

# **Incremental Investment in Volunteer Strategy: Identifying Opportunities + Advocating for Growth**

Better Impact Webinars: Welcome everyone! Thanks for joining us today for Incremental Investment in Volunteer Strategy: Identifying Opportunities + Advocating for Growth!

Better Impact Webinars: Beth Steinhorns Website:

<https://vqstrategies.com/>

Better Impact Webinars: Connect with Beth on LinkedIn:

<https://www.linkedin.com/in/bethsteinhorn/>

Teresa Volta: Thx for hosting this! Teresa Volta, AmeriCorps Seniors RSVP (Grafton and Sullivan Counties NH)

Jill Dugaw: Hello from Spartanburg South Carolina!

Better Impact Webinars: Connect with Houston on LinkedIn:

<https://www.linkedin.com/in/houstongoodwin/>

Latisha Moening: Hello from Minneapolis, Minnesota - Project for Pride in Living.

Vijayamahantesh Yargal: This is Vijay from India

Sarah Dineen: Hello from City of Surrey (Heritage Services) in Surrey BC!

Erial Green: Hi everyone! My name is Erial. I'm with CarePartners and we are based in Houston.

Erin Sugrue: Hello from East Coast Florida!

Jessica Melo: Hello from NYC!

Better Impact Webinars: Welcome Erial! Hi Erin! Thanks for joining!

Angela Bark: Angela Bark Executive Director Claremont Soup Kitchen

Jessica Goff: Hello from Akron, Ohio

Audrey Mazzei: Hello from Menno Place in Abbotsford!

Better Impact Webinars: Hello Jessica! Welcome Angela!

Mandana Tehrani: Hi Mandana From JFS Vancouver

Jeanne McCarthy: Jeanne McCarthy, Brentwood NY

A P: Hi from Central Coast California, Son Care Foundation

Nikki Garrard: Hi from Chapel Hill, NC

Maggie Stewart: Hello from Vancouver, Canada - Maggie Stewart, BC SPCA.

Ashley Miller: Hello from Philadelphia

Gina Edwards: Hello from Peoria, IL! - Gina Edwards, HOI United Way

Sheri Kempker: Hello from Jefferson City, Missouri.

Ali Kriegel: hi from New Hampshire!

Abbie Kendall: Good evening from the UK!

Cindi Maglothin: Hello from Memphis, TN

Kate Steele: Hi from St. Louis MO - Nurses for Newborns

Melisa Fox: Hi from Hamilton, Ontario Canada

Melanie Cole Goldberg: Hi from Melanie at Alexander JFS in Houston

Kim Boldt: Hello from Vancouver, BC

Arthy Sathasivam: Hello from WCH- Toronto, Canada

Kelly Mortvedt: Love seeing that CVA behind your name, Beth! Looking forward to learning together today. I'm Kelly from Second Harvest Heartland in the Twin Cities, MN

Cindy Meredith: Hello from Saskatchewan, Canada

Robin Rakowsky: Hi from Toronto, Ontario

Roger Tweedy: Morena from Wellington NZ

Better Impact Webinars: Better Impacts website:

<https://www.betterimpact.com/>

Inmi Lee: Hello from Inmi at Lakeridge Health, Ontario, Canada. The voice is echoing!

Natalia Black: Hi from NJ. Natalia Black, JFS Volunteer Coordinator.

Leshell Michaluk-Bergan: Hello from Jamestown S'Klallam Tribe in Sequim Washington!

Nochum Leidiker: Hello from Montreal / Canada -MADA Community Center

Carmen Ocampo: Hello from Rural Saskatchewan, Canada

Heidi Lambie: Hi from Calgary, Alberta

Erica Bagley: Hi from New Bern, NC

Judy Glenn: Edmonton , Alberta

Cindy Meredith: Hello from Regina SK, Canada

Chandra Hodgkinson: Hi from Edmonton, Alberta

Tristan Abbott: Hello from Volunteer Calgary

Dila Bixby: Hi from Portland, Oregon.

Tanya Dawson: Hi from Cornwall

Trudy Smith: Hi from Trudy in Durham North Carolina!

Tracy Frazier: Happy Thursday, Tracy Frazier, Jackson, MS

Brandon Chapman: Hi from Scottsdale, AZ.

Better Impact Webinars: Catch up on Session 1 here!

<https://www.betterimpact.com/incremental-investment-in-volunteer-strategy>

Julie Nikel: Hi From rural Manitoba

Salvatore Capuano: Hi from London-England.

Inmi Lee: No, echoing was my problem. Sorry!

Sammy Thumba: Hi from Washington Dc!

Neena Suri: Hello everyone- from- the New vista society- vancouver, bc

Maya Gamer: Good afternoon from Detroit, MI!

Amberle Davis: Hello from Albuquerque, New Mexico!

Carol Tucker: Hello from Kitchener-Waterloo, Ontario

Karen Goulet: Hello All! Karen from Better Impact here, saying hi from BC in Canada

Terri Watson: Hello from Sarasota, Florida

Stella Onidoma: Hello from Regina, Sask, Canada

Alex K: Hi from West Vancouver, BC

Catherine Amos: Hello from Raleigh, NC!

Aarushi Sharma: Hello from Ottawa, Ontario, Canada!

Chandra Hodgkinson: Hi from Meals on Wheels in Edmonton, Alberta

Adrienne Thorp: Hello, Adrienne from Georgian Triangle Humane Society in Collingwood, Ontario, Canada

Dorothy-Ann Norng: Greetings from MISSION THRIFT in BELLEVILLE ONTARIO!

Kulwinder Sarai: Hi, Kulwinder Sarai, Calgary Bridge Foundation for Youth, Calgary, Alberta

Better Impact Webinars: Read Points of Light National Volunteer Strategy Progress Report:

<https://www.pointsoflight.org/reimagining-service/>

Christina Ahia-Schimmelfennig: Chirstina from Kaua'i Habitat for Humanity

Adam White-Hughes: Hello y'all! Adam here with Austin Free-Net in Austin Texas.

Nathan Whitford: Nate Whitford -- Festa 3-Gen Family ESL Program, Columbus OH

Rhonda Risebrough: Rhonda Risebrough from YWCA Calgary

Olga Elizarova: Hello from Edmonton, AB

Abbie Kendall: cost of living crisis is here in the UK as well

Lita Bowie: Hi everyone! Im Lita, Volunteer Coordinator for a local Hospice in San Diego

Renee Williams: Hello! Renee Williams, Volunteer Coordinator, OIC of America.

<https://www.oicofamerica.org>

Shannon Johnston: Cost of living is definitely an issue here in Canada as well

Better Impact Webinars: [READ] Starting the Conversation about Investing in Volunteer Engagement -

<https://blog.betterimpact.com/en/investing-in-volunteer-engagement>

Julia Hopkins: Julia Hopkins from Starfish Initiative

Sherri Wood Cooper: Hello from Sherri Wood Cooper, Volunteer Manager at UT Southwestern, Dallas, TX

Julia Hopkins: Hope everyone is doing great!

Ftima Duarte: Hello! Ftima from Pista Mgica, a non profit from Portugal

TONYA LUGO: Greetings All!

Better Impact Webinars: [READ] The Volunteer Engagement Leaders Playbook: Building Influence, Credibility, and Impact -

<https://blog.betterimpact.com/en/volunteer-engagement-leaders-playbook>

Leshell Michaluk-Bergan: What was that stat that Houston just shared? Volunteers make up 1/3 of the volunteer workforce, but less than ???% of funding?

Court McCracken: State of Volunteerism report

[https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement\\_DGI2023\\_0.pdf](https://dogood.umd.edu/sites/default/files/2023-02/TheStateofVolunteerEngagement_DGI2023_0.pdf)

From Nice to Necessary:

<https://www.pointsoflight.org/wp-content/uploads/2025/04/Points-of-Light-From-Nice-to-Necessary-Unleashing-the-Impact-of-Volunteering-Through-Transformative-Investment.pdf>

National Strategy Progress Report

<https://www.pointsoflight.org/reimagining-service/>

Bishop Dr. John Richard-Afuwajomo: Hello! Bishop Dr. John Richard-Afuwajomo, CEO, New Hope Alive, Inc. South Bronx, NY

Court McCracken: Less than 2% of foundation funding

Louis Cohen: Great to see the wide representation on this call. Hello from Hands On Greater Portland.

Richard Bock: Hello from Hope PACE in Southwest Florida

Better Impact Webinars: [READ] Calculating Volunteer Program ROI:

A Holistic View for Volunteer Leaders -

<https://www.galaxydigital.com/free-tools/volunteer-program-roi-guide>

Better Impact Webinars: [READ] Beyond Training: Sweeping Away Barriers to Volunteer Engagement -

<https://blog.betterimpact.com/en/sweeping-away-barriers-to-volunteer-engagement>

Jessica Melo: Go CVAs!

Chantal Jelly: CVA for the WIN!

Better Impact Webinars: Learn more about becoming Certified in Volunteer Administration:

<https://cvacert.org/>

Rubina Haji: Woo hoo, yay for CVA!

Better Impact Webinars: Apply for Better Impacts Tony Goodrow Scholarship, which will fund up to 10 first-time CVAs!

Better Impact Webinars:

<https://welcome.betterimpact.com/tony-goodrow-scholarship>

Karen Goulet: Just got my CVA and cant wait to help others get there as well

Better Impact Webinars: [READ] Calculating Volunteer Program ROI:

A Holistic View for Volunteer Leaders -

<https://www.galaxydigital.com/free-tools/volunteer-program-roi-guide>

Better Impact Webinars: Congrats, Karen! Thats a big accomplishment!!

Maggie Stewart: Yaaay Karen! Also, congrats for the new placement on VMPC BC Regional Committee

Jill Dugaw: I've finally gotten on the list for summer interns to work in my area of the hospital

Karen Goulet: Thank you Maggie!

Tina Sanders: YES HOUSTON! Thank-you for putting that into words

Better Impact Webinars: [GUIDE] The Ultimate Guide to Volunteer Engagement -

<https://www.galaxydigital.com/free-tools/the-ultimate-guide-to-volunteer-engagement>

Better Impact Webinars: [READ] Yes, You Can: Build the Case for Strategic Volunteer Support -

<https://blog.betterimpact.com/en/yes-you-can-build-the-case-for-strategic-volunteer-support>

Chandra Hodgkinson: will there be a page of all those fantastic links posted somewhere besides the chat?

Better Impact Webinars: Hi Chandra! Great question! Yes, we'll send a recording with the chat, slides, and the recording in the days following the webinar!

Better Impact Webinars: [QUIZ/ GUIDE] Tech Readiness Quiz: Does Your Organization Need Volunteer Engagement Technology? -

<https://www.galaxydigital.com/free-tools/tech-readiness-quiz>

Melanie Cole Goldberg: I'd like to get a copy of the slide deck. Will it be made available? I prefer this than just a link to the recorded video.

Latisha Moening: What programs do you recommend that pair well together for this donor/volunteer program tie in? I can't seem to find one I like for both ends of things.

Better Impact Webinars: Hi Melanie! Yes, the slide deck will be included in the post-webinar resources.

Better Impact Webinars: A guide to volunteer management technology in 2026:

<https://www.betterimpact.com/volunteer-management-software-buyers-guide>

Amber Copley: Be mindful, not all volunteers want to use the skills from their professional careers. Sometimes they seek volunteer opportunities to fulfill another need or missing piece of connection in their lives.

It's worth a conversation

Brit Kovacs: What metrics does everyone track on their impact dashboards?

Jessica Melo: I agree with Amber- never assume people's intentions without talking with them

Karen Goulet: Great point Amber!

Tina Sanders: will all the links in the chat be included with the slide deck?

Better Impact Webinars: Hi Tina! Yes, we'll include an export of the chat where you can locate these resources!

Elana Hansen: Leadership ladder, I love that

Jessica Melo: New York Cares are great!

Abbie Kendall: Could you reshare the Leadership Ladder study article link please?

Court McCracken: The Leadership Ladder Fostering Volunteer Engagement and Leadership at New York Cares, 2009, by Cynthia M. Gibson, Ph.D.

The volunteer stages and transitions model: Organizational socialization of

Volunteers, Human Relations Volume 61(1):67-102, by Debbie Haski-Leventhal and David Bargal

Abbie Kendall: thank you

Ashley Gelleny: It is so hard to get approval for skills-based volunteers in hospitals (at least it has been for us)!

Better Impact Webinars: Volunteer Software ROI Calculator

Proof that the right tool can save you more money than it costs! -

<https://www.betterimpact.com/volunteer-software-roi-calculator>

Nikki Garrard: Love that, Houston!

Jessica Melo: Volunteer buy-in seems to be my biggest hurdle so far

Jessica Melo: like buying into the idea of using volunteers in lieu of paid staff or not using them at all

TONYA LUGO: Great Suggestion to use AI

Richard Bock: Jessica, build "emotional attachment" before asking them to do too much. If they feel emotionally involved with the cause, they are more likely to take on more responsibilities.

Better Impact Webinars: [REPORT] State of Volunteer Growth in 2026:

<https://www.betterimpact.com/state-of-volunteer-growth>

Roger Tweedy: Whilst agree many retirees don't want to carry out their former professional activities they may be happy mentor younger people in their field

Richard Bock: Oh, sorry, I misunderstood what you meant by "volunteer buy-in".

Chantal Jelly: governments/funders look at things they can measure, you can measure that, you can't measure necessarily engagement

Better Impact Webinars: [GUIDE] How to Improve Volunteer Recruitment with Tech Tools: A Guide for Volunteer Leaders -

<https://www.galaxydigital.com/free-tools/how-to-improve-volunteer-recruitment-with-tech-tools>

Tone Moore: Retention is key for us at senior center and keeping them in the passion that made them come to us.

Karen Goulet: Agreed Tone- if you have engaged volunteers they will stay with you during changes and rough patches.

TONYA LUGO: You are correct Tone

Judy Glenn: So true.

Ineavelle Colon Reyes: very true

Richard Bock: I retain volunteers by asking them what they want to get out of this, making sure they are personally fulfilled and ensuring they feel appreciated and valued.

Better Impact Webinars: Read Points of Lights full report:

<https://www.pointsoflight.org/reimagining-service/>

Monica Jasso, CVA: Also, what is retention success? Many volunteers want to serve for short-term impact and that should be okay too.

Jennifer Weichel, CVA: Retention in our program is did they stay and complete the role they committed to. Staying for years may or not happen.

Jessica Melo: ^ Agreed! I'm based in NYC and folks tend to move a lot

Chandra Hodgkinson: We look at retention/recruitment success a little differently. Yes I want retention for one type of volunteering, but having shorter-term/episodic volunteering is a great way to engage people, particularly younger people, who want to participate but can't due to life circumstance.

Jennifer Weichel, CVA: Let volunteers get a taste of your program with short term or episodic role; many times they then move to other roles.

Tone Moore: Jessica, I have many snow birds so when they return I seek them out as a reminder helps as well...good point

Better Impact Webinars: [GUIDE] The NEW Guide to Volunteer Recruitment in 2026 -

<https://www.galaxydigital.com/free-tools/volunteer-recruitment-ebook>

Better Impact Webinars: [Free Audit] Volunteer Tech Audit -

<https://www.galaxydigital.com/free-tools/volunteer-tech-audit-sign-up>

Better Impact Webinars: The Volunteer Engagement Leaders Playbook: Building Influence, Credibility, and Impact -

<https://blog.betterimpact.com/en/volunteer-engagement-leaders-playbook>

Better Impact Webinars: Starting the Conversation about Investing in Volunteer Engagement -

<https://blog.betterimpact.com/en/investing-in-volunteer-engagement>

Chantal Jelly:

Dila Bixby: To do all of this you need a very strong volunteer management database. Thankfully, I have advocated for Better Impact transition and my organization invested in this and my team's and I life changed how we changed our volunteer management in a very efficient way. Sooo thankful for this product!!!

Better Impact Webinars: Thanks for the shout out, Dila! So happy to hear that!

Better Impact Webinars: More about Better Impact solutions:

<https://www.betterimpact.com/solutions-volunteer-impact>

Carolina Bartolomei: Service Enterprise is a GREAT opportunity! We are so grateful to be selected this year.

Jessica Melo: Also time! I've asked to miss meetings to attend webinars (and will give me credit hours towards my CVA renewal)

Tatiana Vizcaino: Any reactions to offering small stipends for volunteers? We provide \$50 dollar cards for running 2 hrs. support groups

Amy Pillage: Court - you are doing an exceptional job keeping up with this chat and posting links! It's much appreciated :)

Better Impact Webinars: Great call out, Jessica! Be sure to download the PDU for this webinar on the resources page we'll send by email.

Better Impact Webinars: Thanks Amy!! I appreciate the feedback!

Chandra Hodgkinson: I so want to connect with other volunteer coordinators/managers too!

Carolina Bartolomei: DOVIA groups!

Karen Goulet: You know it! For the users of our software join a User Group!

Jessica Melo: I want to offer OMNY (metro) cards for volunteers to make it easier. Also some volunteers may not accept it as they want to do it for the good of their hearts

Karen Goulet:

<https://app.betterimpact.com/PublicEnterprise/94e5e0e6-f0f3-4b7c-a8d9-6f9772e2e0e6>

Better Impact Webinars: @Chandra, feel free to drop your LinkedIn in the chat to connect with others!

Jessica Melo: We are raffling tickets to a baseball game for our volunteers as a thank you

Better Impact Webinars: Love all these ideas!

Karen Goulet: It can be helpful to partner with another org in your area.. maybe passes to your zoo in exchange for passes to their museum !

Chandra Hodgkinson: @Karen Goulet, that's an excellent idea!

Erin Sugrue:

<https://www.linkedin.com/in/erin-sugrue-409a393aa>

Court McCracken: From Nice to Necessary:

<https://www.pointsoflight.org/wp-content/uploads/2025/04/Points-of-Light-From-Nice-to-Necessary-Unleashing-the-Impact-of-Volunteering-Through-Transformative-Investment.pdf>

Sheri Kempker: I am a Statewide Volunteer Coordinator for Missouri State Parks and I belong to a nationwide group of state park volunteer coordinators that share ideas and also have a biannual conference.

Better Impact Webinars: ^That's fantastic, Sheri!

Jessica Melo:

<https://www.linkedin.com/in/jessicamelo-/>

- feel free to add me! I'm always happy to connect with others

Better Impact Webinars: Thanks Jessica!

Ashley Miller:

<https://www.linkedin.com/in/ashleylaurenmillerphl/>

^If anyone works in healthcare, I'm always looking for someone to connect with

Angela Williamson: I'm in the Blood Bank field and it took time and effort and hoops, but volunteers can now help pack blood into coolers on mobile drives - it IS possible. Happy to chat if you want to about it

Ashley Gelleny: Can you send some of those links on those programs?

Ashley Gelleny: Those sound great!

Karen Goulet: We had our retired nurses do hand hygiene audits as they were not going to take any flack from anyone.

Ineavelle Colon Reyes: Thank you so much.

Mary Andrusyk: piloting! Yes - feels less of a commitment and gives stakeholders a chance to see the benefits

Anabel Aguilar:

<https://www.linkedin.com/in/anabel-aguilar>

- Would love to connect!

Houston Goodwin:

<https://www.linkedin.com/in/houstongoodwin/>

Florence Nanteza: Hey Court, will you send the chat?

Dila Bixby: Thank you for this webinar

Kelly Mortvedt: This has been wonderful. I have to hop off- thank you, Beth, Houston and Court!

Robin Rakowsky: Thank you, so much!

Florence Nanteza: Great session, thanks for this.

Court McCracken: Yes! We'll share the chat on the webinar recording page!

Trudy Smith: Thank you, Beth and thank you, Houston!

Maddie Kingston:

<https://www.linkedin.com/in/>

madeline-kingston-cva-7782439a would love to connect,

Melissa Boone: Thank you.

Carmen Ocampo: Thank you both Beth and Houston!

Stella Onidoma: Thank you so much for this

Donna Bliss: Thank you.

Tracy Frazier: Thank you, so informational...

Better Impact Webinars: Make sure to take our 2-min post-webinar survey so we can hear your feedback and improve on these resources!

Kulwinder Sarai: Thank you very much!

Chandra Hodgkinson:

<https://www.linkedin.com/in/chandra-hodgkinson-90b11a26/>

Court McCracken: Thank you to everyone for attending today!

Lorraine Douglas:

<https://www.linkedin.com/in/lorraine-douglas-7436383a/>

Happy to connect!

Maggie Stewart: Thank you, everyone for making this possible! Appreciate you offering this to our communities.

Carla Swift: will you send us the links posted i the chat?

Gina Edwards: Thank you Beth and Houston!

Arthy Sathasivam: How can I get into contact with a BI representative?

Brit Kovacs:

<https://www.linkedin.com/in/brit-kovacs-19ab44268>

Happy to connect!

Amberle Davis: thank you so much! this was very helpful

Amanda Lottermoser: Thank you so much!

Chandra Hodgkinson: Thanks all for a great webinar!

Arthy Sathasivam: haha! You answered my question! We're thinking about a new software at our hospital!

Court McCracken: Connect with Beth:

<https://www.linkedin.com/in/bethsteinhorn/>

Christina Ahia-Schimmelfennig: Thank you so much! This was great

Renee Williams: Thanks!

Karen Goulet: Arthy you can connect with sales@betterimpact.com

Better Impact Webinars: Connect with Beth on LinkedIn!

<https://www.linkedin.com/in/bethsteinhorn/>

Cindy Meredith: Thank you!

Louis Cohen: Thanks!

Karen Goulet: If you are a current customer you can connect with me at Karen@betterimpact.com

Salvatore Capuano: Thank you both for this

TONYA LUGO: Thanks

Sushanna Jones: thanks

Tamara Steele: Thank you