



Finding, Engaging and Recognizing Your Volunteers

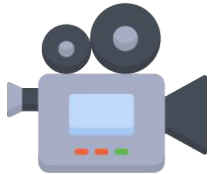
Bloomerang Academy

**Thank you for joining us today. We're glad you
are here.**

**Please tell us where you're joining from in the
CHAT!**



Housekeeping



We're recording this webinar! We'll send you a link to the recording and copy of the slides within 48 hours.

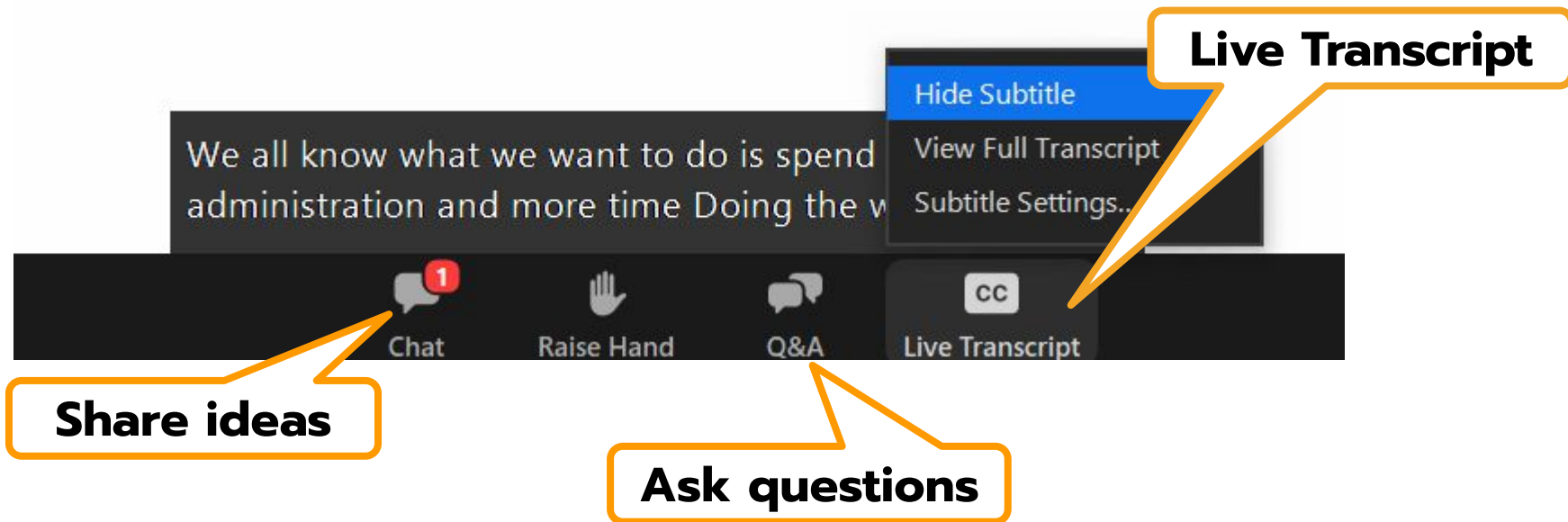


Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion. We'll answer questions at the end of the presentation.



Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!

Housekeeping



The image shows a video player interface with a dark background. At the top, there is a subtitle: "We all know what we want to do is spend administration and more time Doing the v". Below the subtitle is a control bar with four icons: a speech bubble with a red '1' (Chat), a hand (Raise Hand), two speech bubbles (Q&A), and a 'CC' icon (Live Transcript). A dropdown menu is open over the 'CC' icon, showing options: "Hide Subtitle", "View Full Transcript", and "Subtitle Settings..". Three orange callout boxes point to the interface: one to the Chat icon labeled "Share ideas", one to the Q&A icon labeled "Ask questions", and one to the Live Transcript icon labeled "Live Transcript".

Our dial-in number in case you need it today: **+1 669 900 6833**

If you need more assistance, please reach out to support@bloomerang.com.

BLOOMERANG

Built for purpose

Giving platform designed to improve fundraising outcomes

Easy-to-use tech,
built for you

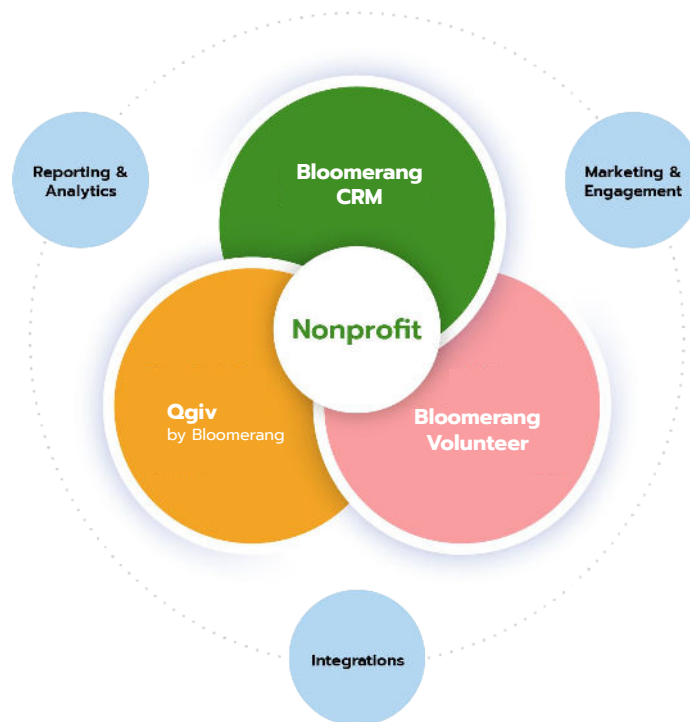
Industry leading
solutions

Insights that lead
to better results

Engagement that
inspires giving

Increase fundraising
revenue

Automate and simplify
day-to-day





VALUE

Raise more

Engagement quality increases, effort decreases, and giving soars!

30%

Higher overall donation page conversion rates.

\$108

Average recurring gift, 4x the industry average.

15%

Increase in donor base year-over-year.

\$180

Average one-time gift, 50% higher than the industry average.

25%

Increase in recurring donor conversion rate.

26%

Increase in dollars raised year-over-year.

Margie Worrell

Curriculum Manager

Margie Worrell is the Curriculum Manager at Bloomerang. She serves on the board of the Peace Learning Center in Indianapolis, and has worked extensively with nonprofits as both a staff member and a lead volunteer. Her passions include education, theatre, her two children and her two small dogs.



Chloe Boonstra

Customer Success Manager


Chloe Boonstra is a Customer Success Manager at Bloomerang and has spent the last few years supporting nonprofits using Bloomerang Volunteer. She worked at a nonprofit organization as a Volunteer Coordinator and loyal volunteer herself for many years before serving nonprofits at Bloomerang! Her passions include teaching dance, cooking and her dog Julius.




What will we cover today?



- Finding volunteers
- Engaging volunteers
- Recognizing volunteers
- Demo of **Bloomerang Volunteer** – all of these items in action!
- Q&A

Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

**Which statement best
describes your
volunteer management
program currently?**

A smaller portion of a Monstera leaf, located in the bottom right corner of the slide.



**A little bit about
finding, engaging and
recognizing your
valuable volunteers**



Finding Volunteers

If you are struggling to get and keep volunteers, you are not alone.

33% of volunteer managers reported volunteer recruitment as their biggest challenge in 2023.



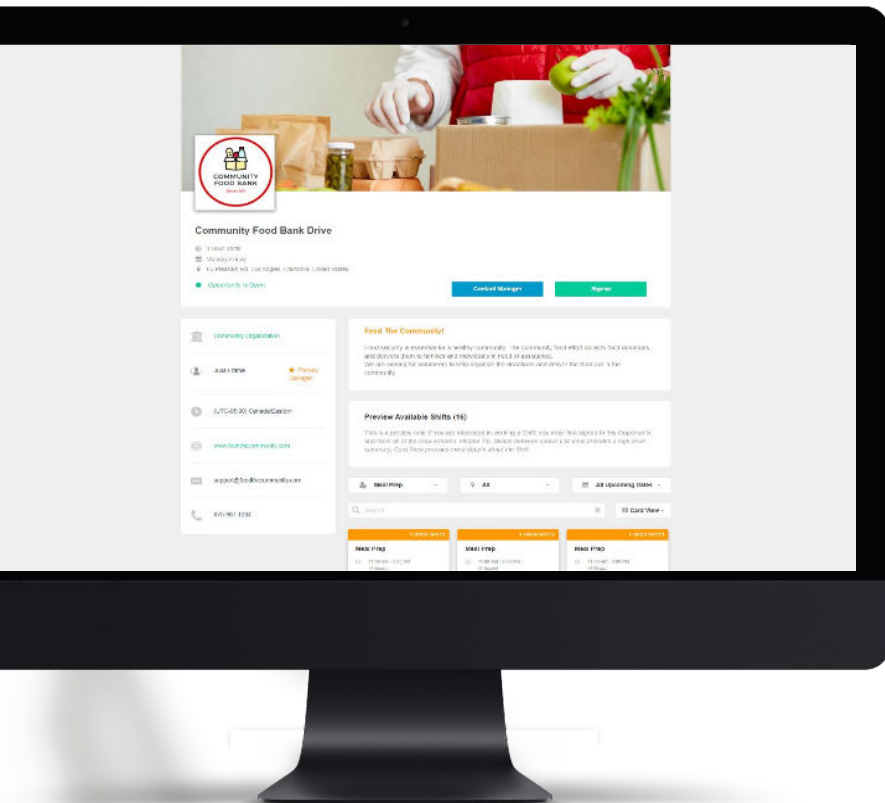
Recruiting process—develop a plan

Volunteer Recruitment Process



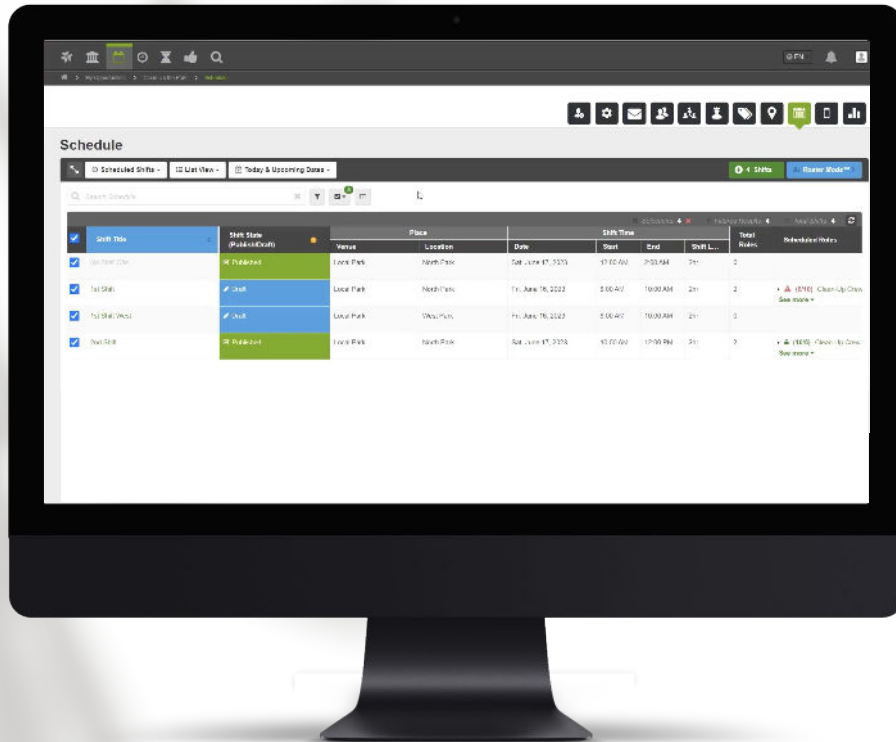
The 5 elements of a volunteer recruitment plan:

1. A clearly-defined target audience
2. A case for support
3. Detailed role descriptions
4. Marketing channels
5. A streamlined volunteer registration form



Volunteer recruitment & qualification

- Build a beautifully branded volunteer sign-up page.
- Gather key information online with custom forms.
- Collect volunteer waivers, certification documents, and background checks.



Volunteer scheduling

- Create schedules your way, with multiple calendar and list views, filters, and bulk actions.
- Match the right volunteer to the right role and shift with Bloomerang Volunteer's RosterMode™.
- Empower volunteers to view and sign up for their preferred activities and missions.

Reason people do not volunteer or leave volunteering

- **Problem 1:** “I don’t have enough **information** and most volunteer roles **aren’t interesting**”
- **Problem 2:** “I don’t have enough **time** and volunteer schedules are **too inflexible**”
- **Problem 3:** “No one **asked** me to”



TAKEAWAY:

Most revolve around **TIME, INFORMATION** and a feeling of being **VALUED**. Reasons not to volunteer vary, but the good news is we can mitigate many of them.

<https://longevity.stanford.edu/three-reasons-why-people-dont-volunteer-and-what-can-be-done-about-it/>

<https://nonprohithub.org/hard-volunteer-even-harder-find/>

Engaging and retaining your volunteers

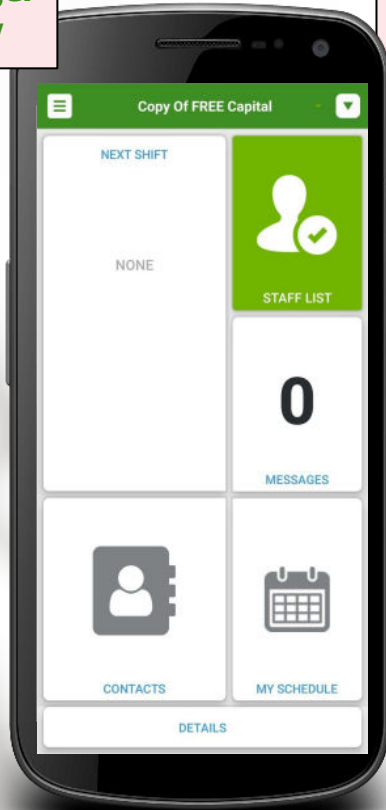
It's about relationship-building!

Continue to build those relationships you have worked hard to establish:

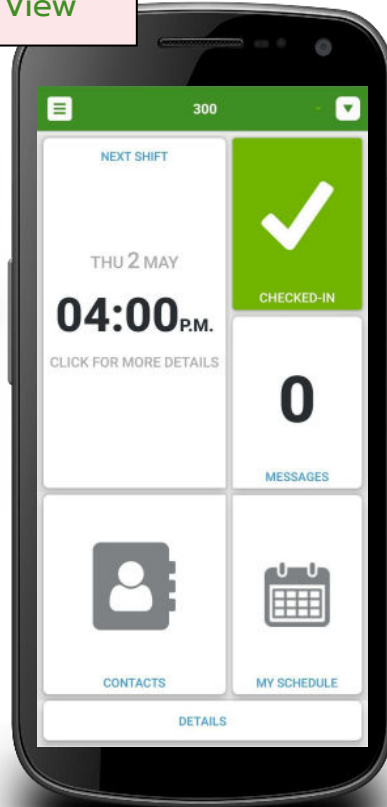


- **Recognize your volunteers** (put ideas in the chat for how you do this!)
- **Make continued volunteering easy** for your busy volunteers
- **Get to know your volunteers** like you do your donors
- Ask for their **feedback** and try to implement improvements
- Share ways for them to **stay involved**

Manager
View



Volunteer
View

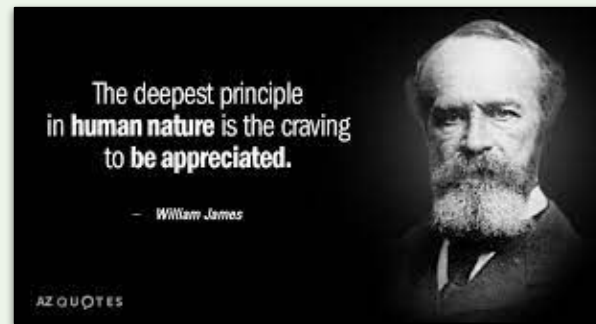
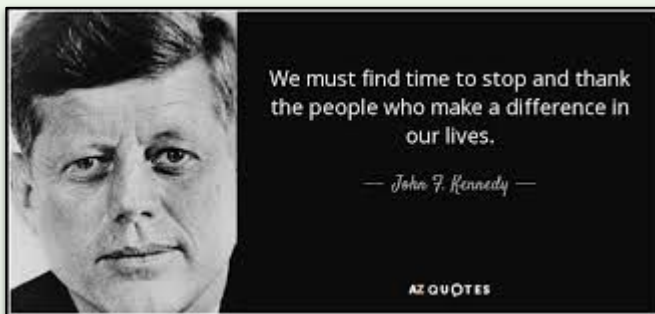


Engaging mobile management & communications

- Using the Bloomerang Volunteer Mobile App, view the entire master schedule and respond to schedule problems in an instant.
- Keep your team informed with automated notifications and shift reminders.
- Two-way communications to keep volunteers connected.

Recognize your volunteers

Please put in the chat ways you recognize your volunteers currently.



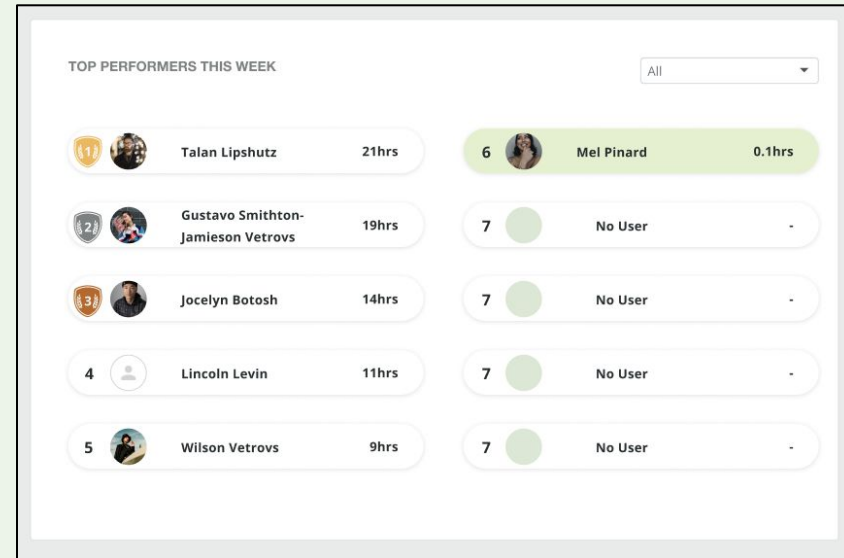
Recognize volunteers in fun and personalized ways

1. Leaderboards

- Understand who are the top performers
- Give high-performers recognition amongst their peers
- Boost participation & engagement levels
- Foster friendly competition amongst volunteers through gamification

2. Email Automations: Recognition of Achievement

- Automatically recognize volunteers when they achieve key milestones (*Total Hours Worked, Anniversary with the Organization, etc.*)



Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

**How are you currently
tracking and engaging
your volunteers?**

How well is that working?

A smaller portion of a Monstera leaf, located in the bottom right corner of the slide.

Is this where you are now?

- Finding and managing volunteers currently feels **overwhelming but is also very important to continue doing it**
- Volunteers are organized through **multiple tools** and it's hard to see everything in the same place (or you just don't like your current system!)
- There are **many moving parts** (shifts, volunteers and other data) to manage your processes and little or no automation



What do you want in a volunteer management system?



**User-friendly
and short
learning curve**



**Flexible tools
that fit your
needs**



**Two-way sync
with your
Bloomerang
CRM**

The Volunteer Management Lifecycle

Create great volunteer experiences, automate time-consuming tasks, and maximize volunteer donations and impact, all in one place



Recruit

Find more volunteers with branded and customized recruitment pages for your website that make it easy to apply for opportunities



Qualify

Capture skills and interests to ensure volunteers are in the right roles to get the job done - use our Rostermode engine to match volunteers to roles automatically



Schedule

Create schedules your way, view them the way you want, and simplify scheduling with self-serve options to save on time



Engage

Send personalized & automated emails -welcome volunteers, communicate throughout the signup process, send shift reminders and thank-you's



Report

Show volunteer impact with easy-to-use, end-to-end reporting - show volunteer activity, email performance, and impact of volunteer time



Steward/ Retain

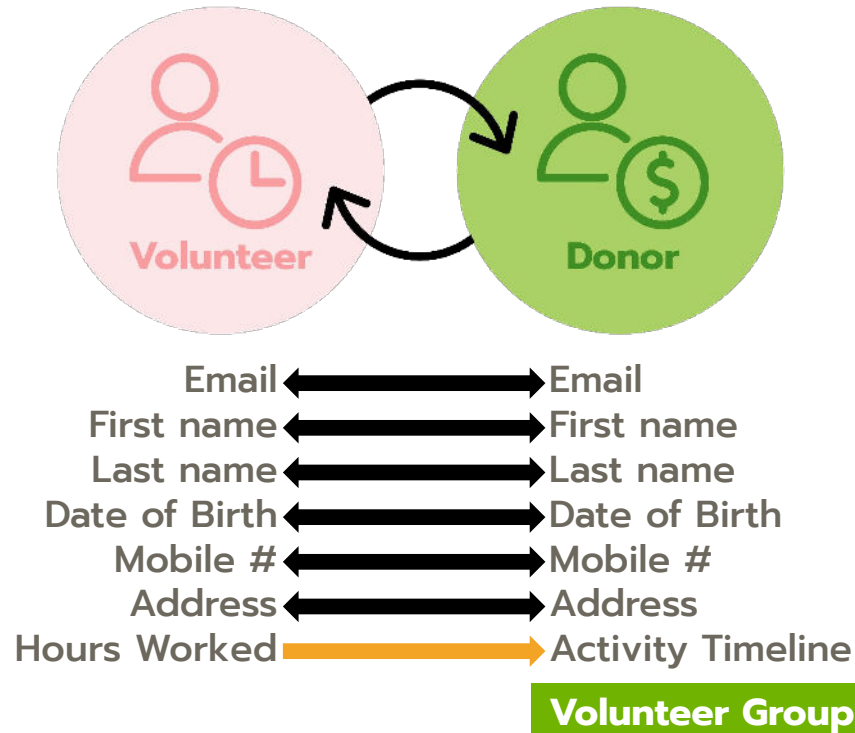
Nurture volunteers with personalized and automated emails to build ongoing relationships and keep them coming back



Volunteers to Donors

Sync Bloomerang Volunteer activity to Bloomerang Donor - see who is most engaged for quick fundraising and create "super supporters", those that generously give both time and money

Backend Benefit: Profile Data Sync (Two-way) with Bloomerang Donor



Into the database we go!

Poll

Would you like to learn more about our Bloomerang Volunteer add-on feature?

- Yes, please! (someone from Bloomerang will reach out to you soon!)
- No, thank you. Not at this time.

Resources

Knowledgebase

[Bloomerang Volunteer](#)

[View Data Synced from Bloomerang Volunteer](#)

[Track Volunteer Activity](#)

Other resources

- [10 Ways To Find New Donors For Your Nonprofit Organization](#)
- [The Role of Volunteering in Philanthropy](#)
- [Fundraising Planning and Climate Report](#)
- [7 Best Practices for Effective Donor Management](#)
- [How to Create a Volunteer Recruitment Plan: 5 Strategies](#)
- [The Smart Nonprofit's Guide to Volunteer Management](#)
- [9 Proven Volunteer Retention Strategies for Nonprofits](#)
- [How to Host an Effective, Engaging Volunteer Orientation](#)
- [Volunteer Engagement | Strategies for Smart Organizations](#)

Thanks for joining!

More tools and resources to help you grow.

Connect with us!
support@bloomerang.com

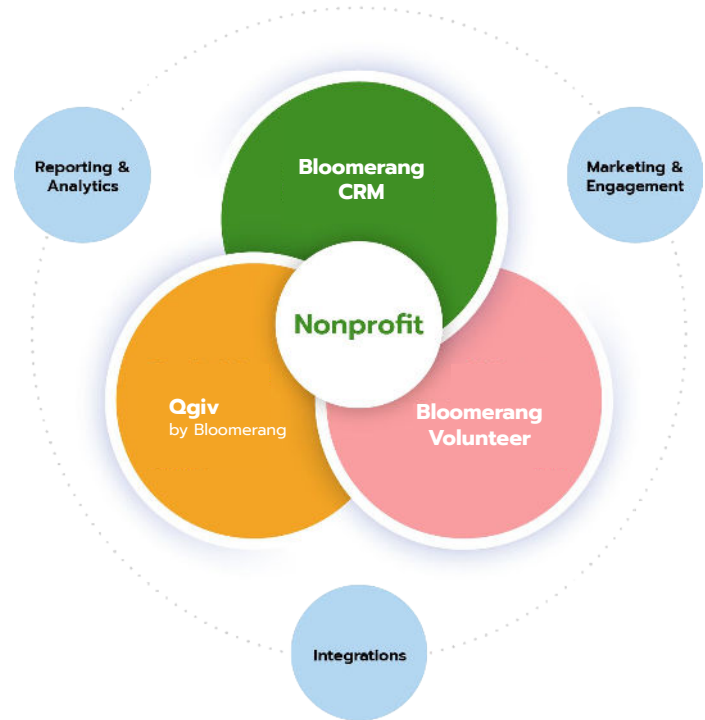
Request a demo
[Bloomerang.co/demo](https://bloomerang.co/demo)

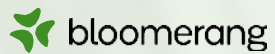
New! [Bloomerang Learning](#)
on-demand training

Visit the Knowledge Base for
more "how-to" articles.

We'd appreciate your feedback.

Fill out the post-session survey to let us know how we did.





Thank you!

