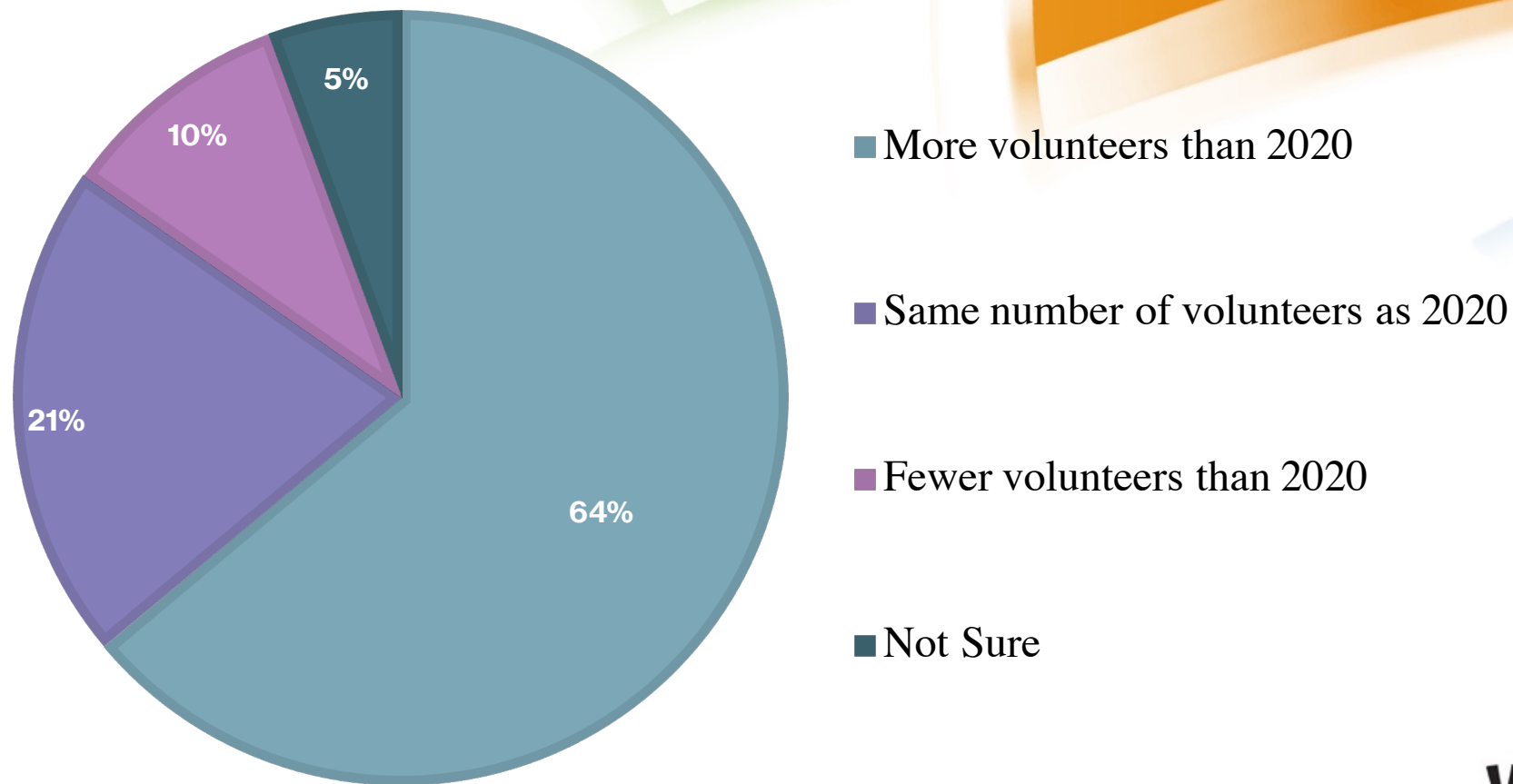
**Volunteers: 5 to 50,000 per year ; avg. 1500-2500**

**As a group: Mobilized 190,391 volunteers in 2019**

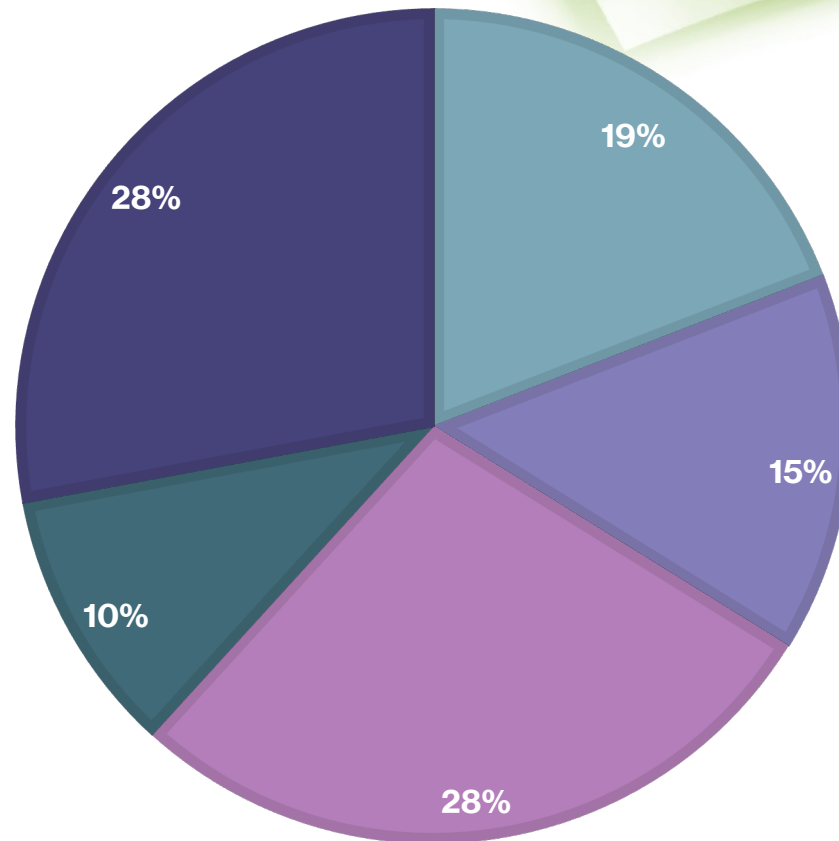
**Working Remote: 0 to 15 mo.; avg. 14 mo.; some hybrid**



## WHAT DO YOU EXPECT TO SEE HAPPEN TO THE NUMBER OF VOLUNTEERS YOU HOST IN 2021?



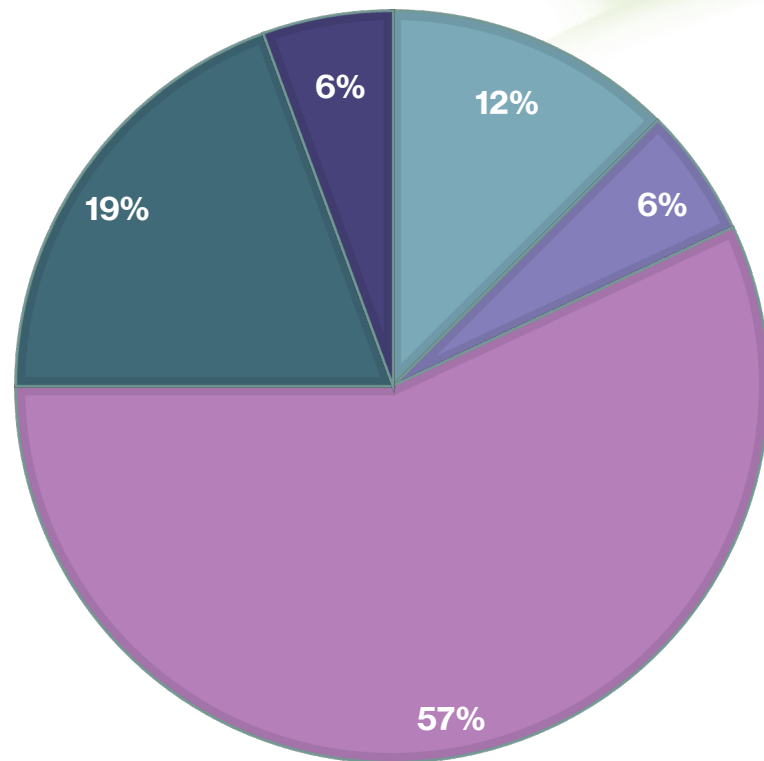
# SINCE THE START OF THE PANDEMIC HAS YOUR ORGANIZATION'S OVERALL REVENUE (EXCLUDING ANY FORGIVEN PPP LOAN PROCEEDS):



- Increased by more than 20%
- Increased by less than 20%
- No Change
- Decreased by less than 20%
- Decreased by more than 20%

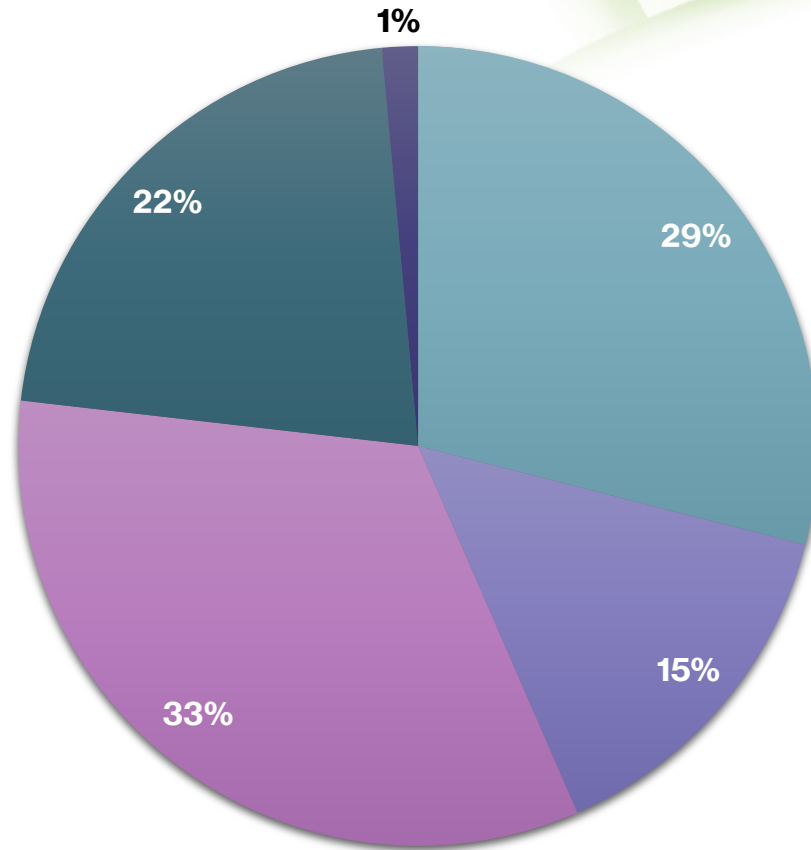


## HOW HAS YOUR STAFFING BEEN IMPACTED SINCE MARCH 2020?



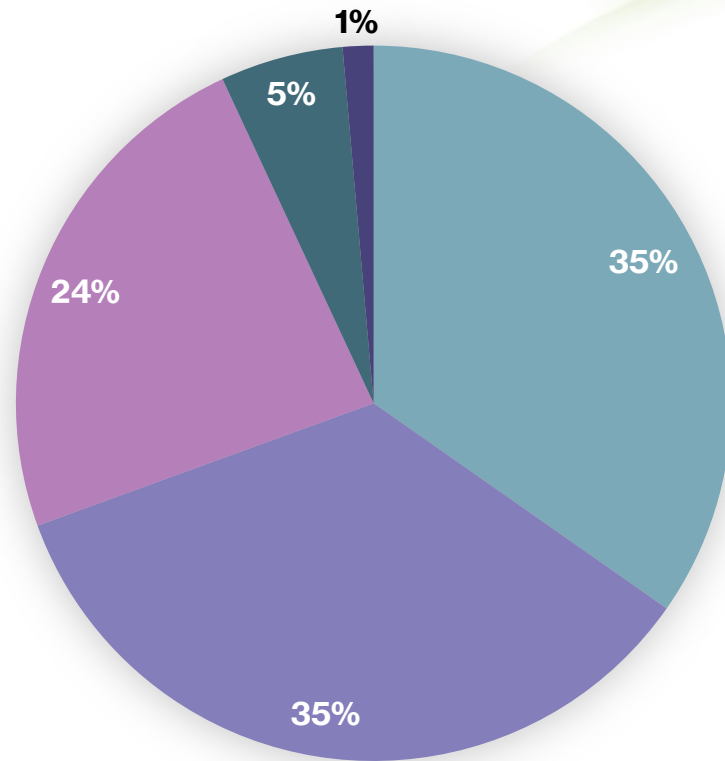
- Increased staff permanently
- Increased staff temporarily
- No change in staff
- Reduced staff temporarily
- Reduced staff permanently

# TO ALIGN WITH STAFF CHANGES, WHAT IMPACT HAS THE PANDEMIC HAD ON THE PROGRAMS/SERVICES YOU PROVIDED SINCE 2020 AND WILL PROVIDE GOING FORWARD?



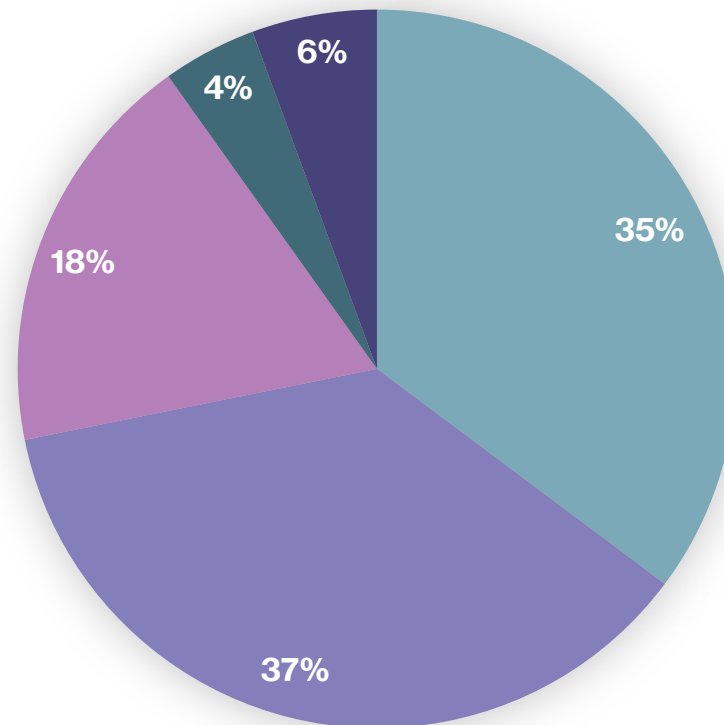
- Will increase programs/services permanently
- Will increase programs/services temporarily
- No change in programs/services
- Will reduce programs/services temporarily
- Will reduce programs/services permanently

# WHAT STATEMENT BEST DESCRIBES YOUR ORGANIZATION'S CURRENT LEVEL OF PREPAREDNESS TO SUPPORT PANDEMIC RECOVERY ACTIVITIES IN YOUR MISSION AREAS?



- Refreshed and ready now
- Refreshing now and expected to be prepared by fall of 2021
- Neutral
- Somewhat depleted and unprepared
- Seriously depleted and unprepared

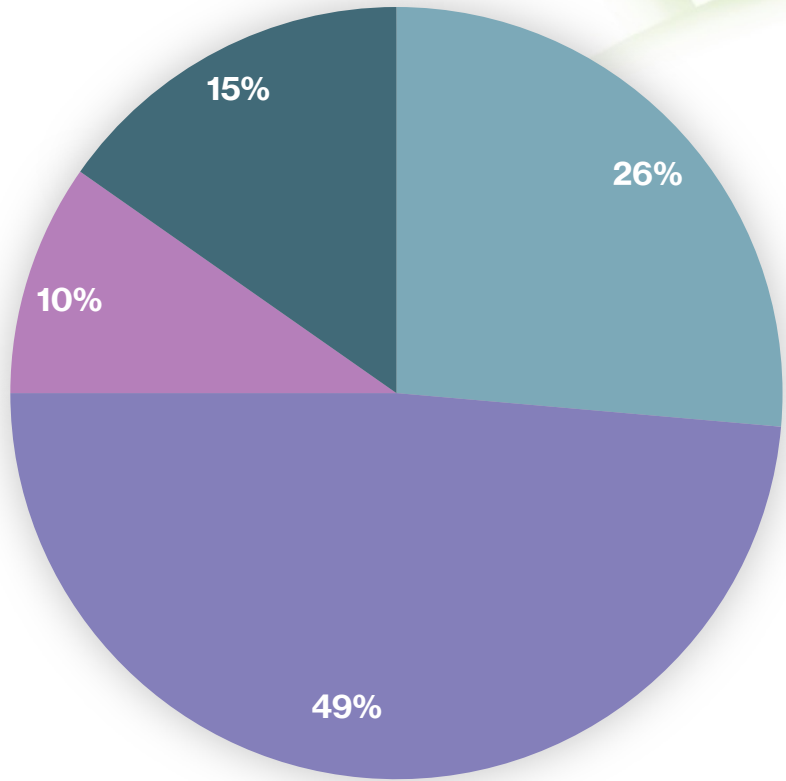
**SINCE MARCH 2020, HOW WOULD YOU DESCRIBE THE LEVEL OF CONTACT AND COLLABORATION YOU HAVE HAD WITH OTHER ORGANIZATIONS TO DISCUSS CHALLENGES AND SHARE IDEAS/BEST PRACTICES? DO YOU THINK THE CONTACT/COLLABORATION:**



- Increased significantly
- Increased slightly
- No change/stayed the same
- Reduced slightly
- Reduced significantly



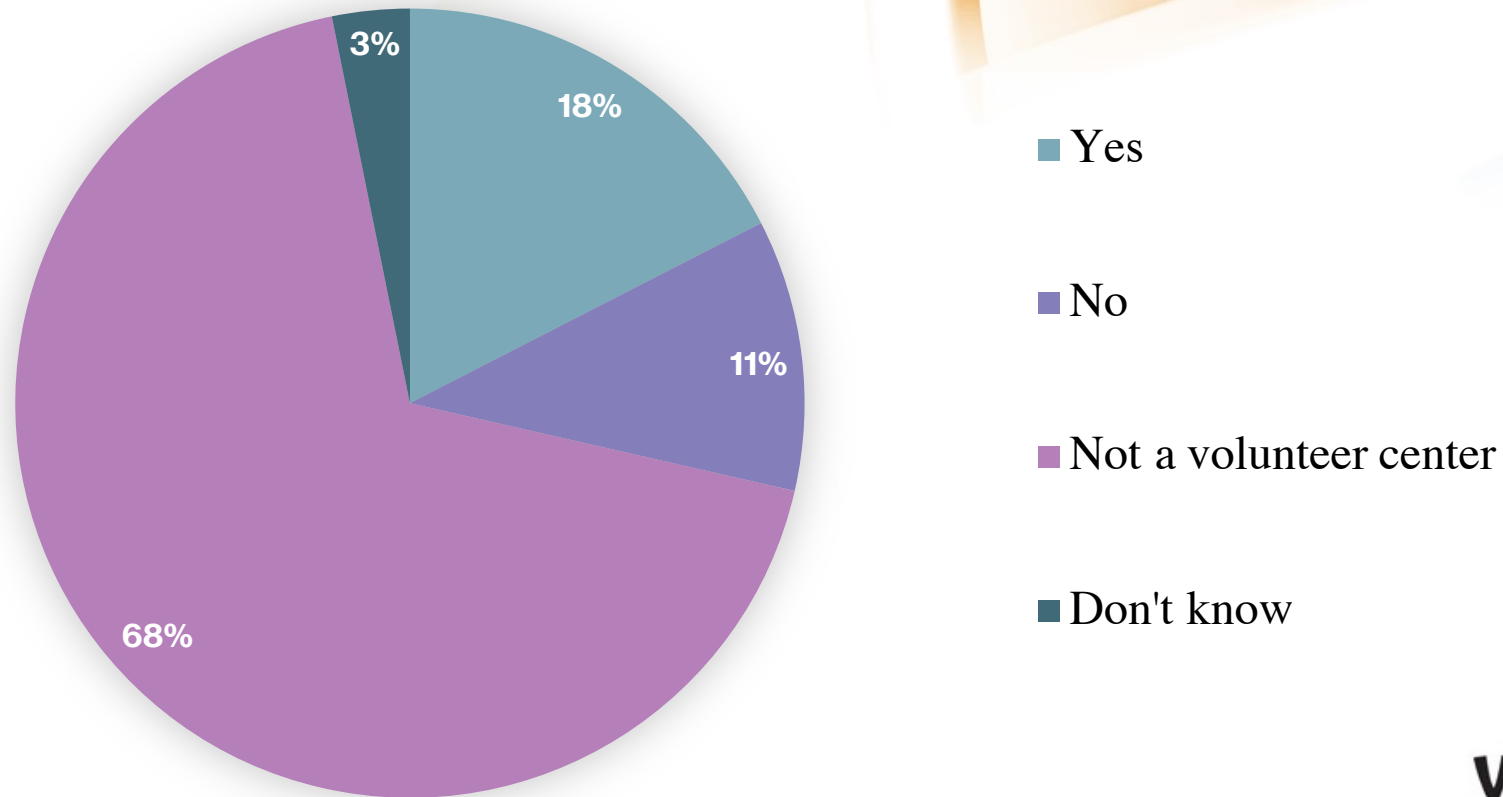
# DID YOU SEEK COUNSEL AND ADVICE RELATED TO THE PANDEMIC FROM YOUR LOCAL VOLUNTEER CENTER?



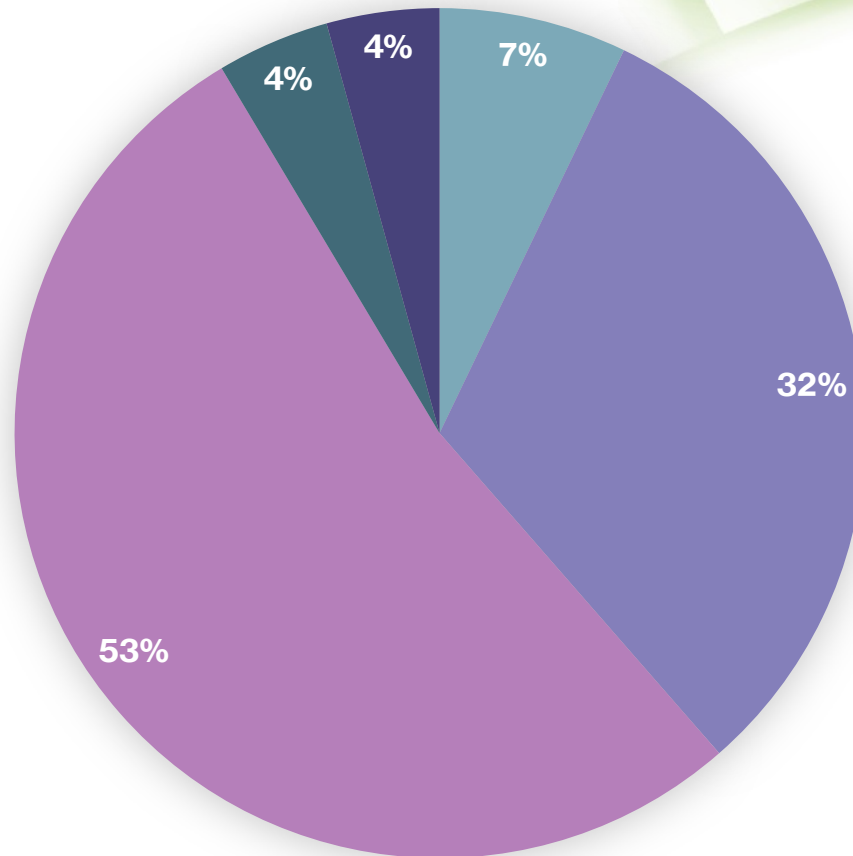
- Yes
- No
- No local volunteer center available
- We are the local volunteer center



**IF YOU ARE A LOCAL VOLUNTEER CENTER, DID YOU SEE A SIGNIFICANT INCREASE  
IN THE NUMBER OF ORGANIZATIONS SEEKING COUNSEL AND ADVICE RELATED TO  
THE PANDEMIC FROM YOU?**

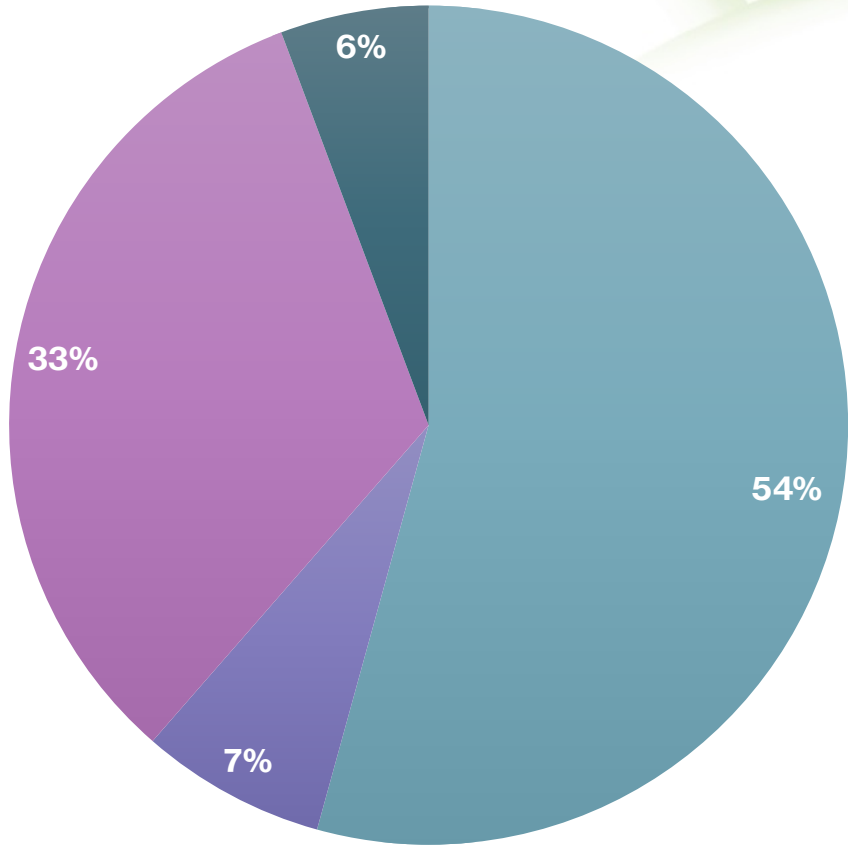


## WHAT LEVEL OF HELP/INFLUENCE FROM OTHER ORGANIZATIONS DID YOUR ORGANIZATION RECEIVE OVER THE PAST YEAR?



- Increased level by more than 50% vs. pre-pandemic
- Increased level by less than 50% vs. pre-pandemic
- Minimal or no increase
- Minimal decrease
- Significant decrease

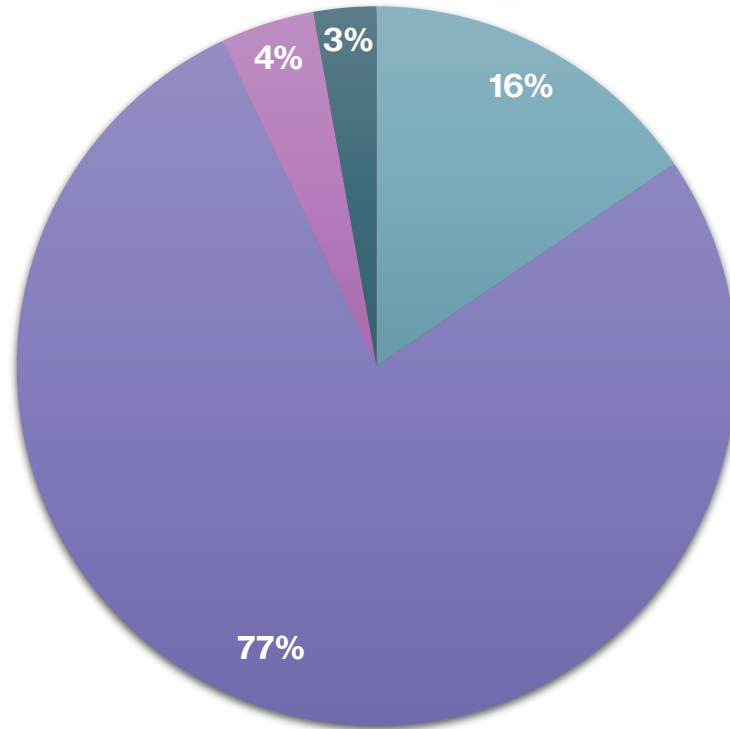
# HOW DO YOU FORESEE YOUR ORGANIZATION'S PARTNERSHIPS/COLLABORATIONS CONTINUING IN THE FUTURE?



- Permanently increase partnerships/collaboration
- Temporarily increase partnerships/collaboration until pandemic is over
- No change - maintain the pre-pandemic level after the pandemic
- Decrease partnerships/collaboration until pandemic is over

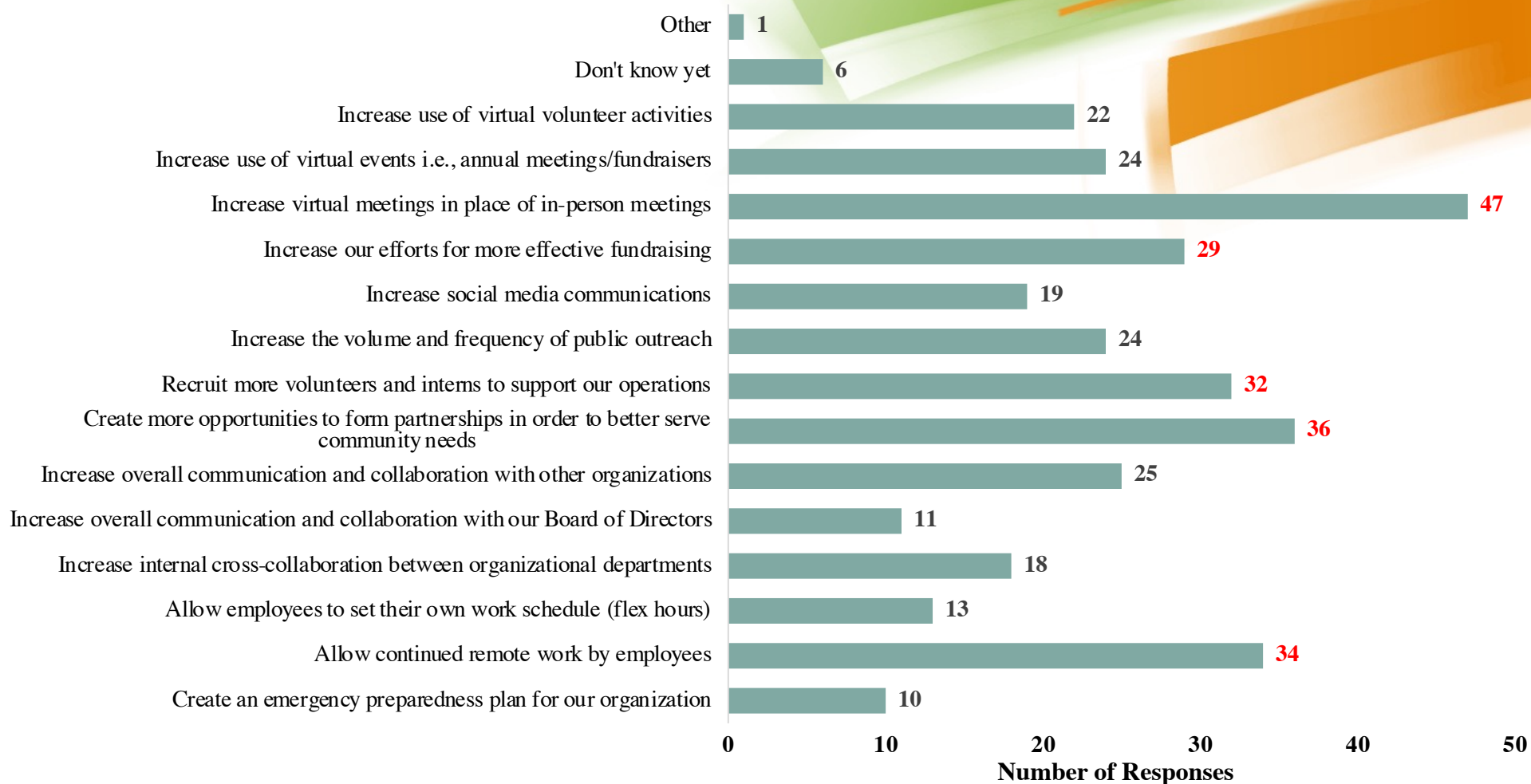


**BASED ON HOW YOUR ORGANIZATION HAS ADAPTED TO WORKING UNDER PANDEMIC CONDITIONS/RESTRICTIONS DURING THE PAST YEAR, HOW WOULD YOU DESCRIBE YOUR PLANS FOR THE FUTURE – HOW MUCH WILL YOU CHANGE THE WAY YOU WORK DURING THE PANDEMIC RECOVERY AND BEYOND?**

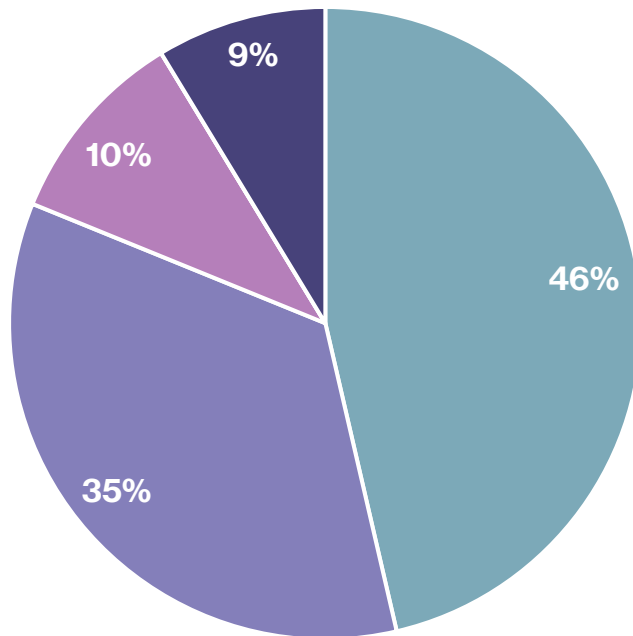


- Will significantly change the way we work
- Will change some aspects of our work
- Will make no changes
- Don't know yet

# FROM THE CHOICES BELOW, WHAT DO YOU SEE ARE THE **FIVE MOST IMPACTFUL CHANGES** YOU WILL MAKE IN ORDER TO FULFILL YOUR MISSION IN THE FUTURE?

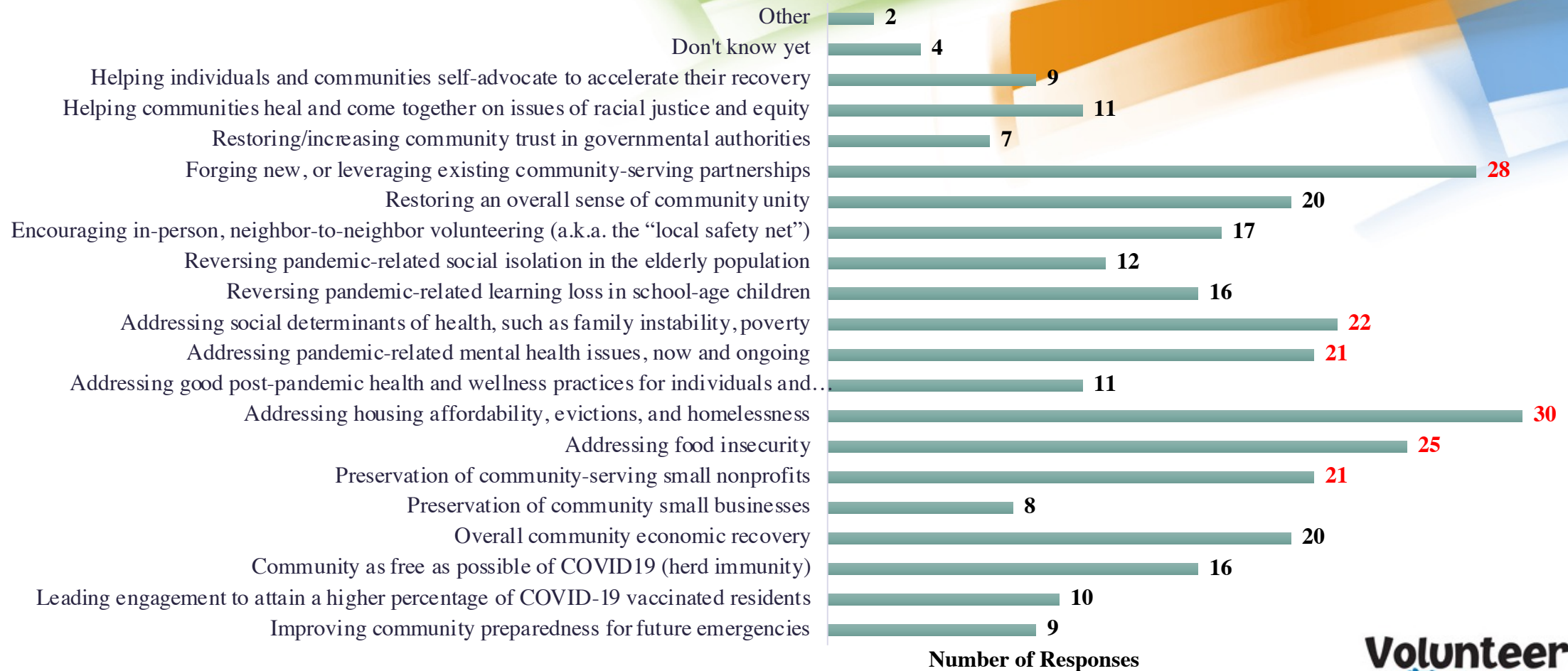


**AT THE SAME TIME ORGANIZATIONS WERE RESPONDING TO THE PANDEMIC, 2020 WAS ALSO A TIME FOR GROWING AWARENESS AROUND RACIAL JUSTICE AND DIVERSITY, EQUITY, AND INCLUSION (DEI) IN OUR WORKPLACES AND COMMUNITIES. PLEASE INDICATE YOUR ORGANIZATION'S CURRENT COMMITMENT TO DEI AND IMPACT ON YOUR VOLUNTEERING POLICIES AND PRACTICES:**



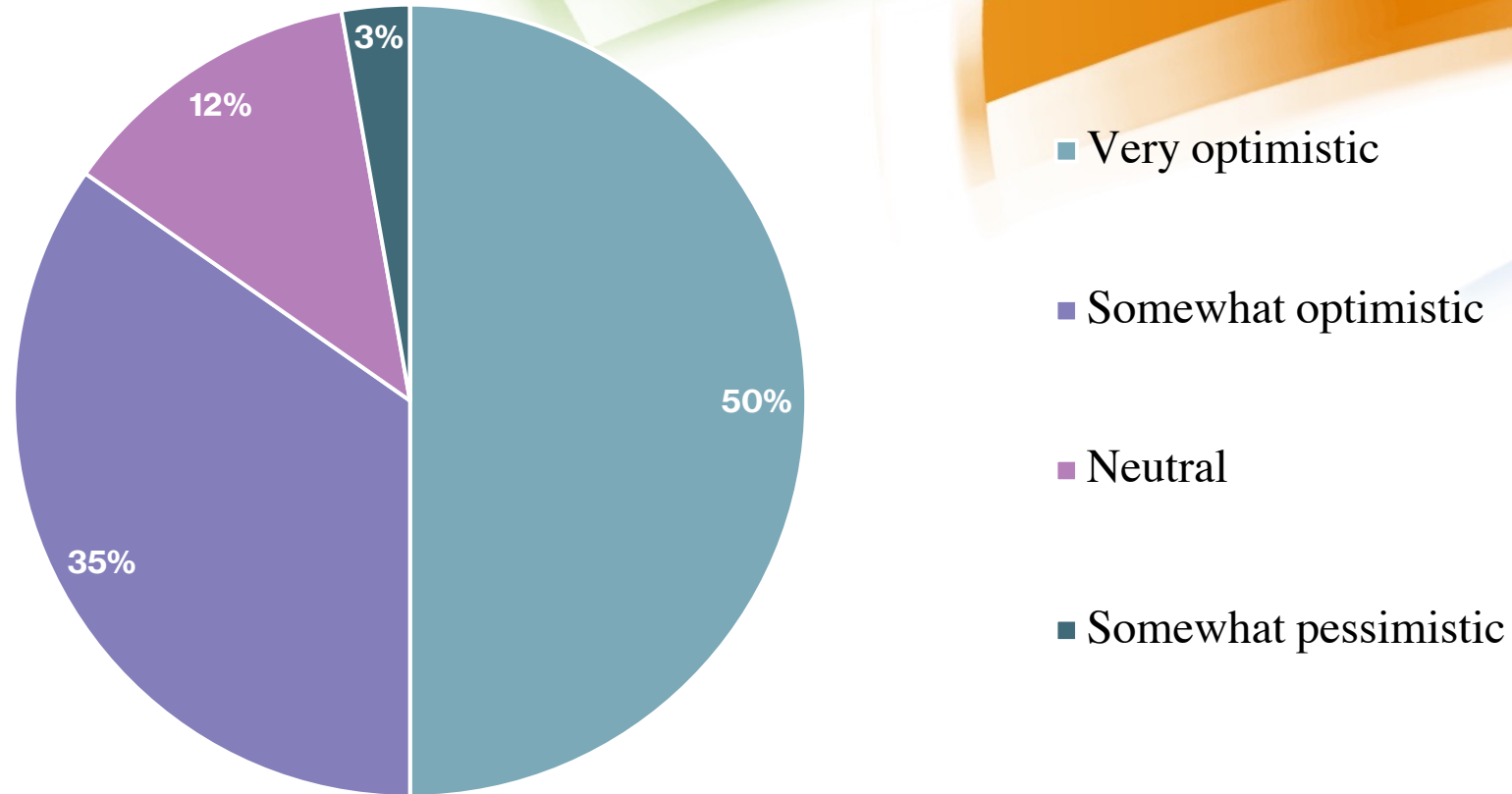
- We have set a priority of applying DEI principles to volunteer recruiting and mobilization, and we are doing so now
- We recognize the importance of DEI in our volunteering policies and practices, but we have not yet made any changes
- We have not yet delved into DEI and volunteering policies and practices, but we plan to
- I do not know

# WHAT ASPECTS OF POST-PANDEMIC RECOVERY DO YOU THINK ARE **MOST APPLICABLE TO THE SPECIFIC COMMUNITY YOU SERVE RIGHT NOW?** (CHOOSE NO MORE THAN 5)





## HOW DO YOU FEEL ABOUT THE FUTURE IMPACT OF YOUR WORK THROUGH THE END OF 2021?



## WHAT VOLUNTEER MANAGEMENT LESSONS DID YOUR ORGANIZATION LEARN DURING THE PANDEMIC THAT YOU WILL USE MOVING FORWARD?

*“Through numerous trainings we created more streamlined project planning templates.”*

*“As always remain flexible, but keep your foundations strong, so that you have those to fall back on when turbulent times arise.”*

*“1) Virtual interviews are almost as good as face-to-face interviews. 2) Clients can be served without letting them physically into our buildings.”*

*“It's easier than we thought to convert some of our trainings to an online format.”*

*“Having volunteer opportunities for everyone - those who don't want to volunteer in-person and those who do, young people and older people - so we'll be keeping virtual volunteer opportunities available post-pandemic.”*

*“Be prepared to PIVOT! You can do a lot more outdoors than you ever thought possible.”*



*“Communication is key to engagement.”*

*“There wasn't much opportunity to apply this, as most of our volunteers were inactivated.”*

*“Using multiple communication means to cover all the age gaps related to technology. and there are alternative ways of doing many things.”*

*“Virtual volunteering is an excellent alternative to in person volunteering and can easily be used to accommodate potential volunteers who may not reside in our immediate area. Virtual is great but is not a replacement for in person relationship build.”*

*“We embraced a “preparedness vs. panic” strategy and implemented a proactive strategy to our sustainability and growth.”*

*“When polled, volunteers told us they would rather wait to have an in-person volunteer appreciation rather than a Zoom one. Hosting staff guests at Vol. Zoom mtgs. is great for keeping them connected. Remote trainings are different from in person.”*



*“We empowered key volunteers to help craft Worksite Safety Protocols, which allowed small teams of volunteers to keep making critical home repairs for low-income homeowners, starting in July 2020f after a four-month hiatus.”*

*“Connection, even virtually, is important for our volunteers.”*

*“We learned the importance of good communication and good use of automation/data.”*

*“Volunteers are essential, and that planning for volunteers ensures effective matching. The principles of operating as a Service Enterprise were life-saving for our organization.”*

*“Find ways to adapt and quickly continued communication to keep volunteer engaged.”*

*“Accessibility and involvement increases when we allow for virtual engagement - for examples meetings, trainings and volunteer opportunities.”*

*“Individuals who continued to volunteer, served more hours per volunteer. Though (fewer), they became more dedicated.”*





*“This pandemic has taught me more about empathy and transparency.”*

*“It is important to keep our volunteers safe and to have a sense of safety. Also, volunteers are ready to serve when they see and experience the need.”*

*“That a lot of what we do can be done through zoom.”*

*“New ways to communicate and engage with potential volunteers.”*

*“The value of steams, online network events, online volunteering.”*

*“Increase virtual engagement to, hopefully, maintain retention of volunteers.”*

*“Importance of maintaining timely and accurate communication with staff, board, volunteers, & community partners. Coordination with local VOAD on emergency planning, preparedness, response & mitigation. More reliance on social media platforms.”*



*“Licensed professional volunteers (dentists) have been slow to return because their private practices were significantly impacted as a result of the pandemic. Understandably so, their top priority is the sustainability of their own practices.”*

*“Turn over of personnel is a threat to our relationships. You cannot expect to have the same level of collaboration and trust with an organization unless you commit to keeping up relationships.”*

*“They want to stay involved and believe fully in what we do.”*

*“Need to provide volunteers more flexibility in scheduling.”*

*“Keep communications going to keep folks engaged for the future. Be open to different ways of doing business that might actually be more effective and efficient.”*

*“We learned how willing the community was to engage virtually with our clients during difficult circumstances. Unfortunately, our clients were not as willing or able to engage virtually with volunteers.”*

*“Services can be provided remotely. Remote services can assist in ensuring equity of services to areas where transportation and other factors are an issue.”*

*“Virtual vol opportunities are here to stay.”*

*“Really helping organizations think outside the box when it comes to volunteer opportunities. Virtual, drives, projects.”*

*“Shifts when needed to keep team A/team B together/separate. Working with more driver non-profits to deliver food and bring people to pantry.”*

*“It's very difficult to host virtual vol events with the kind of services we provide.”*

*“The need for younger volunteers and encouragement of retired and senior volunteers to keep volunteering. As a result of Covid, a lot of long-term volunteers (mostly retirees) decided not to continue volunteering.”*



*“The importance of keeping in touch with volunteers who chose to be inactive this year. We had multiple zoom activities.”*

*“Transitioning to virtual headquarters, virtual meetings, and virtual volunteering opportunities.”*

*“We had a buffer in case we couldn't do our usual fundraising. We have used that buffer and see the value of it.”*

*“Stay flexible, be innovative, expand collaboration and cooperation.”*

*“Try to stay in touch with volunteers through emails and regular online chat opportunities.”*

# CONTACT INFORMATION

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POINTS OF LIGHT



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