

WEBINAR

Session Two Incremental Investment in Volunteer Strategy:

Identifying Opportunities
+ Advocating for Growth



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DURING TODAY'S CONVERSATION WE'LL:

- ✓ Understand how volunteer investment drives engagement and recruitment
- ✓ Evaluate your current program's strengths and opportunities for growth
- ✓ Identify your next best investment and how to advocate with clarity and confidence
- ✓ Discover practical ways to start small, show results, and build momentum

**Why is it *important*
to be having
this conversation
around **incremental**
investment?**

“Volunteer engagement is underfunded, undervalued, and difficult to measure.”

(Points of Light National Volunteer Strategy Progress Report 2026)



What are some *often overlooked* investments that organizations can make when it comes to **volunteer strategies?**

- **Invest in infrastructure to support the strategy**
- **Define who is a volunteer, to report more accurately**
- **Invest in your capacity**



What are some *small changes* that create **visible wins** and build momentum internally?



Technology

- Impact dashboards
- Integrations
- Automated workflows

Skills bank

- Volunteer roles
- Cultivation
- Training

Volunteer Experience

- Understand the research
- Enhance the volunteer experience
- Build powerful moments!

**It appears organizations are
very focused on recruitment.
*What is happening here?***

The data says:

44%

of volunteers say they did not sign up to volunteer due to uncertainty about belonging.

43%

say they stopped volunteering when they feel they did not belong.

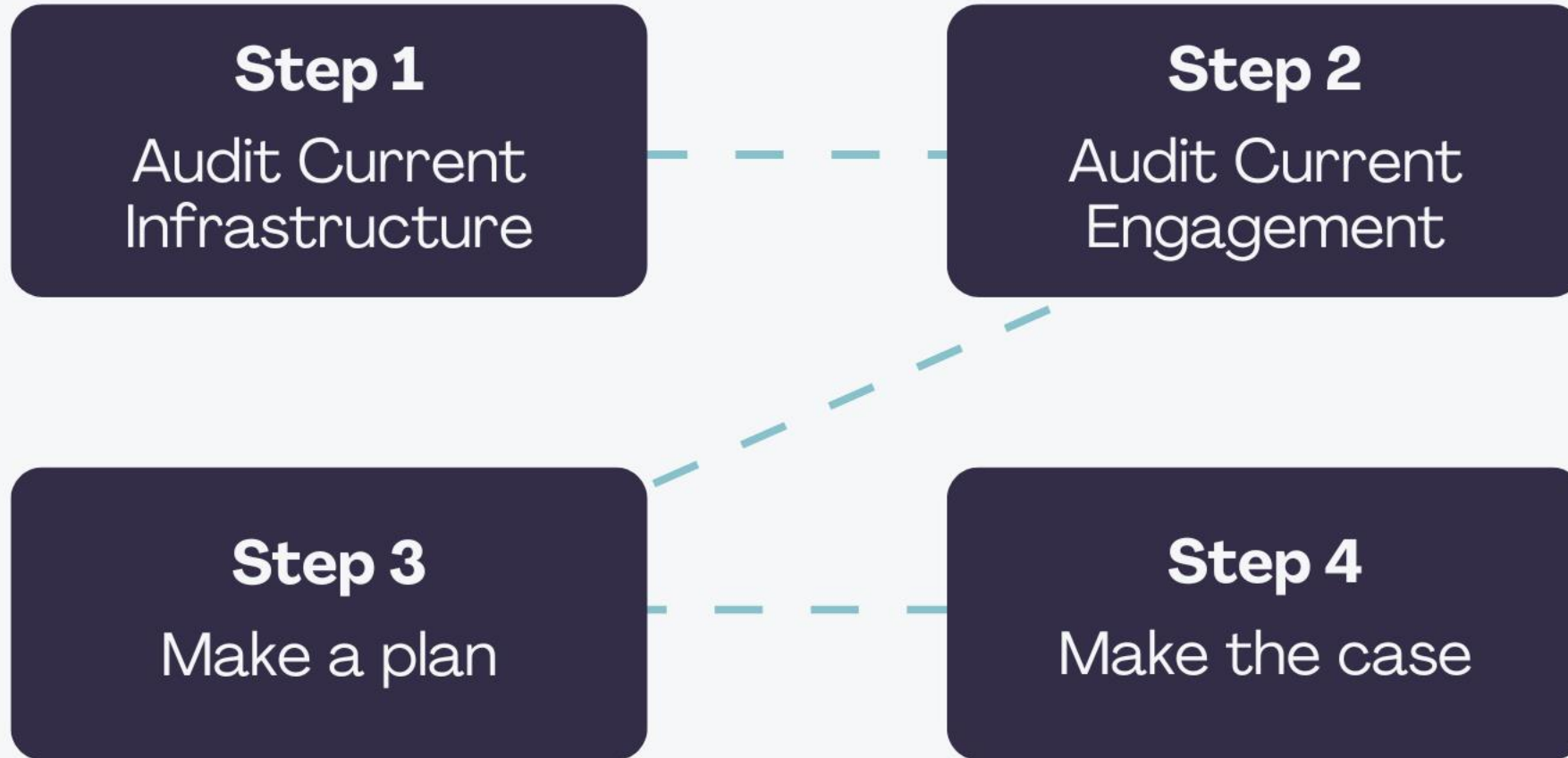
***(POINTS OF LIGHT NATIONAL STRATEGY PROGRESS REPORT 2026)**

In other words, recruitment challenges are often a symptom of problematic retention.

What strategies and resources are in place to support the relational side of engagement?

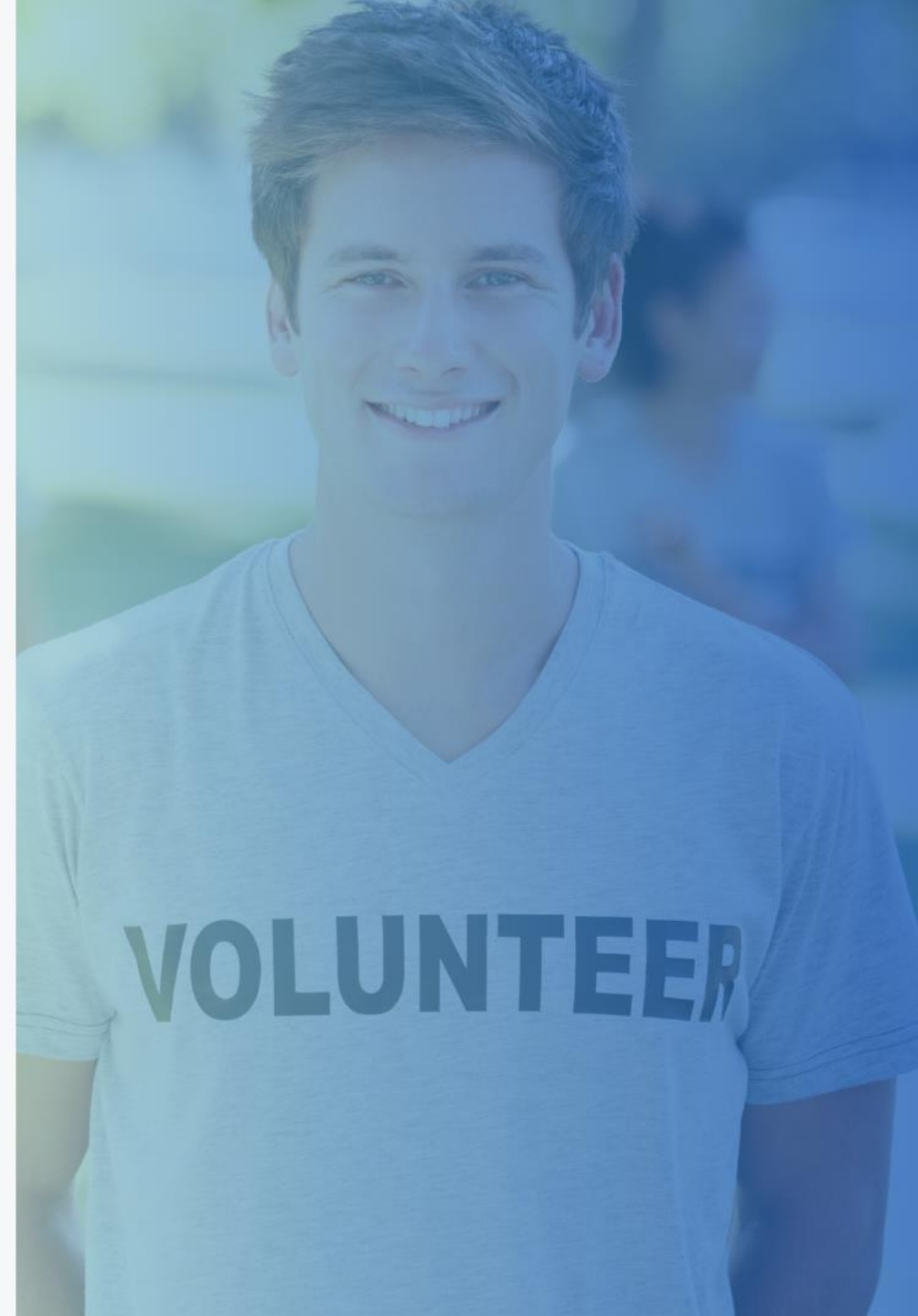


How do we know *where to begin* when thinking about investments in **volunteer engagement infrastructure?**



Can you share some **real examples** of organizations that invested modestly and are *seeing sizeable returns?*

- **Staff training**
- **Building capacity**
- **Accreditation**
- **Pilot funding**



**How can leaders identify
their *next best*
investment opportunity?**

- **Assess needs**
- **Identify opportunities**
- **Uncover “critical intervention points”**
- **Pilot, track, celebrate, and scale!**



How can leaders *advocate*
for these **incremental**
investments?

Make the case:

1. Core message
2. Supporting Message Points
3. Anticipate Questions
4. Guide the Conversation
5. Follow up!



Q & A

Thank you for joining the conversation!

Stay connected with
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