



Transforming Volunteers into Donors

Illinois SSO Conference, November 2019

A RESOURCE DEVELOPMENT EXPERTISE HUB PRESENTATION



Who we are



Kristen Sand

- Leads team charged with providing training, resources and promising practices to the affiliate network.
- 10 years of Habitat experience in a variety of roles. I joined as Volunteer Coordinator here in Bloomington/Normal!
- I live in Middle Tennessee; where I balance my love for the outdoors and live music.



Susan Mula

- Senior Specialist with the Habitat International Resource Development Expertise Hub.
- 6 years in Fundraising as a Director of Development on the statewide and national level. Used to wearing many hats!
- I live in the Green Mountains of Vermont and love to hike, garden, and cycle.

Today's Learning Objectives

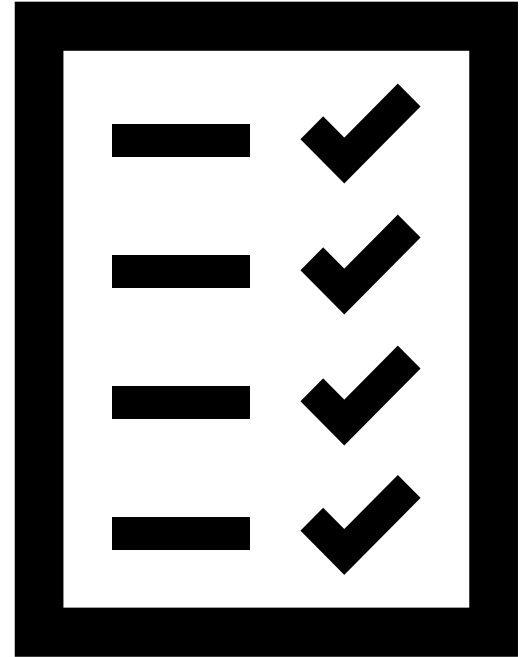
By the end of today's session, you will be able to...

- Describe the six steps of a donor journey through the fundraising cycle
- Identify strategies to transform volunteers into donors



Today's Agenda

- Overview of Volunteers and Philanthropy
- The Fundraising Cycle
- Four Case Studies





Current State of Giving and Volunteering



The Volunteer Landscape



More Americans are Volunteering

↑ **21.7%**
INCREASE

The volunteer rate in 2018 was **30.3%** and in 2016 it was 24.9%, an increase of 21.7%

↑ **23.5%**
INCREASE

The number of volunteers in 2018 was **77.3 million** and in 2016 it was 62.6 million, an increase of 23.5%

Of those who volunteered, **80 percent** also donated.

Nearly Half of High Net Worth Individuals Volunteered

48%

48% of HNWI's volunteered for a charitable organization

Volunteering and Philanthropy



- 87% of volunteers say there is an **overlap between their volunteer and financial support**
- 50% of volunteers say they give **more financial support because they volunteer**

Habitat Volunteers and Giving

- We engage **5 times more volunteers** than an average non-profit
- When someone's entry point with Habitat is volunteering, they donate **twice as much** as someone who just donates

Where do you find your largest volunteer and donor overlap?

- Campus Chapter Volunteers
- ReStore Volunteers
- Construction Volunteers
- Women Build Volunteers
- Event Volunteers
- Office Volunteers
- Other Volunteers

The good news

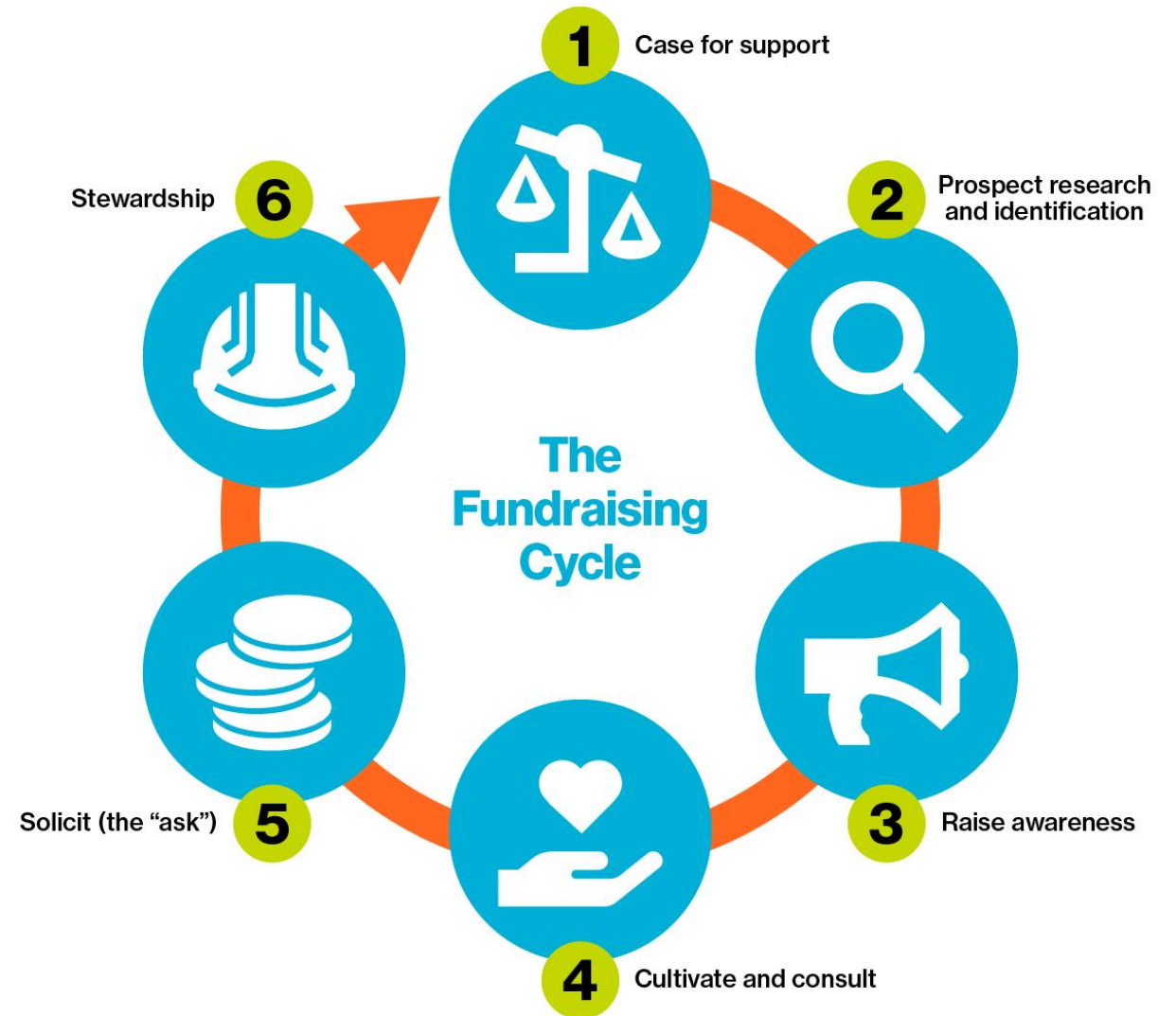


Our Volunteer Program

- Clear position descriptions and expectations
- Make sure the right person is in the right role
- Give an orientation
- Keep them motivated through impact
- Show your appreciation



The Fundraising Cycle

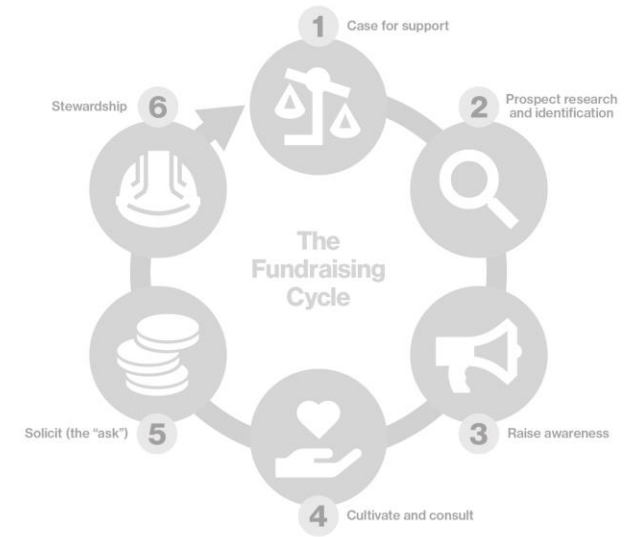


Case for Support



1 Case for support

- Driven by mission & strategic plan
- Describes goals & objectives and financial support opportunities
- Clearly articulates programs and services
- Answers “Why us, Why Now and Why You”



Educate Volunteers

Share information with your volunteers on the cost projects and the sources of income.

- Morning round-up/safety talks
- Share during break
- House dedications

Prospect Research and Identification



- **Linkage**

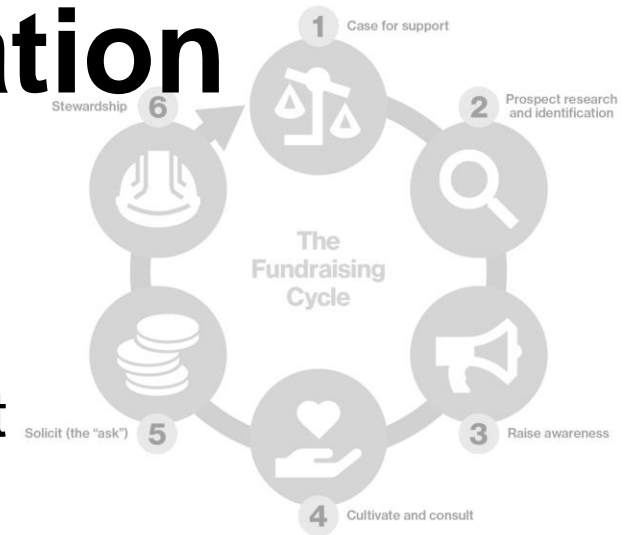
relates to a contact, bridge or access point through a peer to the potential donors

- **Ability**

relates to the financial ability for the potential partner to give to Habitat

- **Interest**

relates to the potential donor's interest in Habitat for Humanity and our mission



Know Your Volunteers

- Employer
- Church Affiliation
- Family
- Education
- Interests
- Motivation



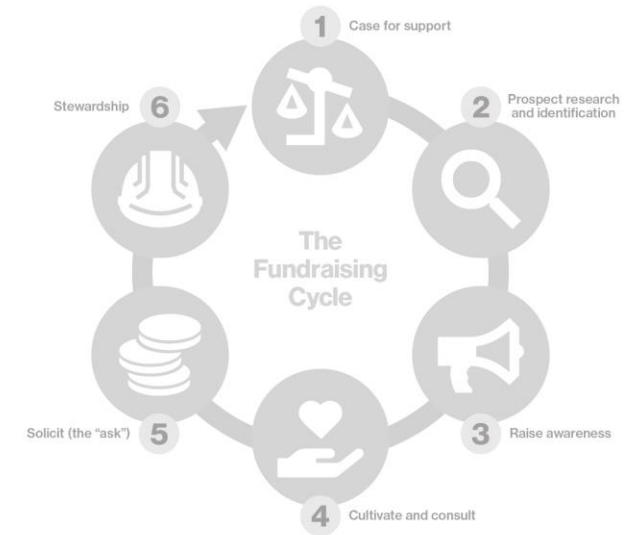


3

Raise awareness

Raise Awareness

- Elevator speech
- Media relations, Press releases
- Community events, Networking events
- Affiliate communications:
 - Social Media
 - Newsletters



Activate your Team

- Create collaboration between departments
- Ensure all team members understand fundraising and engagement plans and where they fit into the work
- Equip team members with talking points to support efforts

Other ways to share

How can we inform volunteers that yes, Habitat for Humanity does need donations?

- Volunteer Orientation
- Newsletter
- Project Celebrations
- ReStore Mission Walls
- Emails
- Brochures
- Construction Site Huddle
- Website
- Email Signature Line
- Signage on Build Site



4

Cultivate and consult

Cultivate and Consult

- Building relationships with prospects
- Generating interest in the organization
- Showing prospects what the organization is all about – history, programs, etc.



Adapted from BoardSource

Involve your volunteers

Engage them in a focus group

- Determine their awareness of the mission and interest
- Learn how they want to be treated and solicited
- Create an advisory group to launch a fundraising project aimed at attracting new volunteers/donors

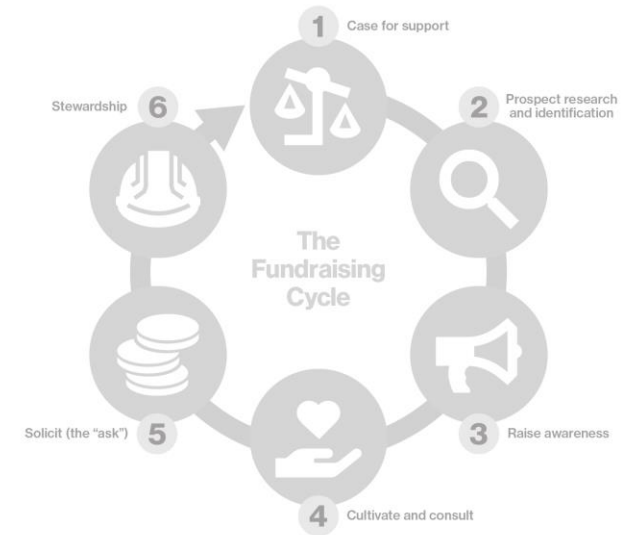


Solicitation

5

Solicit (the “ask”)

- Presenting Habitat’s case statement
- Participating in a one-on-one solicitation
- Sending direct mail
- Asking for corporate sponsorships



Adapted from BoardSource

Ask Them

Don't be timid. While honoring their service, invite volunteers to participate financially.

Make giving easy.....



6 Stewardship

Stewardship

- Thank donors and let them know their gift made a difference
- Maintain donor relationships
 - Thank you letters
 - Donor recognition opportunities
 - Reports on the impact of their gift
 - Updates from the organization



Adapted from BoardSource

Recognize donor volunteers

- Asterisk by name in annual report or listed in special category on website
- Receive special pin at volunteer appreciation event to wear with name badge
- Special pre-dedication house celebration
- Special club or group
- Highlight in newsletters
- Social Media



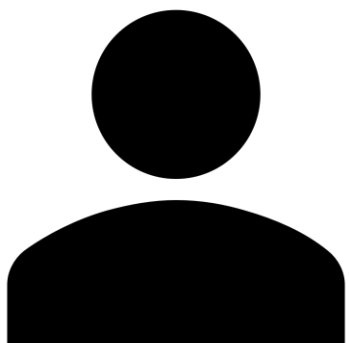
Case Studies



Putting Strategies Into Action

Check out the bio blurbs

As a small group, think through the strategies you would put into place to help transition the volunteer(s) to donors.



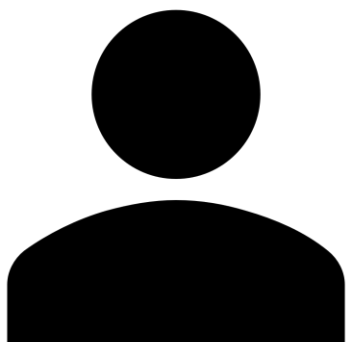
Volunteer Bio #1

Name: Every Thursday Tom

Occupation: Retired Engineer

Favorite volunteer task: Installing exterior doors with future homeowners

Notes: Tom is a long-time member of the weekly “crew leader crew” and has volunteered on more than 100 Habitat home builds. He attends every dedication ceremony and always tears up at them. He does not currently support financially.



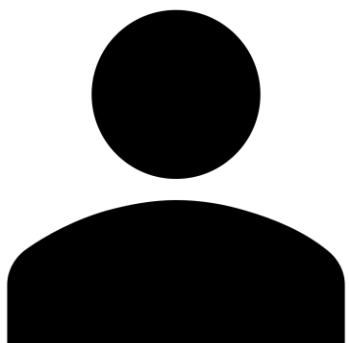
Volunteer Bio #2

Name: Ricky ReStore

Occupation: Full time college student, marketing major

Favorite volunteer task: Running the cash register, he LOVES to cut up and build relationships with shoppers!

Notes: Ricky is a sophomore. His 'crew' come every week for a shift at the register. He's the President of the Campus Chapter and while doesn't have a lot of personal money, he knows everyone! He hasn't built yet, but wants to!



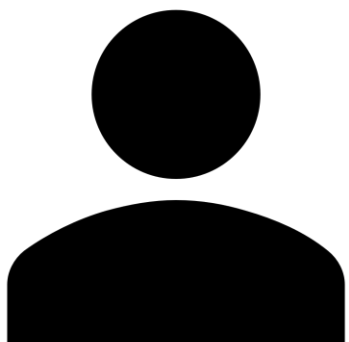
Volunteer Bio #3

Name: CoolCompany.com

Industry: Accounting and Finance

Favorite volunteer task: any task that helps with team building!

Notes: CoolCompany.com sends a team of employee volunteers every quarter for a paid philanthropy day at a job site. They have hosted homeowner information meetings in their breakroom and their CEO has participated in Women Build, but the company has not made a financial gift to Habitat.



Volunteer Bio #4

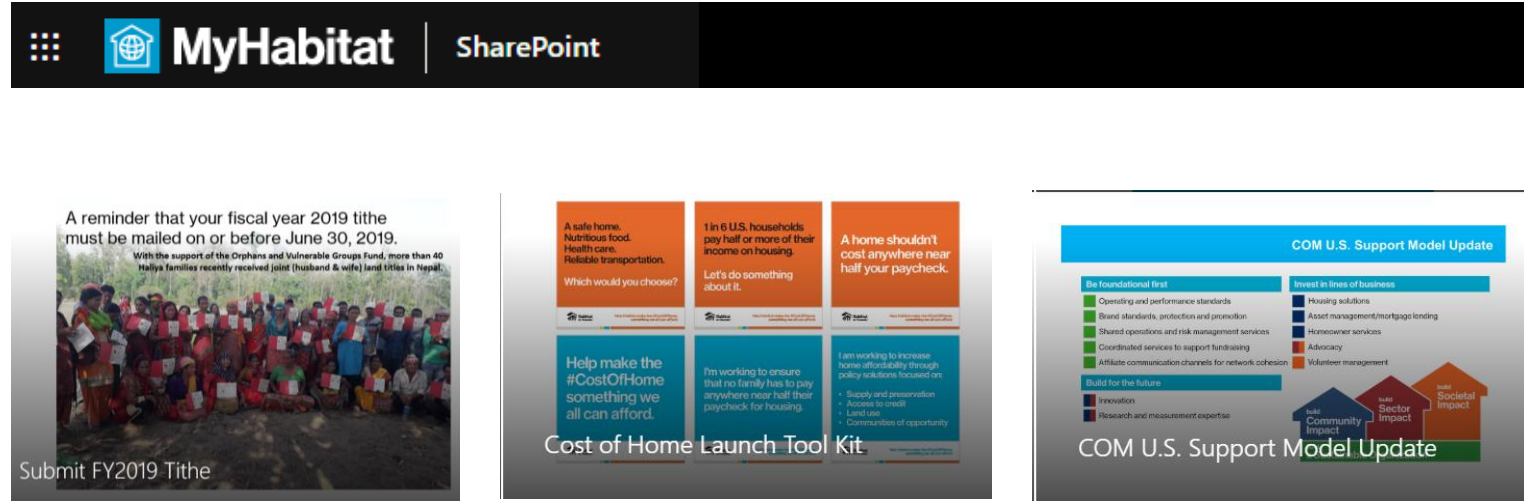
Name: Committee Cathy

Occupation: Church secretary (Part-time)
Mother of two beautiful kiddos (Full-time)

Favorite volunteer task: Cathy is an integral member of the Family Selection Committee and also loves to serve lunch at the jobsite with her kiddos.

Notes: Cathy fell in love with Habitat at a faith build five years ago. She believes strongly in the mission, volunteers as much as she can (although with the arrival of her 2nd kiddo last year, has had to scale back) and has not given financially.

Check out the Resource Development Expertise Hub



Content Areas



Expertise Hubs



Resources of note



Fundraising Plan Components
Webinar



Webinar: Putting the
in your Fundraising...



Identifying Strengths and
Opportunities in Fundraising Str...

On the horizon:

- Leveraging Peer-to-Peer Fundraising in Your Efforts
- Donor Stewardship Toolkit
- Developing a Major Gifts Program, partnership with Amy Eisenstein



**This presentation has been
made available to affiliates
through Habitat's Resource
Development Expertise Hub.**

Thank you!

