

WEBINAR

SESSION THREE Incremental Investment in Volunteer Strategy:

Building Systems
for Sustainable
Volunteer Engagement

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DURING TODAY'S CONVERSATION WE'LL:

- ✓ Explore practical ways to support **sustainable, scalable volunteer engagement**
- ✓ **Identify gaps in your current processes** that may be unintentionally limiting your impact
- ✓ See how strong infrastructure creates a **more engaging, consistent volunteer experience**
- ✓ Build confidence in **prioritizing and advocating for investments** that strengthen your initiatives long-term

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

**Like a camera lens,
what you focus on
becomes a clear picture.**



Say the quiet things out loud!

**What does “infrastructure”
truly mean when it comes to
volunteer strategy?**

Infrastructure is anything
that **supports volunteers**
before, during, and after
their service.

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What common process gaps or operational challenges limit an organization's ability to turn volunteer strategy into action?

Two of the greatest challenges here are:

1) Lack of shared ownership around volunteer engagement

2) Limited or little communication around volunteer strategy internally + externally

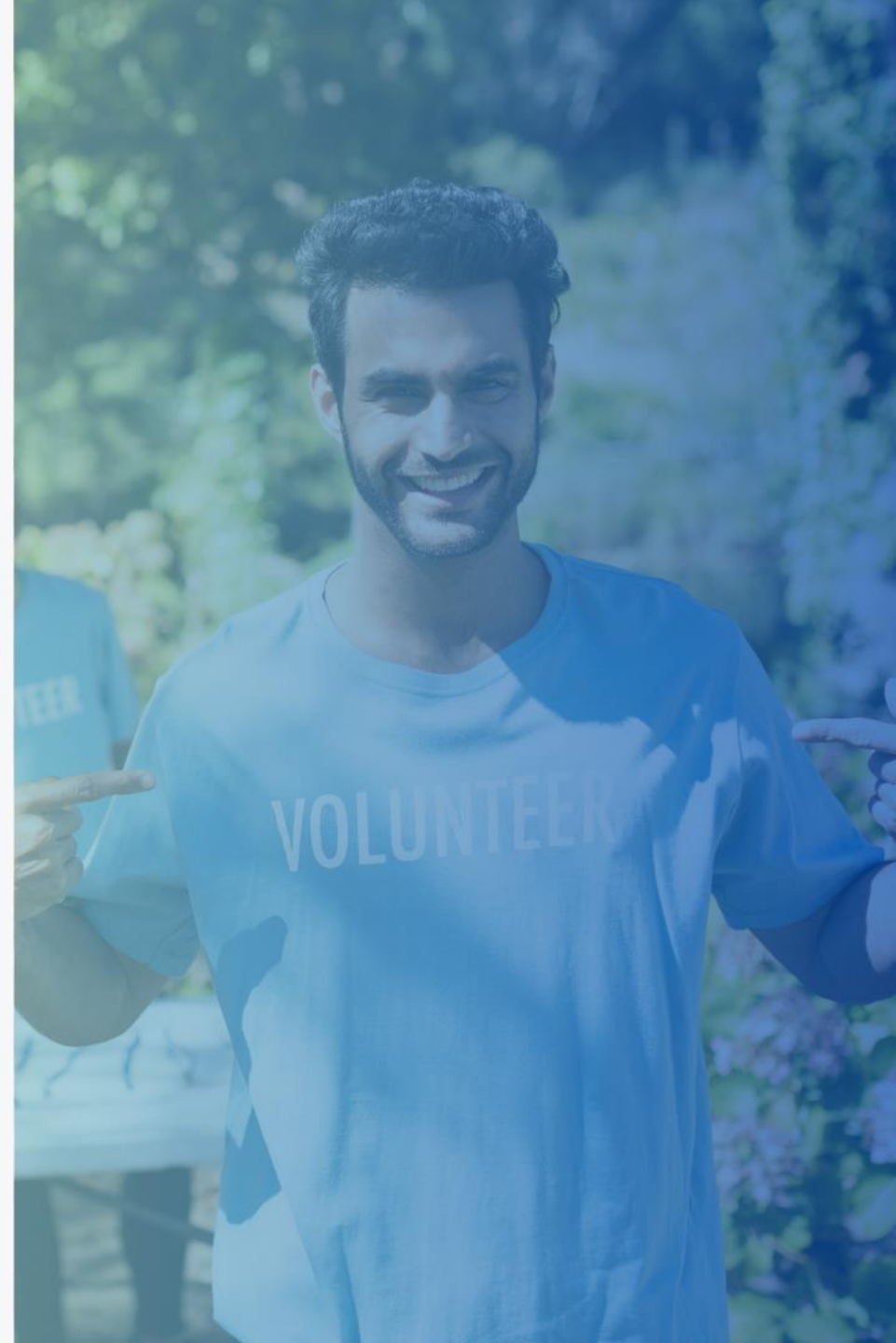
Volunteer Engagement is the entire organization's job. Have you talked to your HR department about volunteer engagement training as a part of staff onboarding?

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**What are some common
signs that a volunteer
engagement strategy has
outgrown its current
infrastructure?**

- 1) Inconsistent volunteer experiences across departments
- 2) Volunteers frequently asking the same questions – no system for volunteers to get the answers they need
- 3) Role who is leading volunteers at the organization is super overwhelmed can be an indication (workload, delegation, tools)
- 4) Responses are more reactive vs. strategic – constantly putting out lil fires



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



Assess

When was the last time you did a full assessment of your program?

Connect

Find other organizations who are doing similar work and learn from their volunteer strategy.

Influence

Depending on your organization + role, you may not have direct budget management, but perhaps influence! Can you make a case?

**How can strong infrastructure
create a more engaging and
consistent volunteer experience?**

*How can this create a sense of
belonging for volunteers?*

Systems create room for relationships.



When you get the systems that work you're not spending time wondering, did someone get their confirmation email?

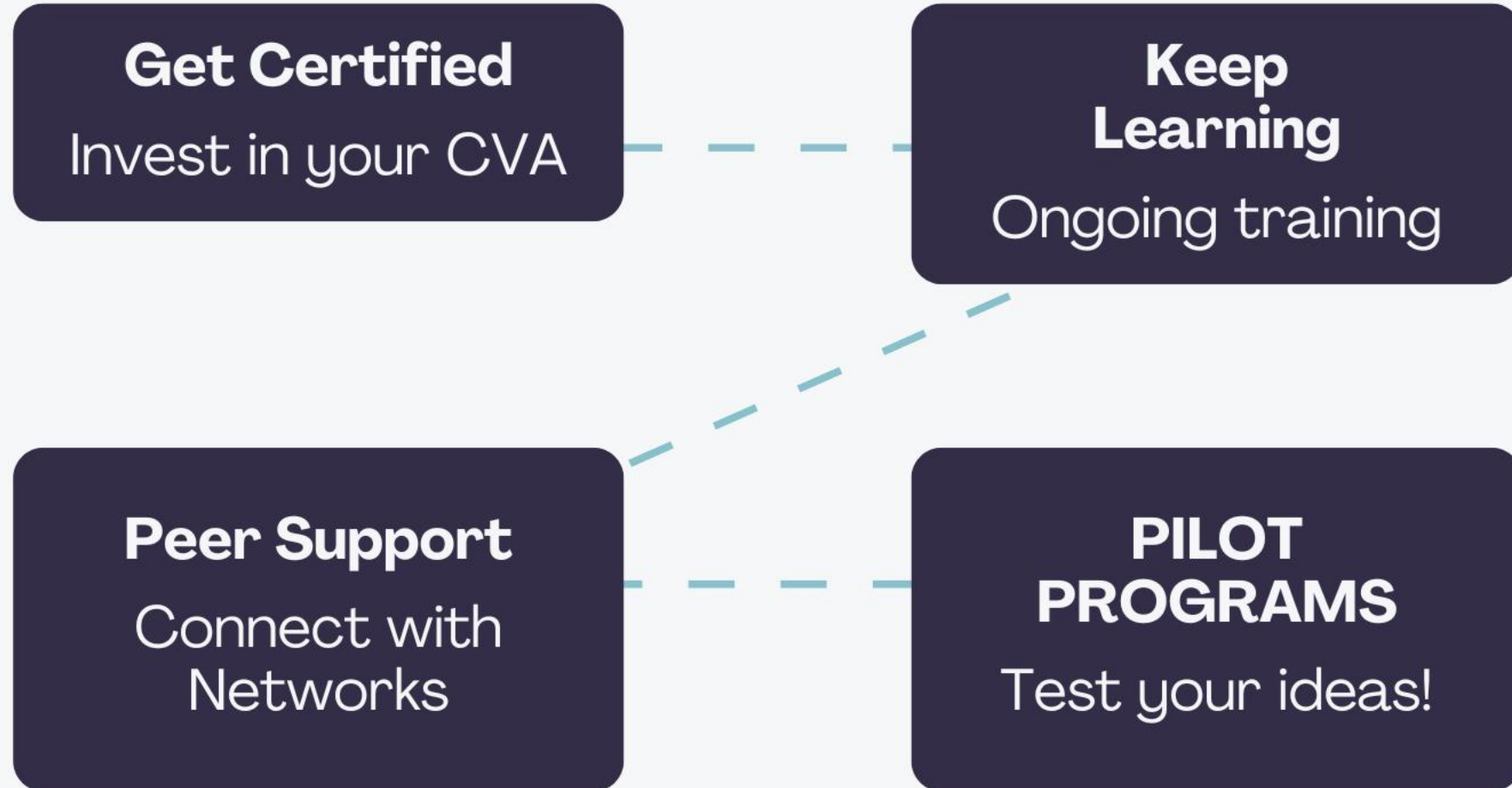
How can stronger
infrastructure help
organizations scale volunteer
engagement *without creating
additional strain on staff?*

Create a BIG supportive system and you can get quite a lot done with one staff member without the strain.

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What are some sustainable and high-impact infrastructure investments organizations can make? *And, how can leaders advocate for these incremental investments?*



Thank you for joining the conversation!

Stay connected with
Nicole & AL!VE at
www.volunteeralive.org

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