

Volunteer Management Capacity

It takes work to manage volunteers through high-touch tactics that are people-focused, innovative, and responsive to community and personal needs.^{1,2} We know that organizational support, volunteer engagement, volunteer happiness, and a volunteer's decision to stay with an organization are all interconnected, and yet organizations often struggle to maintain a full-time staff member in charge of volunteer management.^{3,4}



How can your organization leverage staff time and other resources to better support volunteers?

Let's consider the evidence...



INVEST IN YOUR STAFF

The Virginia Volunteer Management Capacity Survey found that more than half of respondents indicated that a staff member at their organization spends 50% or more of their time on volunteer management.⁵ However, many organizations still lack the resources to support a full-time volunteer manager, which impacts their ability to provide training and effectively develop volunteer programs. Consider how you can educate key stakeholders such as organization leadership, board members, and funders, to share the importance and efficacy of volunteer management capacity-building and advocate for resources to increase staff investment.⁵ Consider necessary investments in your volunteer management capacity when determining budgets and allocating funds in order to ensure your organization can leverage service and volunteerism to realize its full potential.



ONGOING PROFESSIONAL DEVELOPMENT IS KEY

Roughly one quarter of volunteer managers have not received any training or coursework in volunteer management or administration.⁵ In addition, 60% of stakeholders involved in developing the Virginia State Service Plan reported that community organizations lack the volunteer cultivation, training, and recruitment resources to boost volunteerism rates effectively.⁷ To best leverage their time and efforts, volunteer management staff should be supported through ongoing networking, professional development, and training, like that available through Volunteer Centers or at the annual Virginia Volunteerism Summit.





COLLABORATE WITH YOUR LOCAL VOLUNTEER CENTER

One third of Virginia organizations are not connected with the Virginia Volunteer Center Network, which exists to help build volunteer capacity in nonprofits, expand the impact of volunteer resources, and promote capacity-building support for volunteerism and service.^{5, 6} While Volunteer Centers are not available in every part of the state, volunteer management networks also help organizations access resources and develop partnerships that can assist with volunteer recruitment and more. Find your local Volunteer Center or reach out to Serve Virginia to learn more about how to start organizing with others in your community to increase your capacity.

This is part of the Volunteer Engagement Toolbox, a series intended to empower people with strategies and insights to mobilize volunteers. It is informed by the Virginia Community Engagement Index (VCEI), which provides data-driven answers to critical questions about how volunteers engage in communities across the Commonwealth.

Explore findings at [ServeVirginia.org/why-serve](https://www.servevirginia.org/why-serve)



ABOUT SERVE VIRGINIA

Serve Virginia aspires to build a culture of service and volunteerism in all corners of the Commonwealth by inspiring individuals and organizations to engage, connecting them with the resources they need to make a difference, and celebrating the tremendous impacts we make together.

Learn more at [ServeVirginia.org](https://www.servevirginia.org)

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