

# Creating Sustainability Through the Power of Volunteers

For  
Leaders

## Did You Know?

### Volunteers are vital to meeting the needs of our communities.

Millions of people nationwide have the energy and desire to help, and research shows that organizations embracing strategic volunteer engagement (SVE) are significantly more adaptable, sustainable and capable of going to scale.

*(Source: TCC Group, Positive Deviants' in Volunteerism and Service: Research summary)*

***“Effective volunteer engagement has been shown to reap up to a \$6 return on every dollar invested, when considering the financial value of volunteer involvement.”***

*(Source: Points of Light Blog, [Where Should Nonprofits Use Volunteers? Everywhere.](#))*

### Yet, only a small percentage of organizations are prepared to integrate volunteers strategically.

- Volunteer engagement professionals frequently are not considered essential leadership team members
- Operations tend to be isolated from other organizational functions
- Volunteer engagement is not considered a funding priority.

**That's why advancing volunteer engagement is essential.**

*Turn the page and learn how you can make a difference.*



*We're driving the conversation and encouraging support for organization-wide engagement strategies.*

**Connect with us! | [www.all4engagement.org](http://www.all4engagement.org)**

Champion  
Engagement!

## Steps to advance SVE within your organization:

**Advocate** for and secure the necessary resources to support strategic volunteer engagement (SVE) organization-wide. Include SVE in donor and grant requests.

**Ask** your leadership team and staff to prioritize SVE through dedicated staffing and an integrated strategy that drives volunteer engagement work.

**Ensure** your organization's volunteer engagement professional is part of the leadership team and has an appropriate professional title (such as Director of Volunteer Engagement or Volunteer Services).

- Allocate resources for volunteer engagement.
- Include working with volunteers in all written staff job descriptions, orientations, training and performance appraisals.
- Engage volunteers directly in your own work as a positive example.

**Integrate** SVE to achieve priority goals in your organization's strategic plan.

**Support** your organization in becoming Service Enterprise certified and support your leader of volunteers to become a Certified Volunteer Administrator.

**Share** the impact of SVE on your organization's operations and mission – beyond simply listing the number of volunteers and service hours – in reports to funders, donors and constituents.

**Interface** Consult, coordinate, and communicate with leaders in cross-sector organizations to build capacity and achieve enhanced delivery, effectiveness and impact of volunteer enhancement.