

Volunteer Program Assessment Tool

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Use this assessment tool to assess how well your organization is doing in using the following outreach mechanisms to maximize your ability to utilize and publicize the work of your organization's volunteers.

Outreach Tools	Description	We do NOT do this at all	We do this, but not well	We do this fairly well, but there's room to improve	We're great at this	Any next steps needed?
E-NEWSLETTER	We have a regularly sent e-newsletter using a formal tool like MailChimp or Constant Contact that always includes at least one element of our volunteer program with a call-to-action ('volunteer today!')					
MAILED NEWSLETTER	We have a mailed newsletter on a set/semi-set schedule sent to our entire mailing list that always includes at least one element of our volunteer program					
WEBSITE	We have a regularly-updated website outlining all aspects of our work, including the volunteer program (sign-up/contact us, volunteer action photos, well-done stories, etc.)					
WEB RESOURCES	Our volunteer opportunities are posted using both general web resources and websites frequently visited by our target volunteer base (e.g., United Way, online volunteer boards).					
BROCHURES	We have a well-done organizational brochure specifically for attracting volunteers filled with quotes, photos, and clear calls-to-action, etc.					
THANK-YOU NOTES	We send handwritten and/or emailed thank you notes to our volunteers both randomly and for special occasions					
NAMETAGS	We create and use nametags for our volunteers					
VOLUNTEER APPLICATIONS & INTERVIEWS	We have a formal volunteer application process to glean volunteer information and use applications and interviews to get to know volunteers (and for them to know us)					
DATABASE	We enter all volunteers and all their contact information into our main organizational database and use it to track critical volunteer information (contact detail, hours logged, other stats)					
GRANT APPLICATIONS	We maximize the use of volunteer stories, contributions, and hours in our grant applications					

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VOLUNTEERS AS AMBASSADORS	We train and encourage our volunteers (and provide them with the supplies and tools they need) to be out in the community as ambassadors of our organization, recruiting new volunteers and attracting donors					
MEDIA	We regularly seek to publicize the work of volunteers through earned media outlets including interviews, press releases, letters to the editor, and news stories					
COMMUNITY PRESENTATIONS	We maximize the use of volunteer quotes, stories, activities, impacts, and photos in community presentations					
DONOR MEETINGS	We maximize the use of volunteers and their stories, quotes, activities, impacts, and photos in donor meetings					
COMMUNITY CONNECTIONS	We maximize the use of volunteer stories, quotes, activities, and impacts in our daily interactions with the public					
SPECIAL EVENTS	We maximize the use of volunteers and their stories, quotes, activities, impacts, and photos in gatherings such as annual dinners, community outreach booths, and other events					
SOCIAL MEDIA	We use our social media accounts to recognize, thank, celebrate, and recruit volunteers and to share their stories and quotes to draw others into our work and impact					
STORIES & QUOTES	We have a formalized mechanism for listening for, collecting, and using the stories of and quotes from our volunteers throughout our organizational work					
PHOTOS	We have a formalized mechanism for watching for, collecting, and using photos of our volunteers in our organizational work, including more formal head shots as well as regularly-taken action shots					
GOOD PLANNING	We have strong planning at our organization that allows us to plan ahead to maximize volunteer recruitment needs, volunteer experiences, and our use of volunteers to spread our message					
LETTERS TO THE EDITOR	We regularly use letters to the editor (from staff, board, clients, and volunteers) to publicize the great work and stories of our volunteers and their impact on our work					
ANNUAL APPEALS	We maximize the use of volunteer stories, quotes, activities, impacts, and photos in our annual appeal letters. We also include our volunteers in our database and send them our appeal letters inviting to donate					