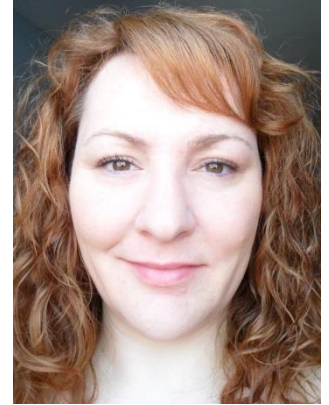


Volunteer Engagement & Covid-19

Initial Research Findings



CARVE & spinktank



CARVE- Centre for Advanced Research in Volunteer Engagement is an arm of spinktank

spinktank offers online courses at <https://spinktank.teachable.com/> as well consulting, training & free resources like the ebook “Top 20 Ideas in Volunteer Engagement for 2020” at www.spinktank.ca



Agenda

- Purpose of research
- Respondents
- High level findings
- Deep dive
- Implications & what's next?



Purpose of research

- Document changes due to the pandemic (to volunteers, VE professionals & organizations)
- Identify key impacts for advocacy & up-communication
- Create a better understanding of how LoVs and organizations can best support volunteers during times of crisis and how volunteers will help organizations



RESPONDENTS

Leaders of Volunteers

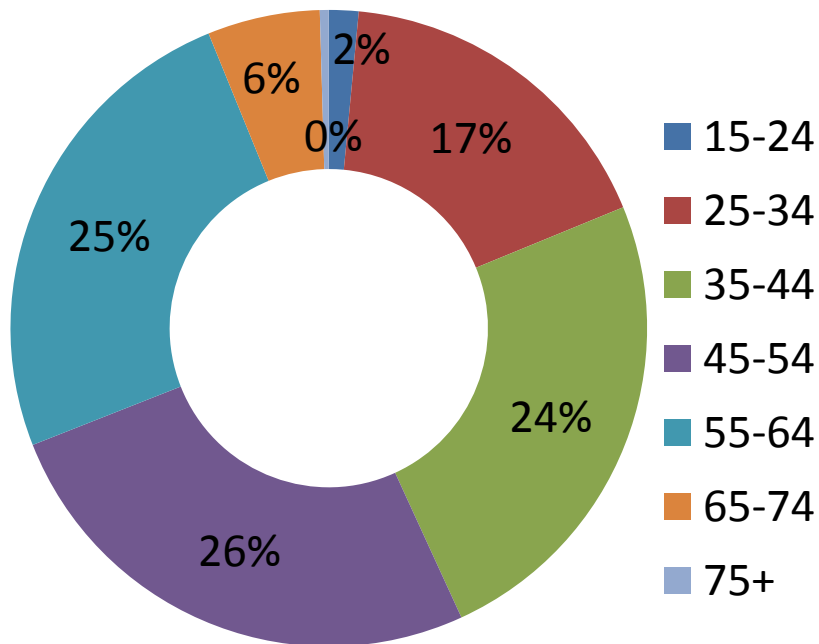


Respondents: Leaders of Volunteers

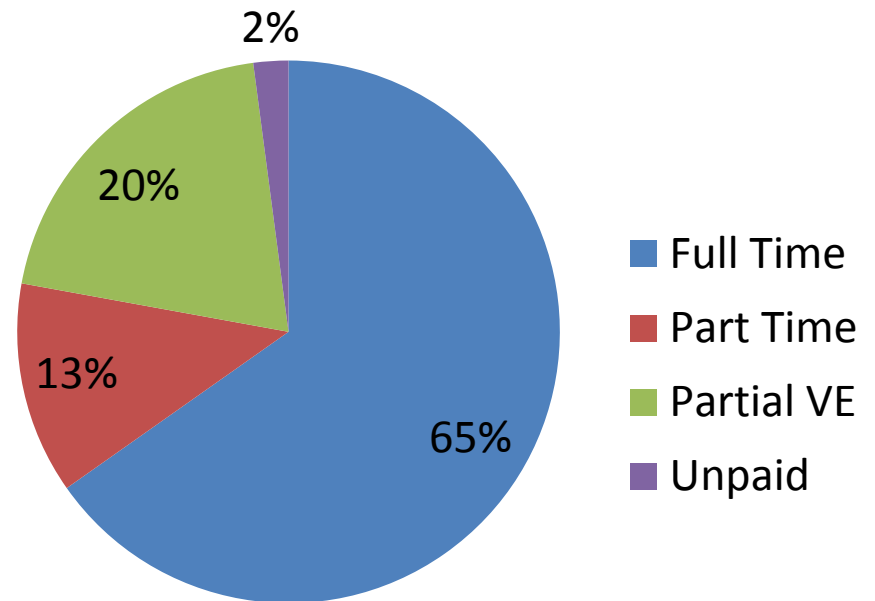
N=881

90% identify as Female, 9% Male

Age Group

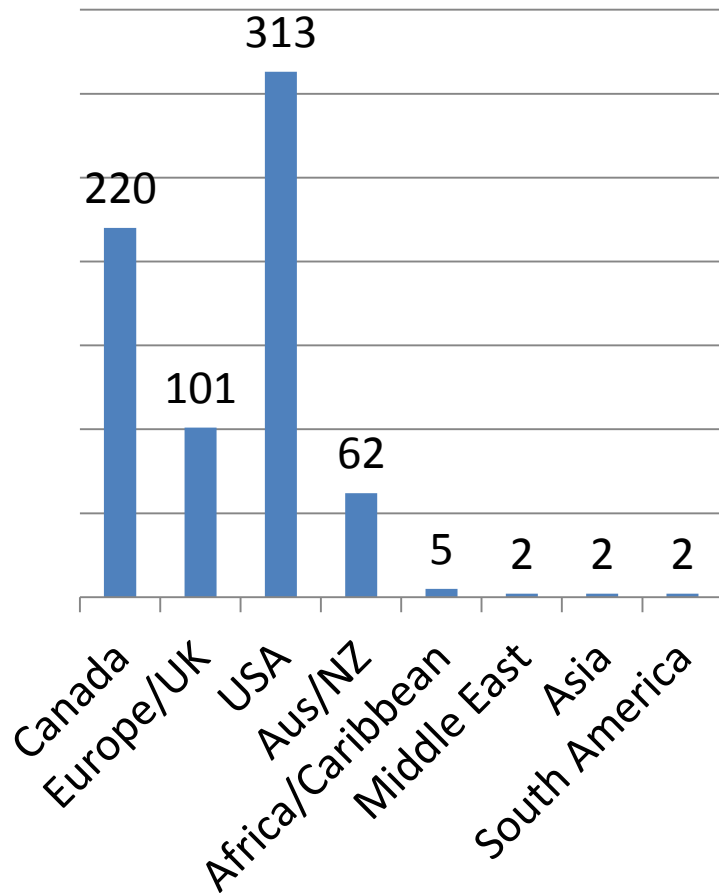


Employment

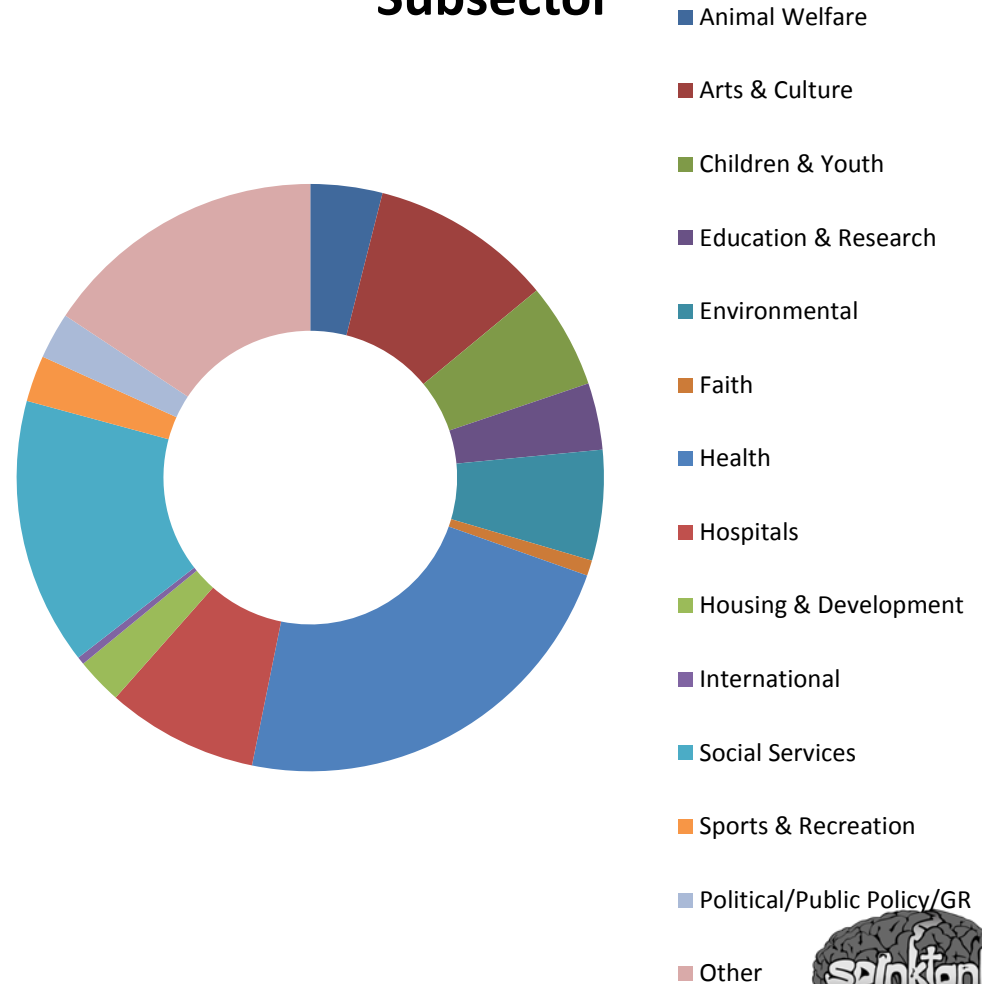


Respondents: Leaders of Volunteers (Organization)

Location of organization

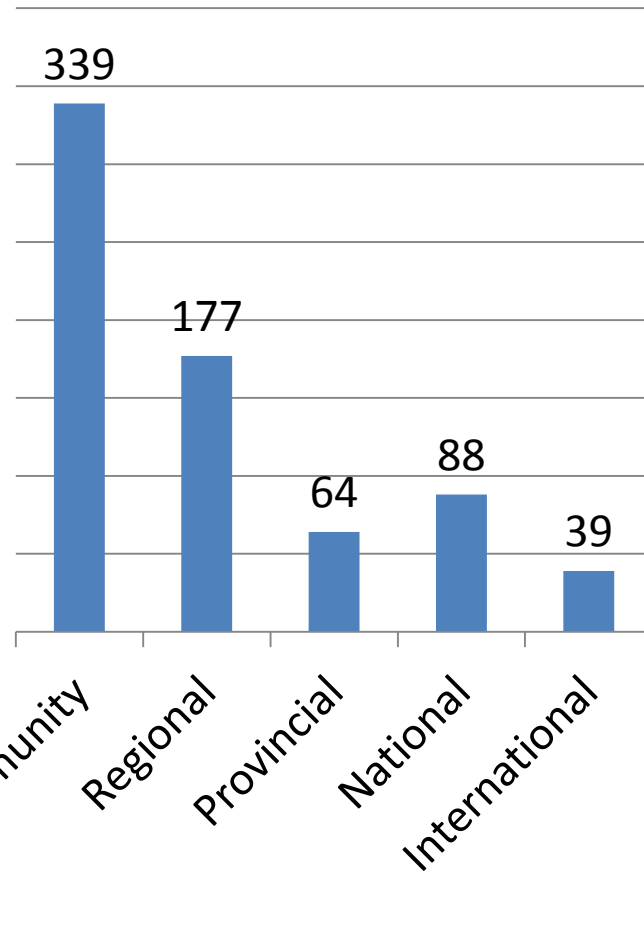


Subsector

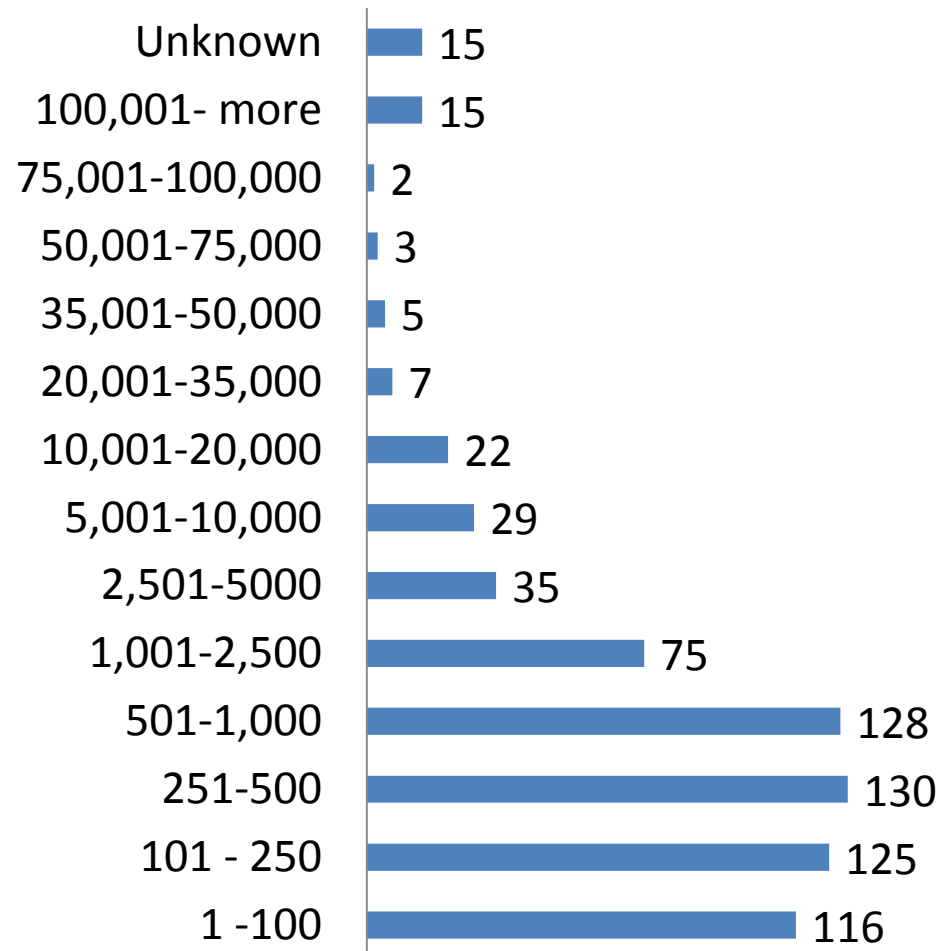


Respondents: Leaders of Volunteers (Organization)

Geographic focus



of active volunteers



RESPONDENTS

Volunteers

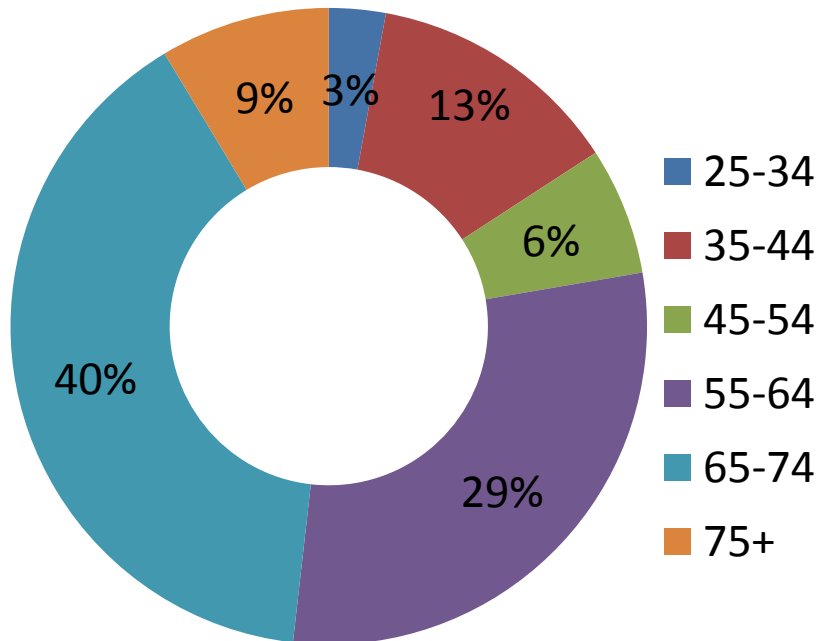


Volunteers

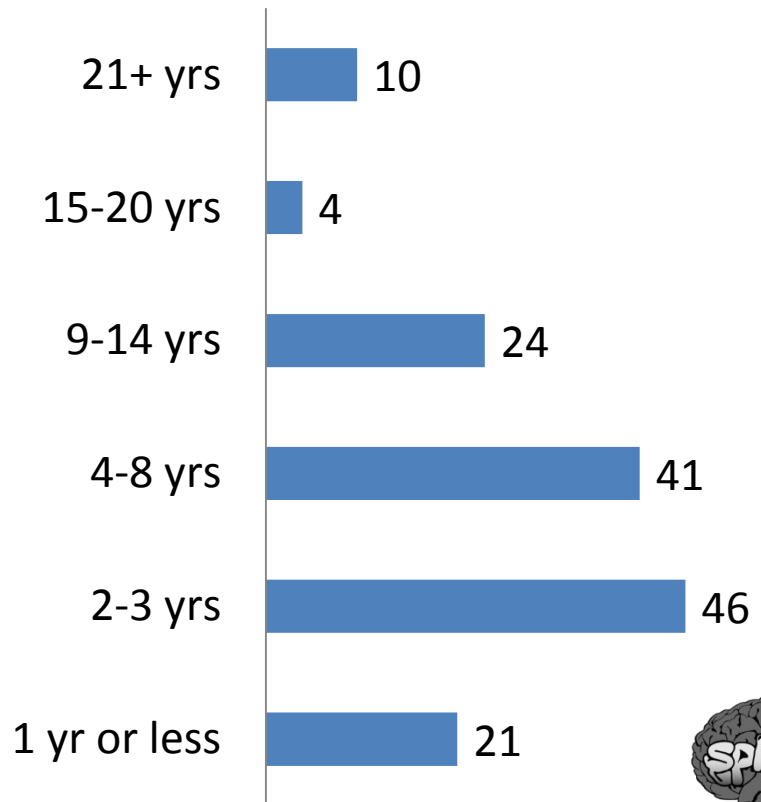
N=146

79% identify as Female, 21% Male

Age Group

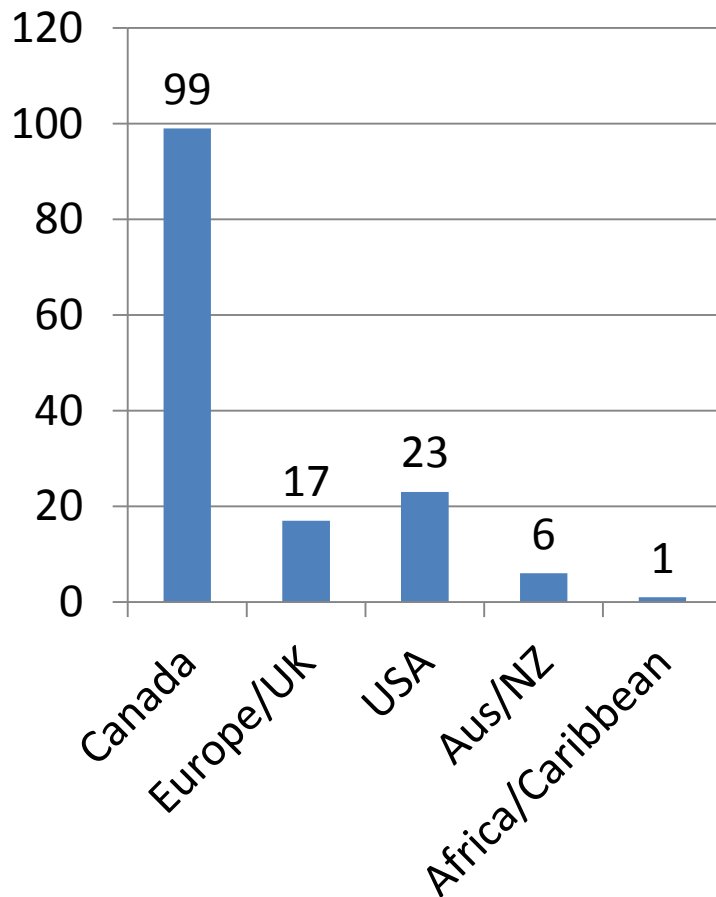


Tenure

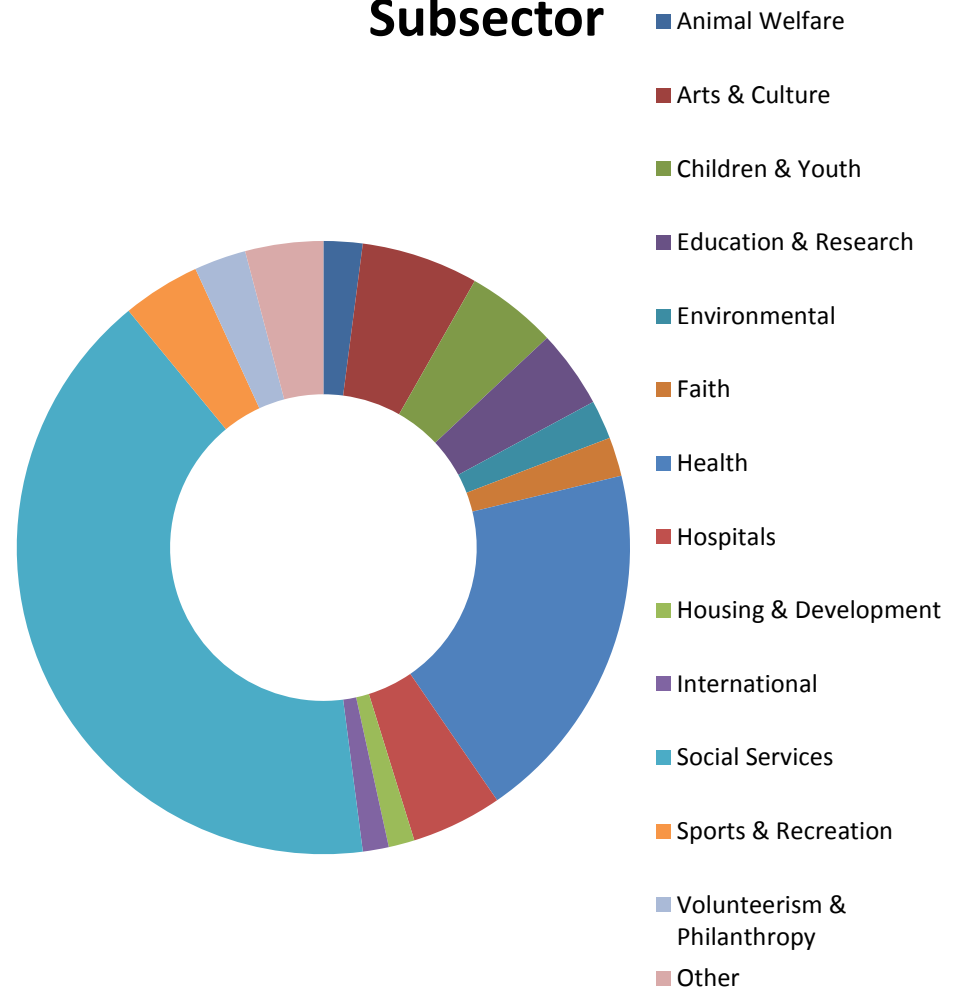


Volunteer location & cause

Location of volunteers



Subsector

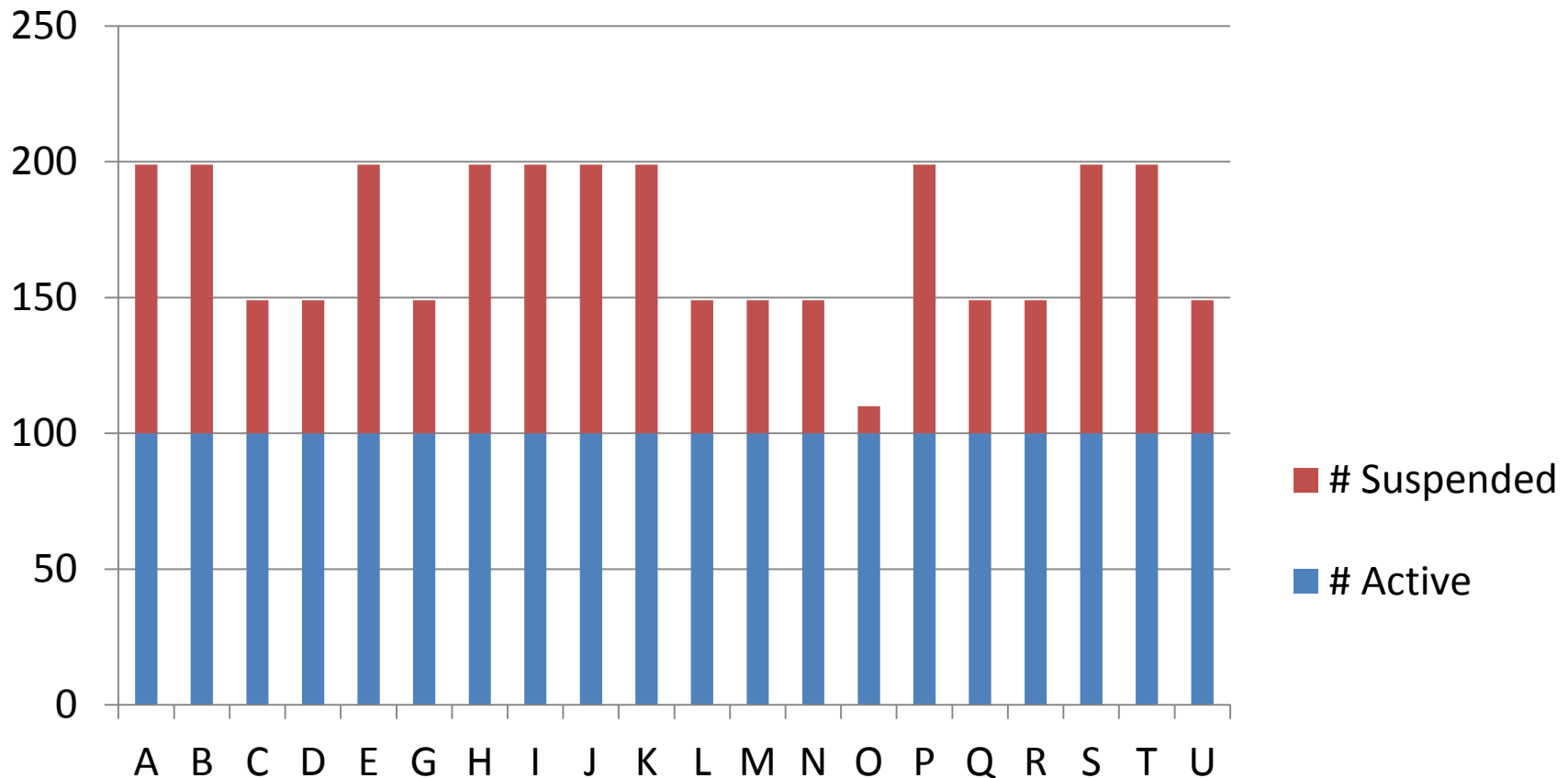


IMPACTS

On Organizations



Local community orgs with 1-100 volunteers- active vs suspended



For these 20 organizations, the average % of clients being unserved is 46%

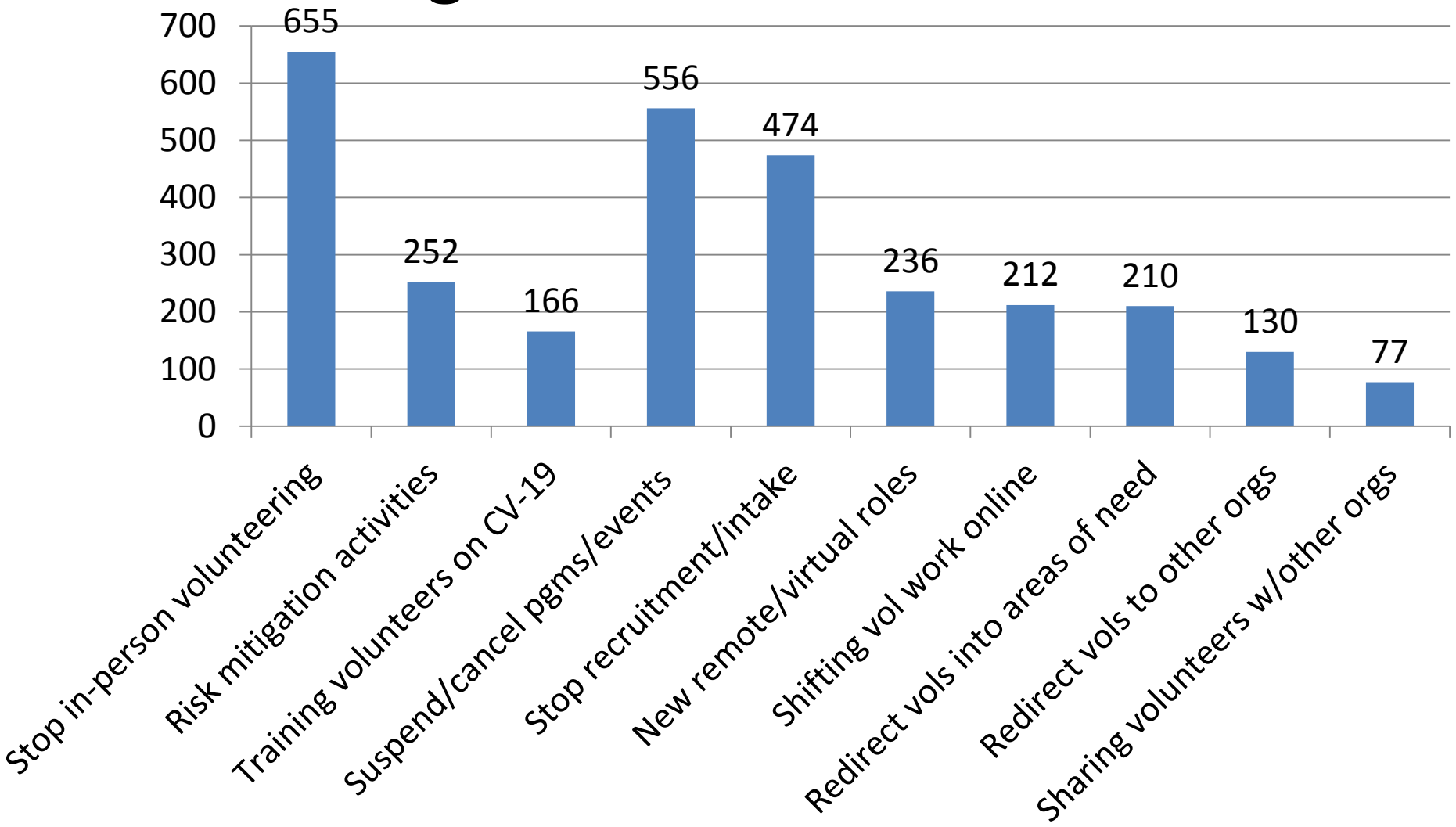


IMPACTS

On Organizations, Volunteers &
Leaders of Volunteers



Changes to Volunteering & Organizational Activities



What Didn't Change?

Nothing.

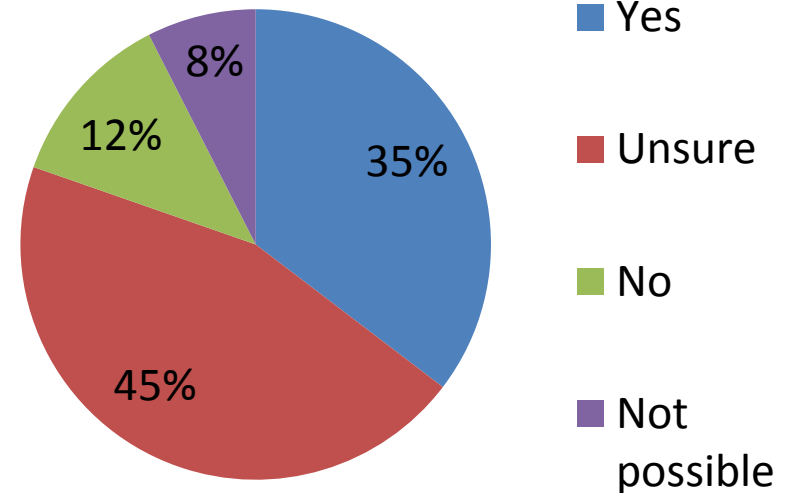
Of 707 respondents to the question “What changes (if any) have been made to volunteering at your organization as a result of Covid-19? Check all that apply.” **zero respondents indicated there were “no changes”**

Virtual Volunteering

Virtual/Remote volunteering prior to Covid-19?

- **10.5%** of existing roles were virtual/remote before the pandemic
- **27%** of respondents had no virtual/remote roles (of those indicating they are able to accommodate virtual/remote roles)

Plan to create new virtual/remote roles?

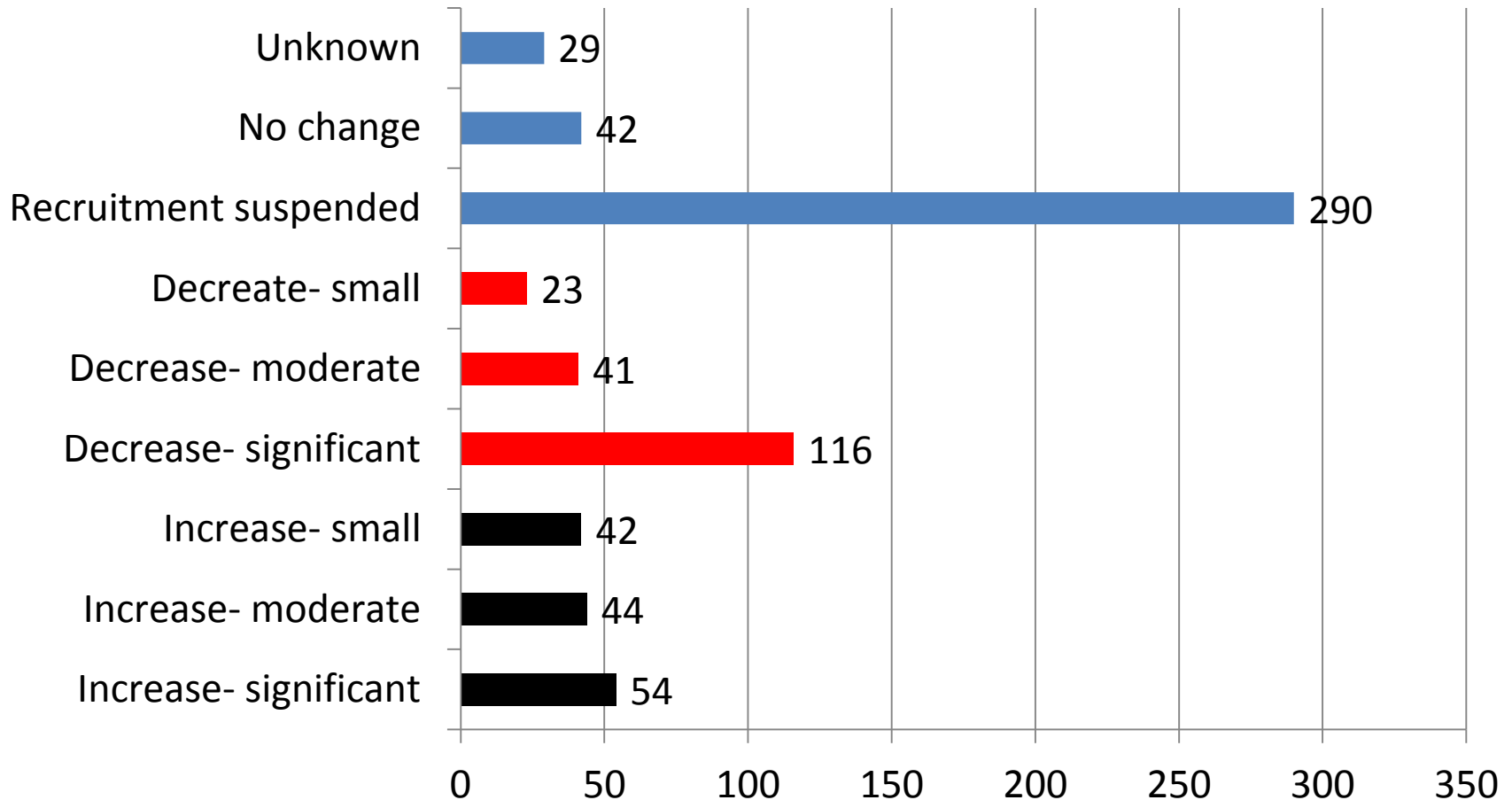


IMPACTS

On Leaders of Volunteers



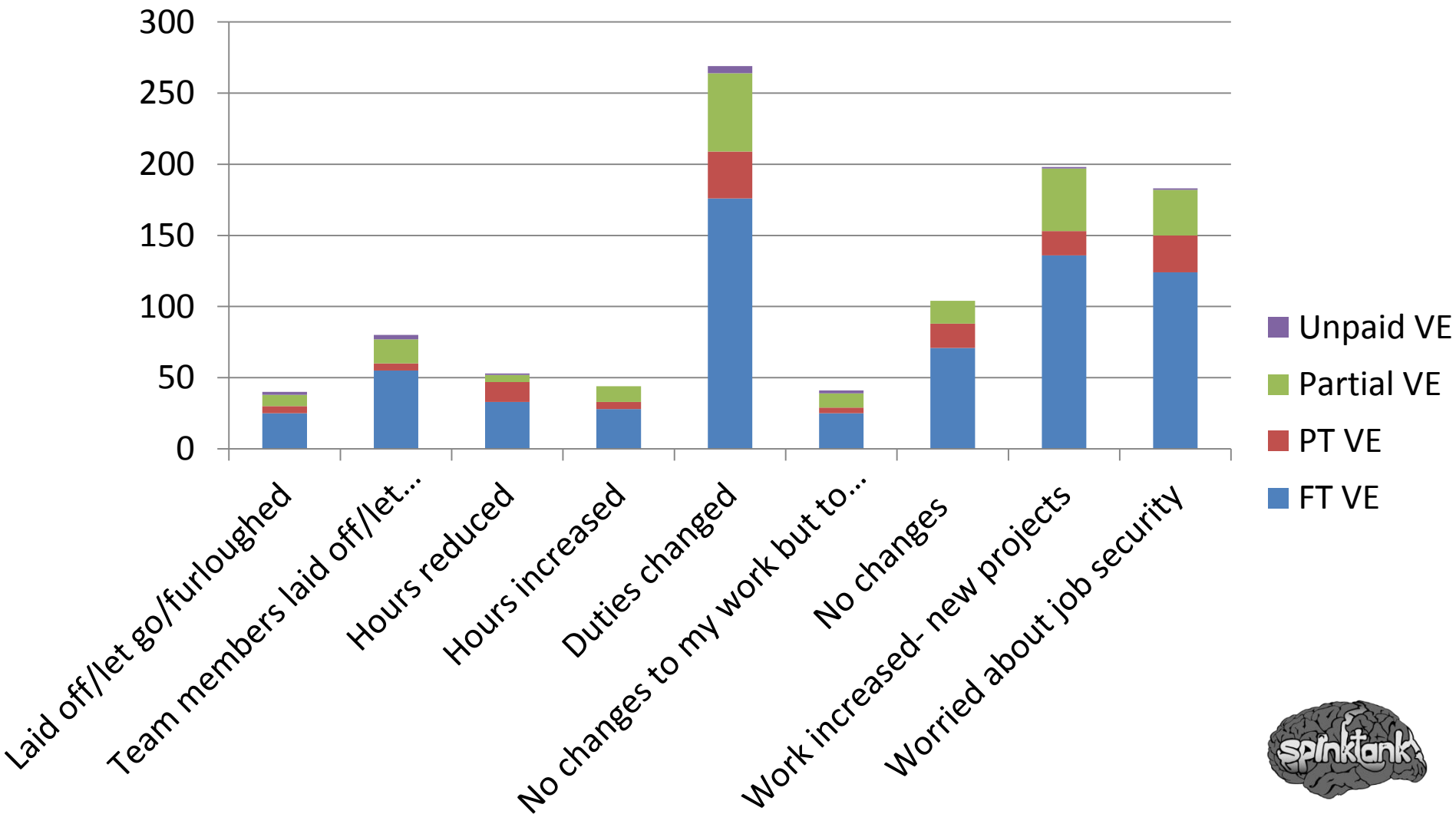
Impact- Changes to Volunteer Interest



36% saw increase

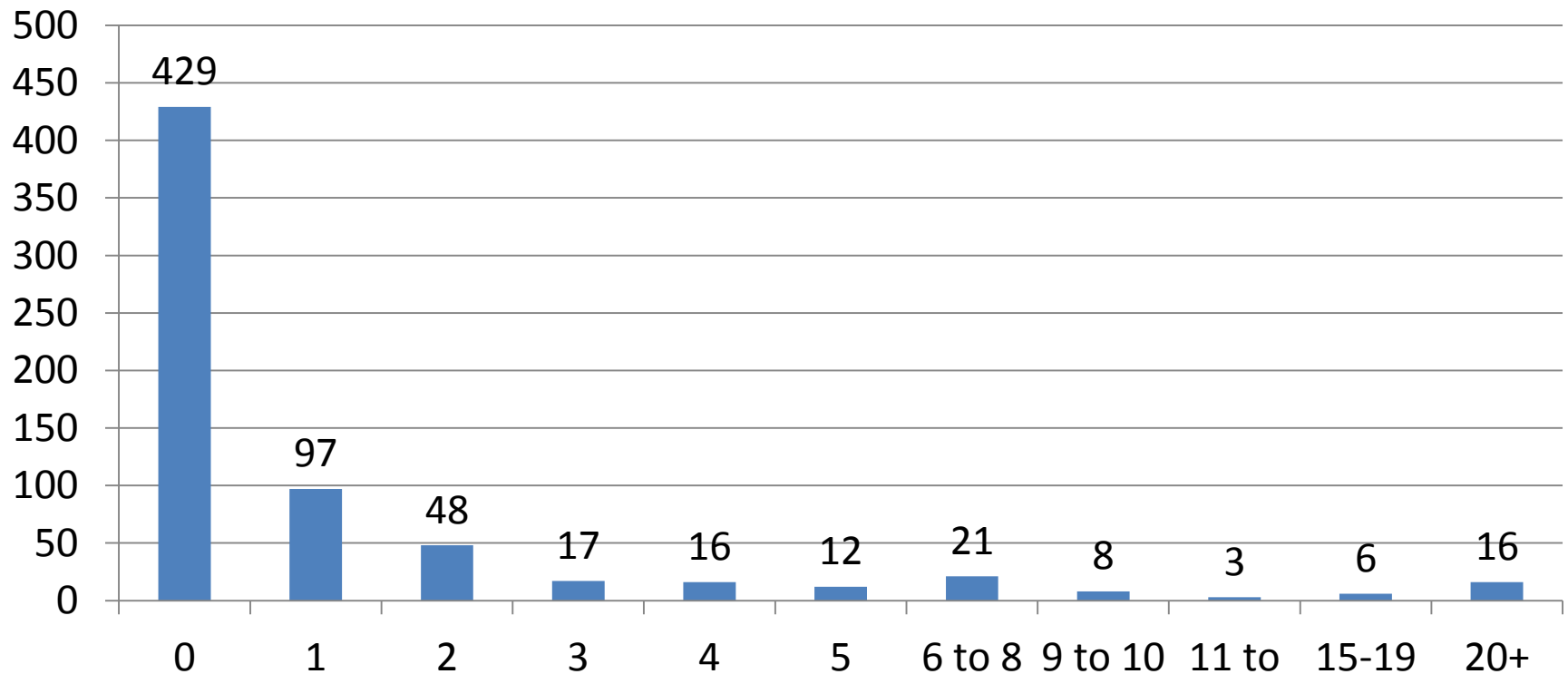
46% saw decrease

Impacts on Leaders of Volunteers: Employment Changes



Impacts on Leaders of Volunteers: Employment Changes

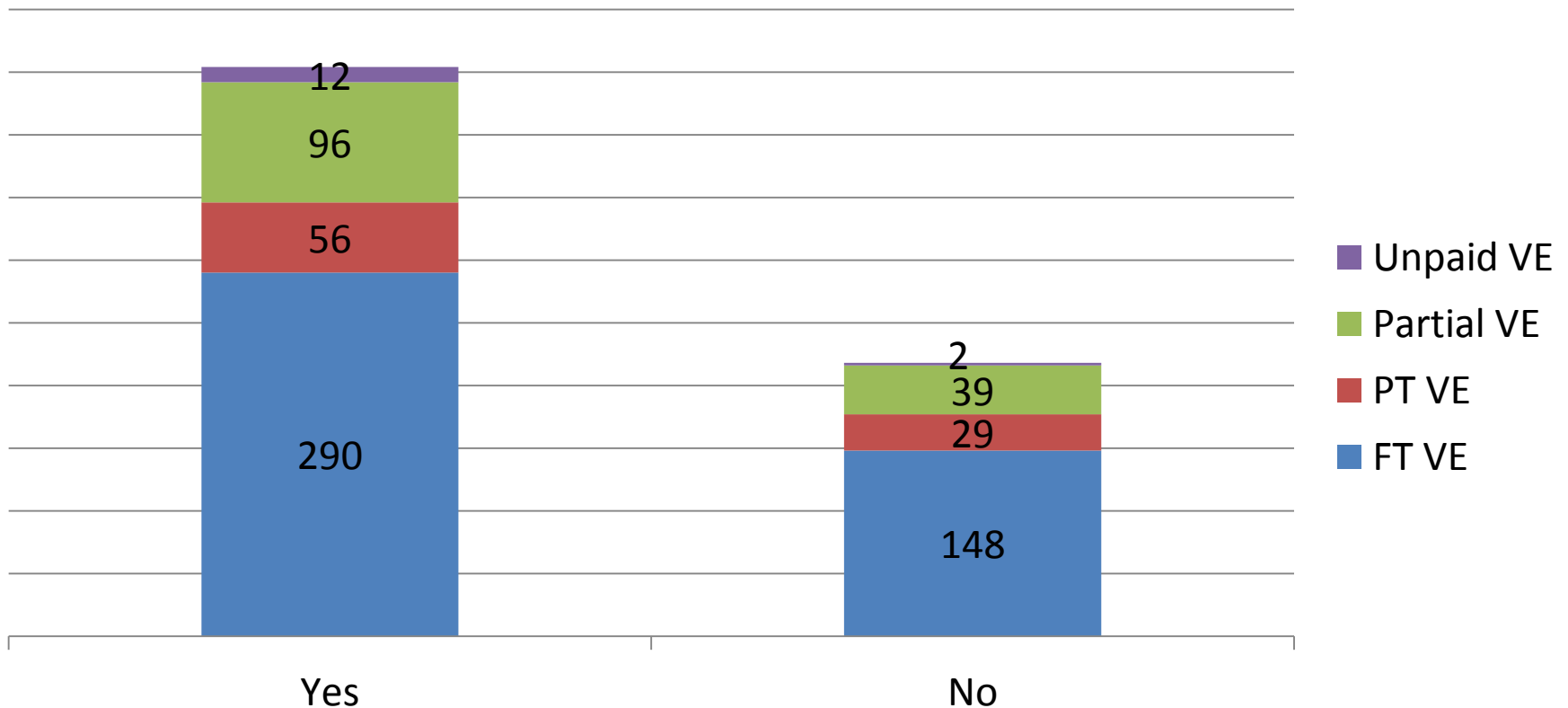
of VE staff impacted



14
**1,000-2,000 LoVs laid off/let go/furloughed
from organizations represented**



Impacts on Leaders of Volunteers: Decision-Making Involvement



Partial & Unpaid LoVs are 5-20% more likely to be involved in decision-making than FT/PT VE



Challenges

- Looking ahead- what does volunteering and VE look like post-quarantine
- Best practices in restarting volunteer activity & will all programs restart?
- Divided focus- volunteers and VE low priority
- Relationship management & stewarding volunteers
- Risk aversion
- Technology adoption
- Mental health/wellness- staff, volunteers & clients

IMPACTS

On Volunteers



Impact on Volunteers

- 66% of volunteers have had to make changes to their volunteering due to CV-19 impacts (school/day care closures, job changes, etc)
- 84% of volunteers said their opinion of the organization has improved (moderately/significantly)



Deep Dive: Volunteer Experience

What volunteers said would improve their experience during CV-19 were:

- Communication & Transparency
- Connection
- Keep up the good work!



Communication & Transparency

“ More online meeting, phone calls and email”

“Keep me up to date with what they are doing”

“Continue to communicate, reassure and be honest in regards to challenges, timeframes and roles.”

“Continue keeping us up to date on impacts”

“More communication including activities going on during the crisis.”

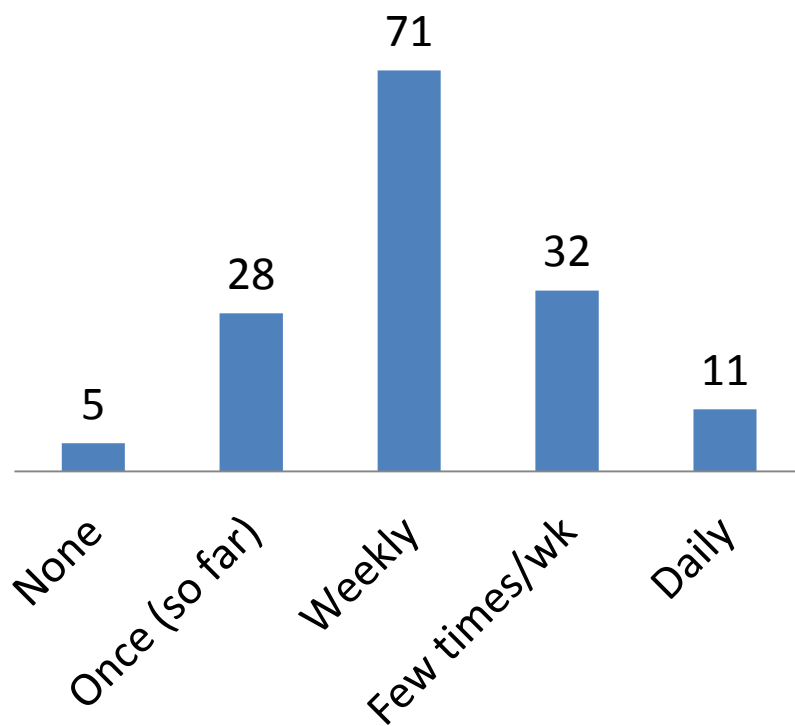
“More clarity/info on future strategic plans, specifically on reopening and view of the future for the organization”



Communication: Frequency & Preference

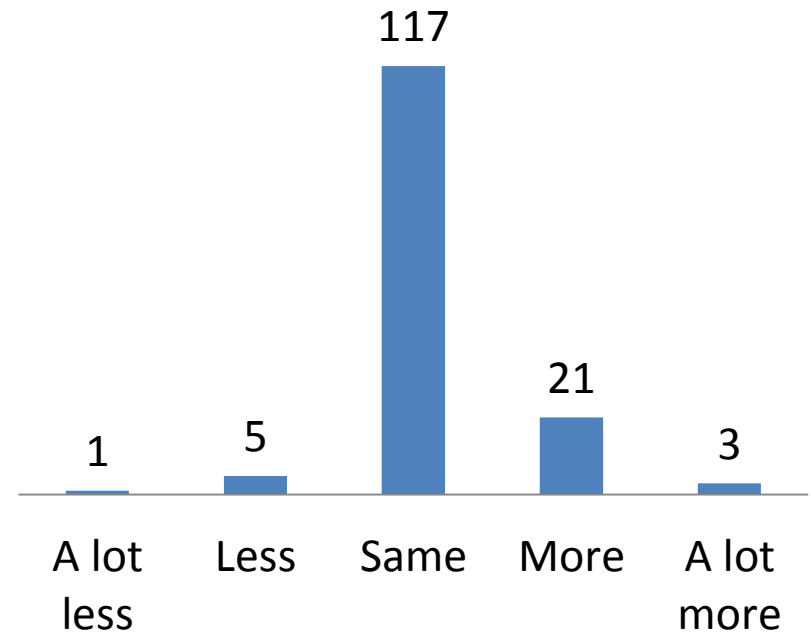
Communication Frequency

of times communicated
with (so far)

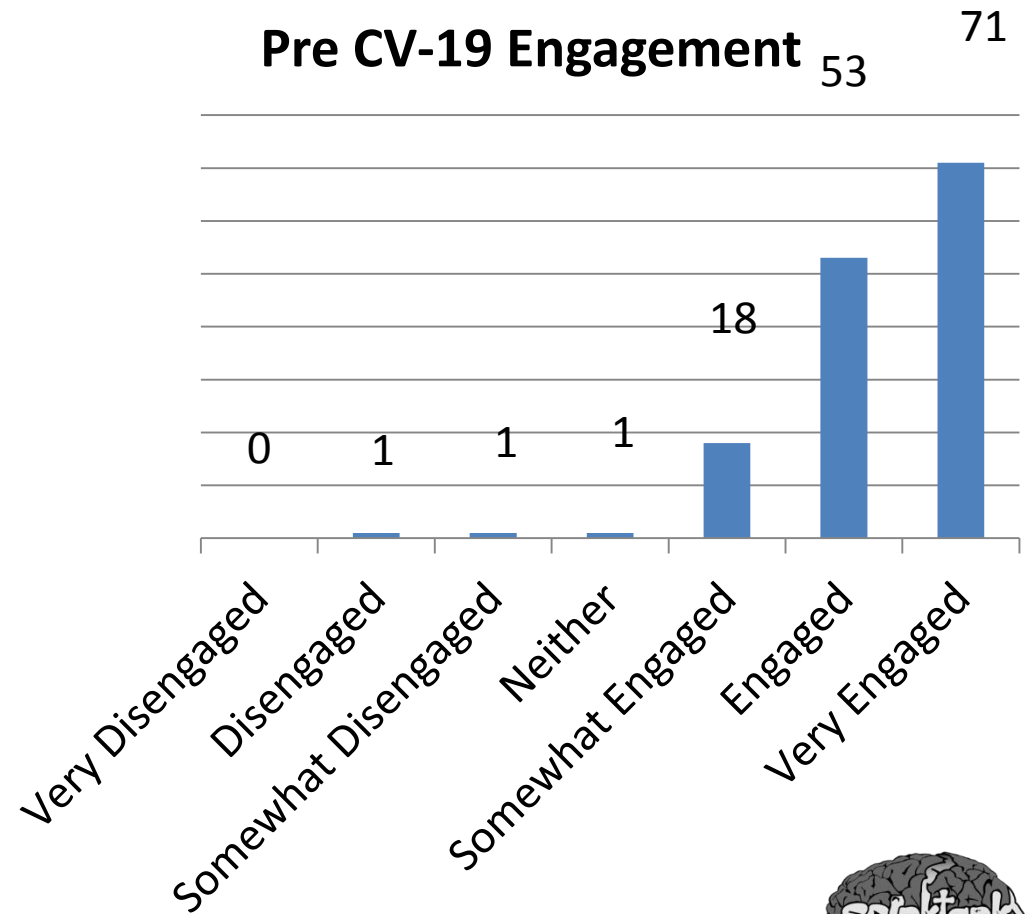
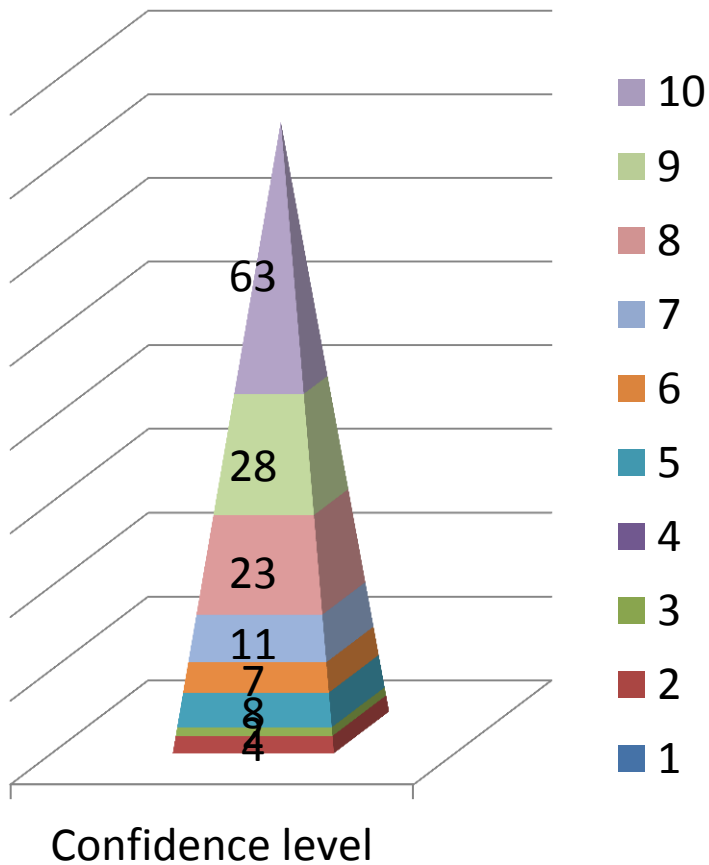


Communication Preference

More or less



Volunteers confident & engaged



Connection



“When I'm working in isolation I'd like more checking in from the organisation, so I don't feel alone”

“Check in on a more individual bases. I get that some volunteer roles may not equate to "major donor" status, but some certainly do either in terms of the amount of \$ the volunteering has donated, or the amount of tie/number of years they have volunteered etc. Those people deserve a personal reach out from the organisation”

“More telephone direct calls or Zoom meetings to connect to check we are all ok so we can mutually encourage and see one another.”



Keep up the good work!



“Nothing. They are getting it right”

“Even though there's no formal emergency plan in place, the organizations have done everything right. Aside from developing and adopting a formal emergency/decision-making plan, I don't know how they could improve it.”

“I'm not sure that anything more could be done differently. Or even should be. We are getting very good info in a very timely fashion, and through multiple channels; such as email and social media.”

91% of volunteers said they planned to return to active volunteering



Implications

Disconnect between new programs and existing volunteer base

- 53.5% of organizations have or are planning new programs due to CV-19 BUT only 32% of existing volunteer base will be fit/interested in new programs
- Gap of almost 100,000 volunteers needed to support new programs.



Implications

Damaged relationships with volunteers, diminished trust, goodwill and support

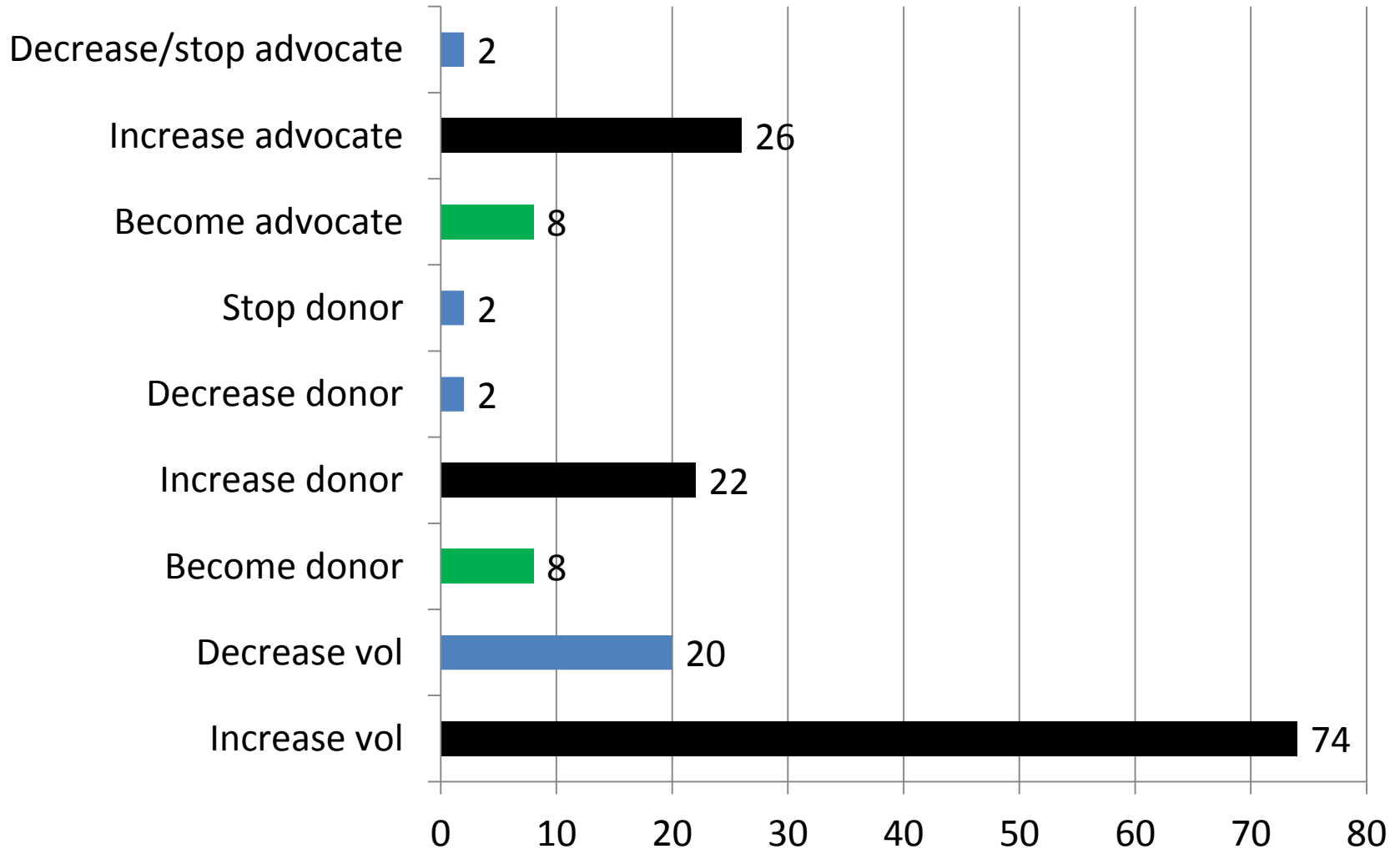
- 15% of volunteers indicated their opinion of the organization either moderately or significantly declined
- 13% of volunteers said they would decrease volunteering

VS.

“I already had a high opinion of them and their handling of the pandemic confirmed that.”



Changes in volunteer post CV-19 support response



Implications

Increased exposure to undue risk and ethical dilemmas

“The response to COVID 19 was not good. They still wanted us to volunteer even though the resident population were high risk and public health authorities were urging people to STAY HOME!

Volunteers shouldn't be pressured to continue coming in - I could never forgive myself if a resident became sick or died because of me.”



What's next?

- Analysis continues
- Second wave under development

Q: What do YOU want to know about in the second wave of this survey?



Q & A



Thank you

Let's connect:

www.spinktank.ca

<https://spinktank.teachable.com/>

erin.spink@yahoo.ca

