

Volunteers are a pillar of nonprofit success. The time and effort they dedicate to your mission, events, and any other initiatives makes a measurable difference in your successes.

These stats provide deeper insight into how much their time is worth, ways you can find more volunteers, and how time spent volunteering can impact them and their mental health.



4 Things to Keep in Mind About Volunteers

1.

Even with an estimated monetary value, your donors' time is invaluable. Make sure you're optimizing every moment of it.

Recruit with volunteer job descriptions, provide a handbook with details and duties, and take the time to interview your longer-term volunteers. Elevate your onboarding and see results.

The estimated value of a volunteer hour is **\$28.54**



Pro Tip!

Steward your volunteers, too. Only 55% of nonprofits assess volunteer impact.

As you do for your donor stewardship, make sure you take the time to steward your volunteers. Let them know how their time and efforts made a difference for your mission by providing impact reports at the end of events or sending them handwritten thank you notes. Those extra touches make them feel confident in their efforts and in your organization and can help motivate them to volunteer again or donate in the future.

2.

Google trends indicated a major increase in searches for "virtual volunteering" opportunities, starting in March 2020, with continued interest trending throughout 2020 and 2021.

Virtual volunteering opportunities could include data entry, event management, social media support, and more. Provide these opportunities for your volunteers!

Interest in virtual volunteering increased approximately **100%** in 2020.

Fun Fact!

Volunteers are about twice as likely to donate to a charity, compared to individuals that do not volunteer. And almost 85% of volunteers donate to the charity (or charities) that they volunteer for.



3.

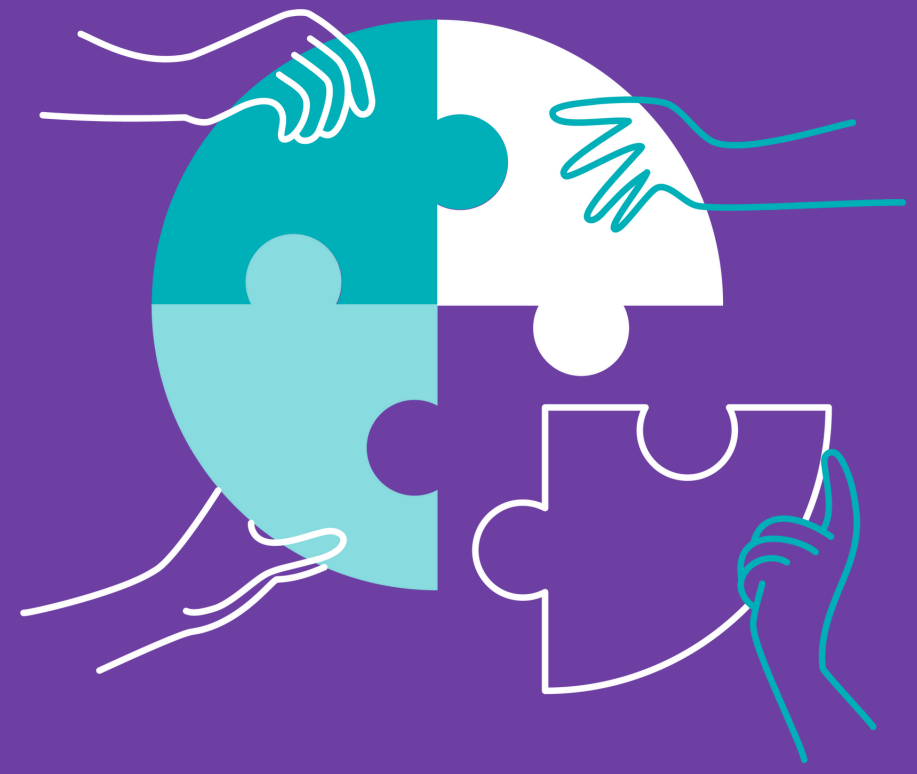
Companies around the US provide paid hours to their employees to volunteer in their communities.

Think of ways your nonprofit can optimize those hours and recruit those volunteers. Reach out and offer partnership opportunities to local companies. Communicating your needs could result in group volunteer days or a consistent volunteer schedule.

Almost **60%** of companies provide paid time off for employees to volunteer.

Did You Know?

90% of businesses indicate that partnering with reputable nonprofits enhances their brand.



4.

A study found that volunteering has beneficial mental health outcomes. Volunteering can provide overall feelings of belonging, fulfillment, happiness, and more.

Volunteering can improve mental health by **8.54%**



Volunteers support your organization in both the short and long term. Volunteers benefit, too! Make sure you have a strategic recruitment and onboarding process to maximize their hard work and dedication to your mission.



New Hire Checklist



Training



Retention