STRATEGIES TO
Cultivate Volunteers as Donors IN A VIRTUAL WORLD

THU MARCH 11TH, 2021 | 1PM ET | 12PM CT | 11AM MT | 10AM PT
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Contributing Author:
Lilly Family School of Philanthropy
Planned Giving Today
Indianapolis Moms
WISH TV

Fun Facts:
1971 VW Super Beetle
NYC Black Out 2003
Military Family
Swam in Bioluminescent Bay
Agenda

1. Seize
2. Steward
3. Strategize
4. Solicit
5. Swap
6. Closing
“Volunteering is at the very core of being human. No one has made it through without someone else’s help.”

- Heather French Henry
Poll: How are you engaging volunteers during COVID?

- We have paused volunteer activities for the time being.
- We are using volunteers remotely.
- We are still working with volunteers in person.
- Other
SHARE IN CHAT:

If you are currently still hosting volunteer activities, name them here!
How can we engage volunteers during COVID?

- Virtual tours--give and take
- Assembly of recruitment/welcome packets, sensory boxes, food/pantry boxes, any kind of home Kits (i.e. summer discovery projects for kids.)
- Safe Supply Gathering (school supplies, food, clothing, pet supplies, COVID supplies)
- Ambassadors/Recruitment/Outreach
- Online fundraising
- Phone/text banking
- Thank a thon

- Data entry/administrative tasks
- Client intake
- Tutoring or mentoring
- Coaching
- Graphic design
- Social media accounts
- Wish lists--anything else online
- Editing or writing
- Document translation
- Research
How can we engage volunteers during COVID?

- What can be done outside?
- What can be done drive thru?
- What can be done as couples/households/families?
- What can be done in shifts?
- What can you do reoccurring or on a regular schedule to limit exposure, deepen your connection, and grow these relationships?
- What can we do to keep them informed/in the loop in lieu of volunteering?
Virtual Volunteering Inspiration

- **The Smithsonian** is offering digital volunteer opportunities, in which volunteers can transcribe handwritten historical documents to make them more accessible to the public.
- **TED** is asking for bilingual or multilingual volunteers to help translate and subtitle TED Talks and other materials to “enable the inspiring ideas in them to crisscross languages and borders.”
- **StoriiTime** pairs children with seniors to read together virtually.
- Virtual volunteers of the **Trevor Project** help monitor their website to maintain a safe online community for members of the LGBTQIA+ community.
- **Points of Light** keeps an extensive list of virtual volunteering inspiration.
Virtual doesn’t have to mean disconnected/isolated/sterile

- Pair new virtual volunteers with a buddy, or mentor. Encourage regular check-ins and virtual “meet-ups.”
- Welcome volunteers by introducing yourself personally via email. If feasible, set up a video chat with new volunteers to get to know more about them in a relaxed setting.
- Host an online meet and greet for virtual volunteers. Invite staff to introduce themselves and speak about your organization. Play trivia, host an open discussion, or just have an informal chat.
Provide A Fun & Memorable Volunteer Experience

The food is hot.
The drinks are cold.
The lists are clean.
The chairs have wheels.
You ring the bell!
Volunteers Leave Feeling Energized

They know more about your mission and that their contribution made a difference.
From the Start...

Let them know what you’re ALL about.
Create a Comprehensive Menu.

Present it from the start.
Thank & Recognize

Volunteer Time is currently valued at $27.20 Per Hour

- Handwritten Notes
- Calls
- Social Media
- Newsletter
- Annual Gala
- Local Awards
- Earned Media / Cause Marketing
What is one activity you can do every day of this week to celebrate your volunteers?
Where Do I Start?

Volunteers

Donors
Start Here!

Survey → Meet to Cultivate → Ask for Advice → These are your champions
Volunteers are your MOST invested constituents

They are 4x more likely to give than non volunteers

They give 10x more, on average, than non volunteers

Ask!
Donors who give consistently, even in small amounts, are the most likely to give a planned gift.
Data Shows The Size of the Gift Does Matter

You’ll generally retain 50% of donors who give below $25

65% of those who give $100 to $249 ($250 is a sweet spot - 75% retention!)

80% of those who give above $1,000
What’s the difference?

- How can you demonstrate both?
- How can you tie that to an average gift amount?
- How can you test consumer data?
- Exact numbers, not rounded off, are more believable.
$xxx Supports # of client interviews, qualifying them and connecting them to our services.

(make your most common gift amount the bottom --in most orgs this is around $100 --have you analyzed your data?)

$258 Provides # hours of volunteer training.

$500 Supports one ribbon cutting ceremony.

$1,000 Can provide lumber for XXX feet of ramp, getting clients XXX closer to freedom.

$3,000 Delivers a complete ramp and a life changing experience for our clients and their families/caretakers.

How can you show the full spectrum of your services/impact with your giving levels?

A client or volunteer’s experience start to finish?

If you segment, how can you tell the right story?

How can you develop your giving levels to appeal to the head and the heart of the donor?

How can you use your giving levels to motivate donors to upgrade --especially to that $250+ retention sweet spot?

How can you use the high end of your giving levels to promote major gifts or a special campaign --anniversaries, milestones, etc.

Giving levels, when used correctly, are a method of cultivation. They are another way to tell your story!
QUESTIONS?

Now’s my time to hear from you!
Program & Development Collaboration

You are **PARTNERS** in RESOURCE DEVELOPMENT

- What can that look like at your agency?
- What information can you share with one another?
- How can you regularly and reliably do this?
Resources & References

- Fidelity Charitable Study on Volunteers as Donors
- Lilly Family School of Philanthropy Blog -- Emerging Research
- Fundraising Effectiveness Project -- Annual Giving Trends
- The Bloomies -- Real Life Examples
- The Osborne Group -- Donor Development Tools
Let’s Connect & Stay in Touch!

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Virtual Engagement 2.0
Easy Video Strategies That Work

WED APRIL 14TH, 2021 | 1PM ET | 12PM CT | 11AM MT | 10AM PT
Call for Conference Speakers

Submissions open Feb 1st to April 1st

Looking for #Fearless Fundraisers just like you!