Transforming Volunteers into Donors

Illinois SSO Conference, November 2019
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

\[
\uparrow 21.7\% \quad \text{INCREASE}
\]

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

\[
\uparrow 23.5\% \quad \text{INCREASE}
\]

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\% also donated.

Nearly Half of High Net Worth Individuals Volunteered

48\% of HNWIs 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

- High Quality Volunteer Experience
- High Quality Donor Experience
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

1. Case for support
2. Prospect research and identification
3. Raise awareness
4. Cultivate and consult
5. Solicit (the “ask”)
6. Stewardship
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
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
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

• 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……
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
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
Resources of note

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!