

Notes from BoardSource presentation
Adapting to the Changes in the nature of Volunteering
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Volunteering is up 32% since 1989

2011 the number of volunteers has been the highest level in 5 years

2011 saw 64.3 million Americans contributing 7.9 billion hours of volunteering hours which had
A dollar value of \$171 billion

The number of non profits has doubled between 1989 and 2004 yet during this same time period
volunteer activities has decreased. The number of individuals willing to commit 100 hours or more fell
from 40% to 34.9%.

Survey of Volunteers showed 79% would volunteer if asked for short duration task
Baby boomers (youngest is roughly 50 years old) has the highest volunteer rate of 37%.

There is stiff competition for volunteers – they are choosy where to spend their time. They want to
ensure that there is a good fit between their time, interests, abilities and reasons.

The challenge is to be more diligent on recruitment and is more difficult. This effort needs to be a year
around effort and involve everyone. Don't forget to have a carefully planned process and have a
calendar of events.

Need to rethink structure and distribution of volunteer roles and responsibilities. Consider less time for
individual volunteers and leaders. Tailor volunteers and volunteer leadership opportunities – interests;
expectations; and limitation of potential leaders. Break up the traditional roles of individual leadership.
Need to “shorten” the time it takes to ascend the leadership ladder. Make sure that you promote and
market leadership opportunities to expand the leadership pool.

Why do volunteers join: committed to the mission; they feel that they can make significant
contribution; they want to “give back”; they want to feel needed, useful and appreciated; fill available
time and most importantly – because they are asked.

Spot potential volunteers – look for those who have passion and belief for the mission; can contribute
time; and are willing to take on the responsibility and follow through.

Sign up people for the opportunities – in your personal connections, organization connections and non
traditional connections