



VolunteerMatch

VolunteerMatch Learning Center
Advanced Practices

Telling the Story of Volunteer Impact

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Agenda

- What story are you telling now?
- What story could you be telling?
- Getting past numbers
- What's your story?
- Getting Started
- Share your story!

What story are you telling now?

What kind of information are you sharing about volunteer engagement now?

- Numbers - Hours, people, trees planted, etc.
- Are you including an answer to the question Why?
- Does the story tie back to your mission?

What's your story?

CASA Guardian Ad Litem

<http://www.youtube.com/watch?v=zc9Ew6uHddY>

- Some quantitative information, but mostly answering the question why?
- Outlining and illustrating the impact

Even if you don't have cute kids (or puppies) there can still be an emotional connection to the work your organization does.

Getting past numbers

What kind of information is informing your story now?

What matters to your organization?

- How do you deploy your mission in the community?
- What are the values or goals that drive your work?

How are your clients, or the community, helped by the work you do?

- What's the problem you're trying to solve?
- What's different or better because of the work you do?

Getting past numbers

What kind of information is informing your story now?

Who are your volunteers?

- What do they do?
- Why does it matter?

What does it look like or feel like to be a part of your organization?

What informs your story?

What do you need to know (besides volunteer hours) to tell your story?

Things that you track now

- Clients, outcomes, trends over time, etc.

Other information from within your organization

- Volunteer interview, client stories, etc.
- Information from outside your organization
- Research, reports, studies, etc.

What's your story?

The Right Questions

- Who, What, When, Where and How and of course Why!

Build your story arc

- Set up the story
- What's the problem or conflict?
- What's the resolution or solution
- What's the call to action?

What moves you?

Your story should reflect the values and culture of your organization.

- Be authentic - Stay true to your mission and your work.

Humor is hard

- You might want to be funny, but you are not actually that funny.
- Humor is subjective and can be insensitive.

What matters in your organization?

- What do your volunteers, donors, clients tell you is most important about the work you do?

Getting Started

Get the ideas flowing What's your story? Workshop it.

Creativity works best with other brains present.

- Who else should be involved?
- What's the voice of your organization?
- What do you sound like? What does it feel like?
- Identify the places you'll need help or support
- Where could that come from? Who do you know?

Remember there's a learning curve

- Changing the way you talk about volunteer impact happens over time

Getting Started

Find the overlap between minimal and viable

- You can spend a long time trying to tell the perfect story, don't let being perfect keep you from sharing that impact!
- Don't over think it!

Just do it!

How are you telling your story?

Now that you have your story share it!

- Informally, internally, externally, formally
- Infographics and videos
- Board and funding reports, updates and town hall meetings
- Social media channels and community partners

Incorporate the story into your volunteer engagement program

- Recruitment channels
- Recognition events
- All of your stakeholders – especially your volunteers!

Tell your story!

Use the worksheet to think through your story

- Remember to include others in the brainstorming!

Engage others with the skills or experiences to make it happen

- Database administrators, researchers, interviewers
- Graphic designers or videographers

Tell your story!

Determine what story is the best fit for each communication channel

- Not everyone is inspired or influenced by the same information

Share your story and solicit feedback

- Evaluate the results for education and outreach

Thank you!

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