

United We Serve

SERVE.GOV

Summer of Service - Impact Briefing

June 22 – Sept. 11, 2009

A Special Report from VolunteerMatch

10/13/2009





United We Serve



The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time.



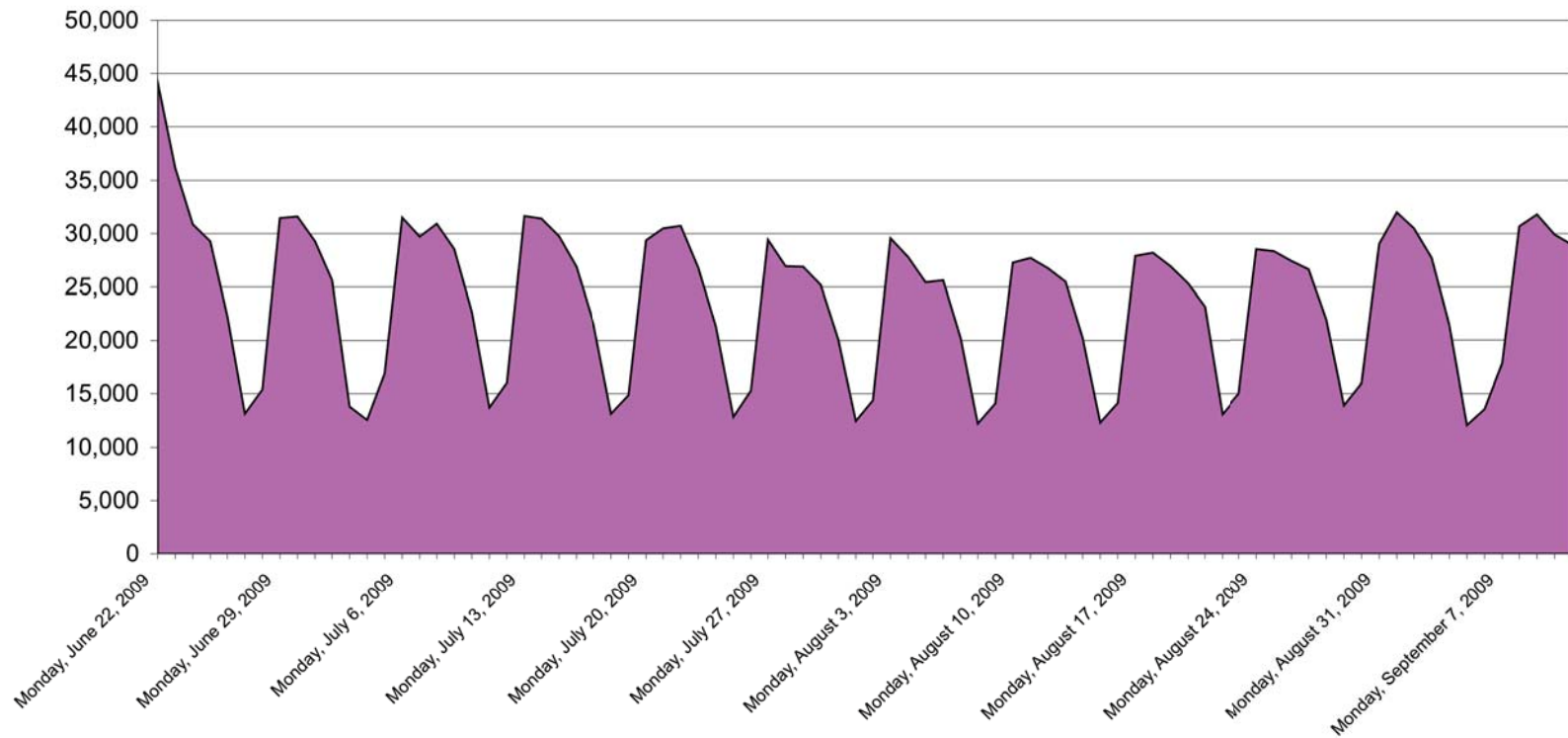
Measuring Impact

VolunteerMatch is pleased to share this report on the impact of its support of the United We Serve - 'Summer of Service' campaign:

- Welcomed **1,953,364** interested volunteers
- Registered and approved **4,532** nonprofit groups
- Managed **11,000+** support emails; made **500+** support calls and hosted **40** online training workshops
- Increased network usage **15%** vs year ago
- Helped the nonprofit community unlock **\$132,000,000** worth of volunteer service



Attracted 24,000+ Interested Volunteers a Day



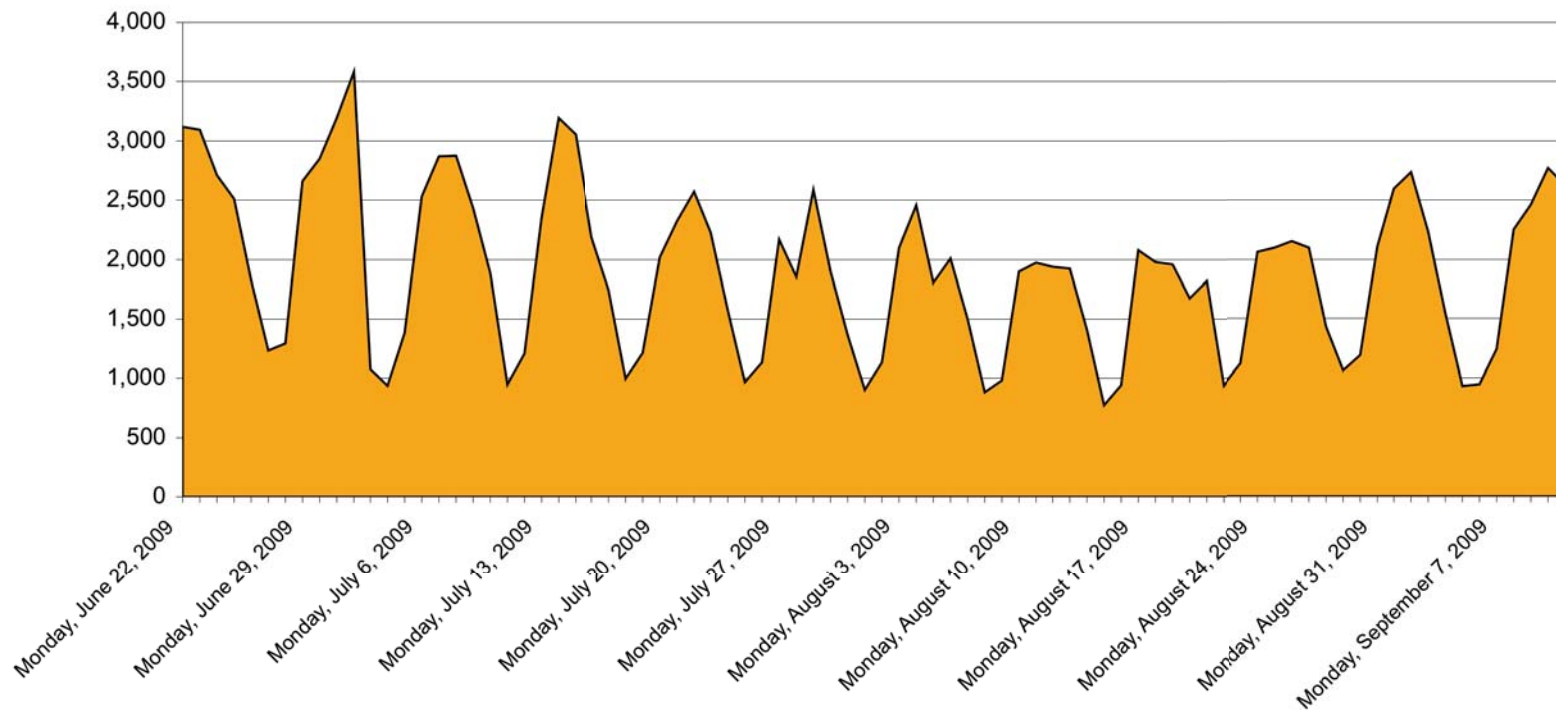
1,953,364 Total Visitors

6/22/09 - 9/11/09





Helped a Nonprofit Find an Interested Volunteer Every 45 Seconds



156,330 Total Volunteer Referrals

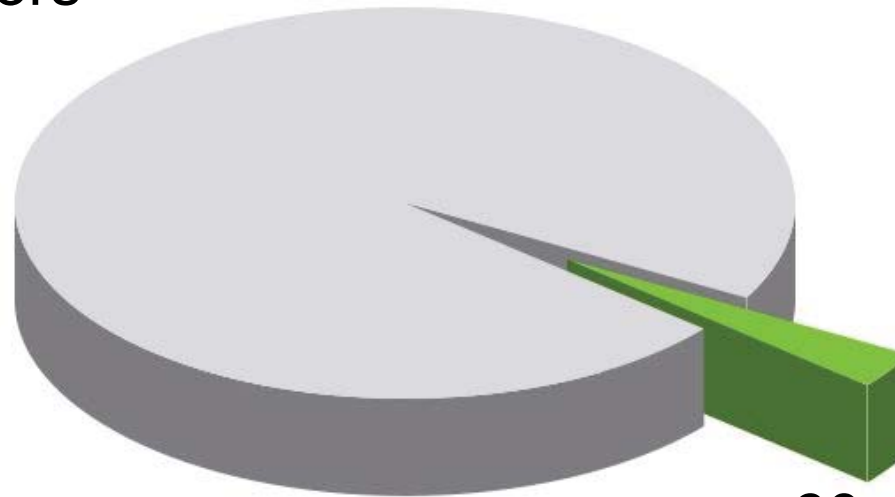
6/22/09 - 9/11/09





25 Interested Volunteers for Every Available Opportunity

1,953,364
Total Visitors



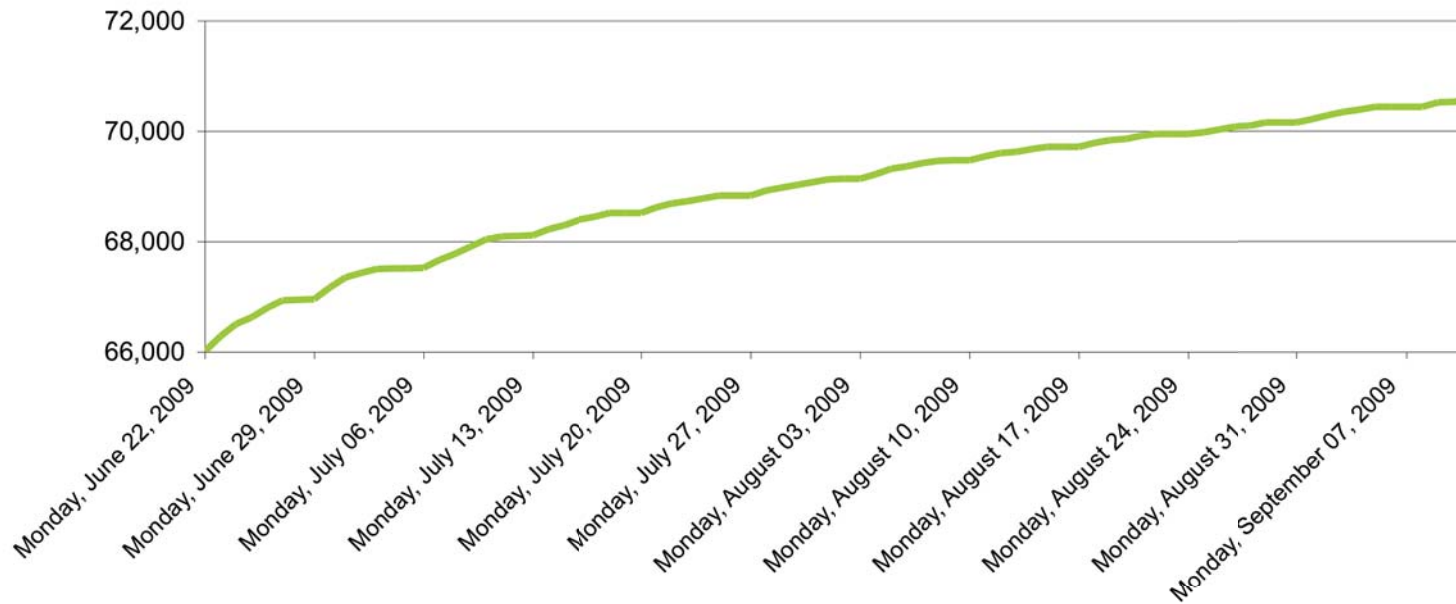
60,113
Daily Average Opps

Total Visitors vs Daily Avg Available Opportunities

6/22/09 - 9/11/09



Registered and Approved 4,532 New Nonprofits



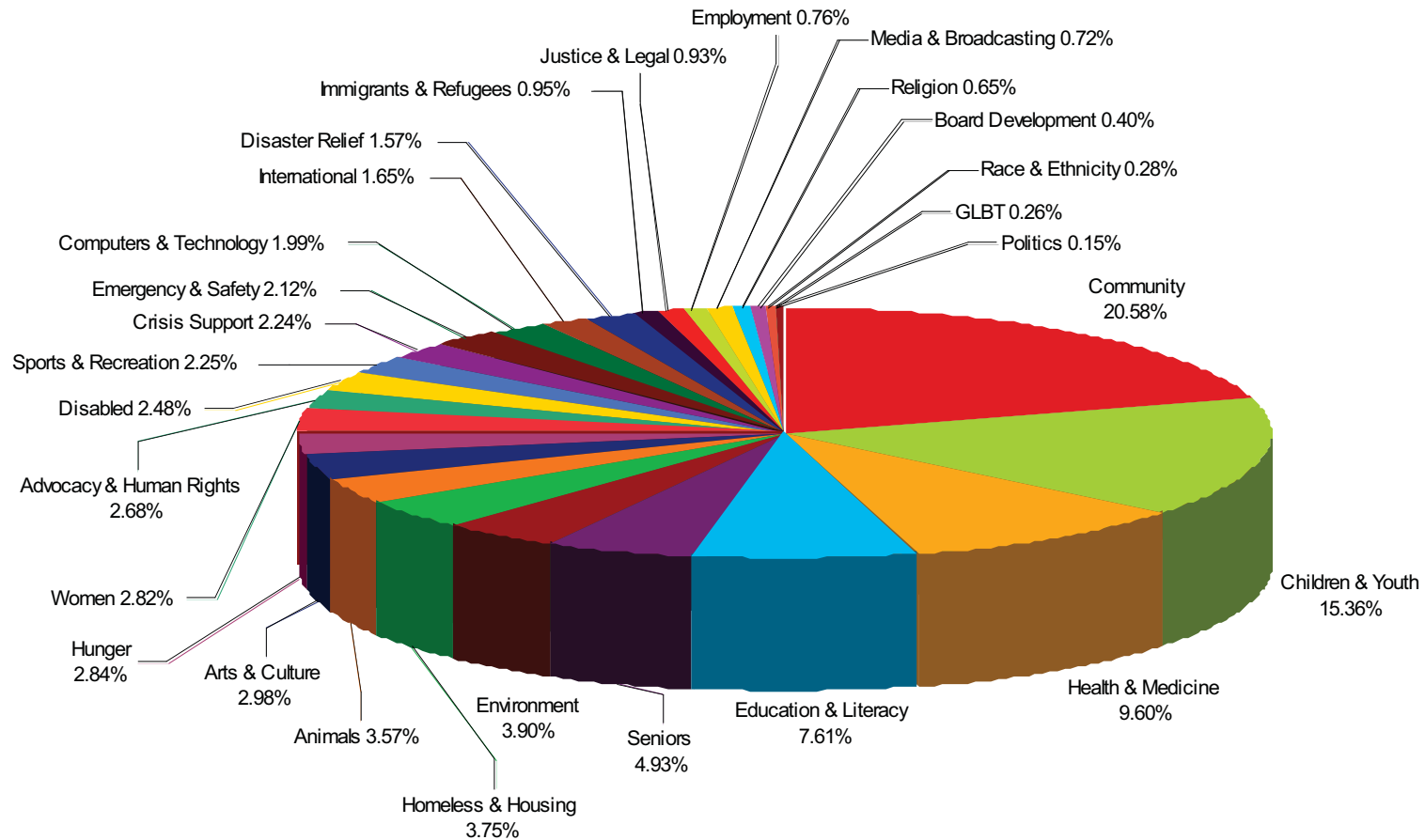
Total Registered Nonprofits by Day

6/22/09 - 9/11/09





Served 14,591 Different Local Nonprofits



Volunteer Responses by Interest Area

6/22/09 - 9/11/09





Top 10 Most Popular Opportunities



1. Volunteer Counselors



2. Making a Difference that is Relevant Today



3. Online Mentor



4. Get Ready for Ronald McDonald House Charlotte!



Greater Chesapeake & Potomac Blood Services Region

Servicing Maryland, Washington D.C., Northern Virginia, and York and Adams Counties in Pennsylvania

5. Blood Drive Assistant – Washington, DC



6. Volunteers needed for Homeless and Domestic Violence Shelter



7. Season of Giving Red Cross Volunteers – Long Beach



8. Mentor a child right from your computer – New York City



9. Our Animals Need You



10. Hospice Volunteer

Top 10 Opportunities by Referrals

6/22/09 - 9/11/09





350 Cities Had More than 1,000 Visits



Visits by City

6/22/09 - 9/11/09



New York City Led the Way with 111,339

City	Visits	Pages/Visit	Avg. Time on Site
New York	111,339	6.93	0:05:00
San Francisco	37,642	8.38	0:05:37
Los Angeles	37,139	8.48	0:06:12
Minneapolis	36,417	9.24	0:05:52
Chicago	29,572	8.35	0:05:55
Washington	24,829	6.89	0:05:18
Atlanta	22,175	7.52	0:05:38
Houston	20,396	7.71	0:05:31
Seattle	18,997	8.47	0:05:54
Phoenix	18,813	9.79	0:06:29

Top 10 Cities by Visits

6/22/09 - 9/11/09





Supported Corporate America's Continued Commitment to Employee Engagement



U-S AIRWAYS



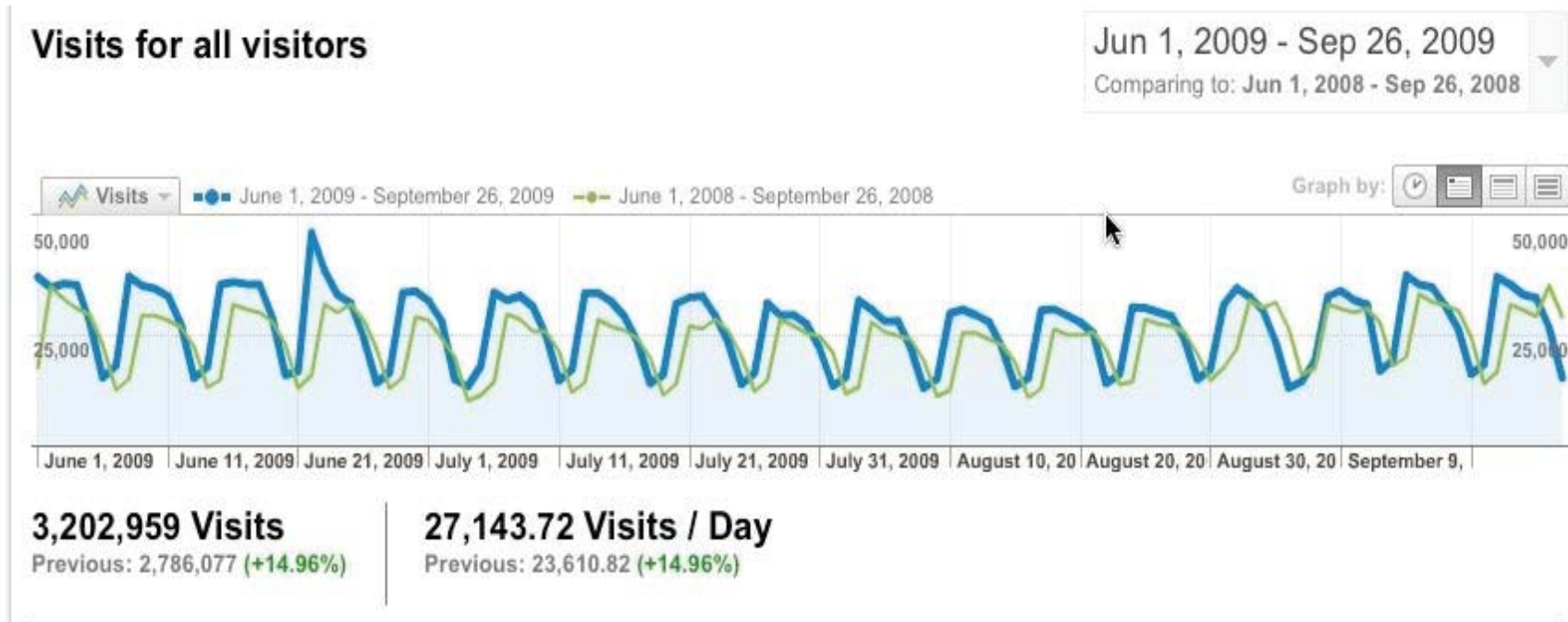
New corporate clients using VolunteerMatch Solutions

signed 6/22/09 - 9/11/09





Grew Daily Network Activity 15%



Network visits: summer 2008 vs. 2009



Summer of Service Highlights



June 22, 2009



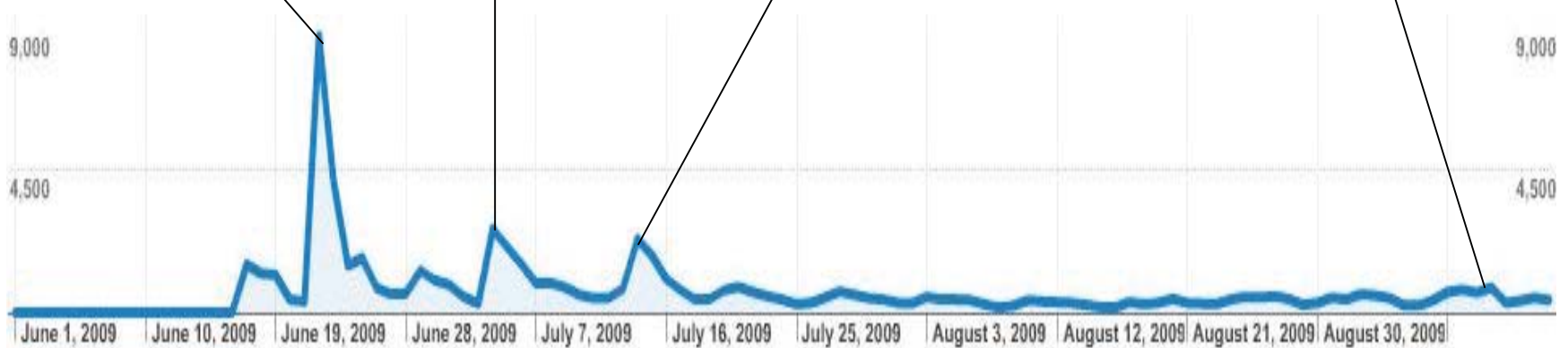
July 4, 2009



July 14, 2009



Sept. 11, 2009

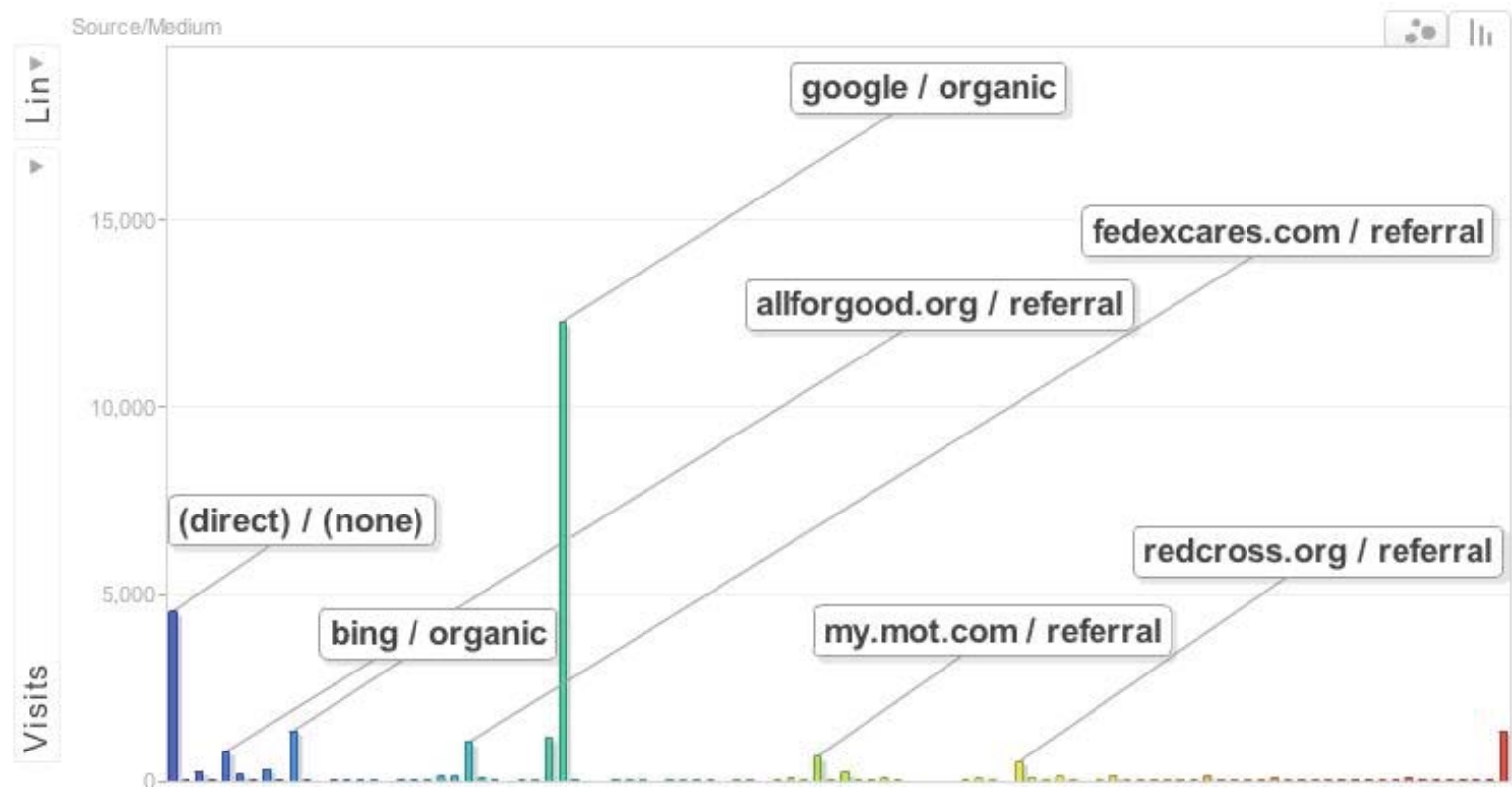


Traffic from Serve.gov/All for Good





Top 100 Traffic Sources on 9/11 Day of Service

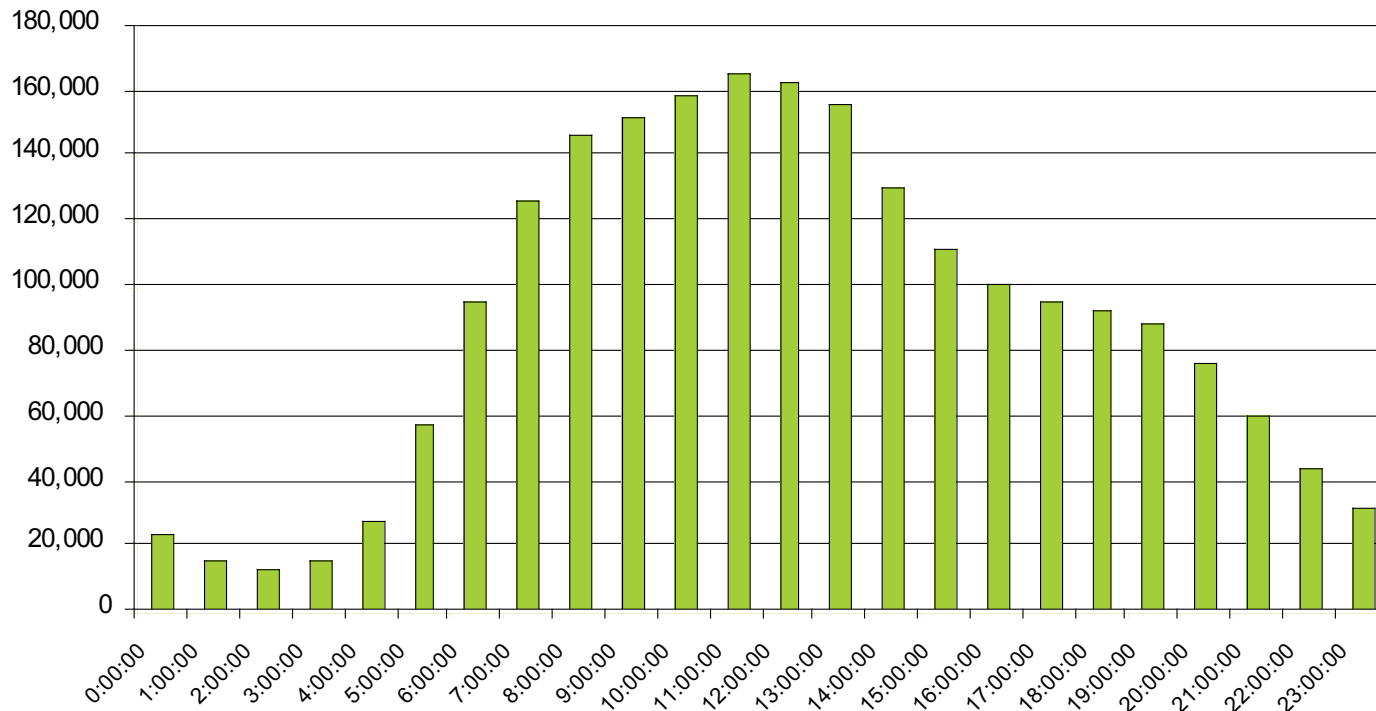


Traffic Sources on Sept. 11, 2009





Most Users Browsed During the Workday

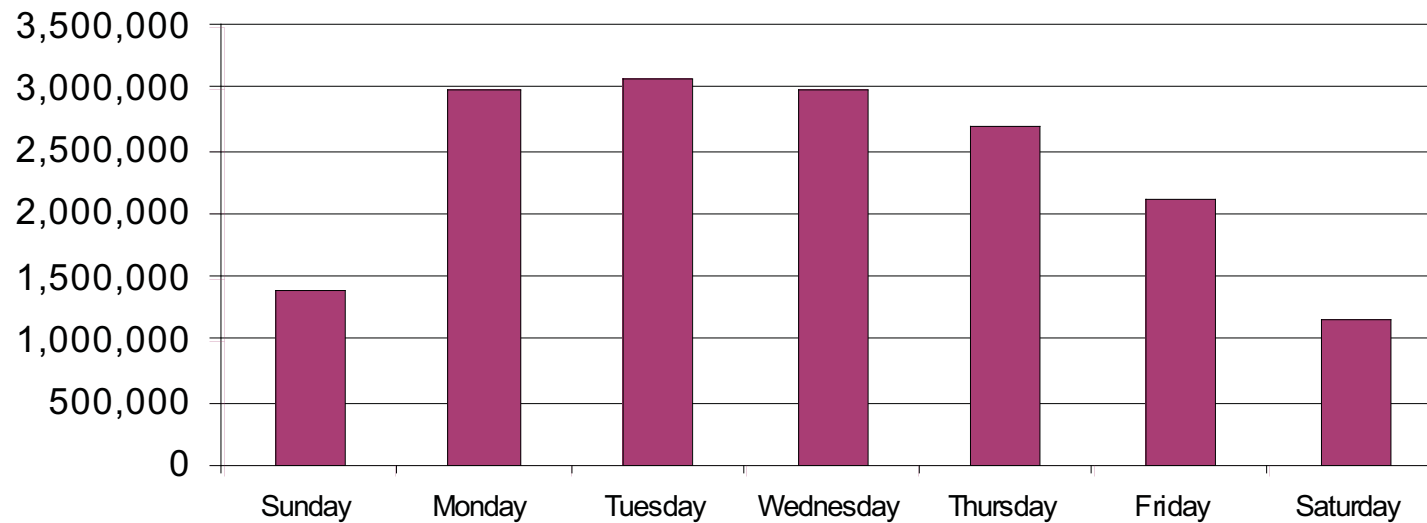


**Average visits per hour (Pacific Time)
6/22/09 to 9/11/09**





Weekly Trends Show T.G.I.F. Dip



**Pageviews by day of week
6/22/09 to 9/11/09**



Helped Nonprofits Unlock \$132,000,000 Worth of Volunteer Service



New Volunteers

X



Time

= **\$132 million**

Social Value

Estimated Future Value of Volunteers Recruited from 6/22/2009 - 9/11/2009
Unique Volunteers x Est. Avg/Hrs Served x \$20.25* = Est. Social Value

*Peter D. Hart Research Associates, Inc.
Independent Sector, 2008. (Value of Volunteer Time = \$20.25/hour)





For More Data and Live Activity Visit:

VolunteerMatch
Where volunteering begins.

rosenthal@volunteermatch.org | My Account | Help | Sign Out

Search | **Volunteers** | Nonprofits | Corporations | About Us | My Account | Admin

Network Activity
4,388,776 Total Referrals
87 Average Referrals Per Hour
101 Referrals This Hour

Referrals This Hour

- 6:17:33 PM
Administrative Office of th...
RSVP of Lee County
Fort Myers, FL, US
- 6:17:24 PM
American Red Cross Volunteers
American Red Cross Blood Se...
San Diego, CA, US
- 6:17:07 PM
Volunteer Ushering
New Repertory Theatre
Watertown, MA, US
- 6:16:13 PM
Red Ribbon Affair Volunteers
Long Beach AIDS Foundation
Long Beach, CA, US
- 6:16:10 PM
After Dark in the Park-The...
Ryer Legacy Living Science...
Arlington, TX, US
- 6:16:10 PM
Build Homes with Habitat fo...
Habitat for Humanity of Dan...
Madison, WI, US
- 6:16:00 PM

VolunteerMatch Live Map

Map showing referral activity across the United States. Legend: New Referrals (orange), Referrals This Hour (blue).

Powered by Google

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www.volunteermatch.org/livemap



Observations

- Understanding and evaluating the impact of federal initiatives like United We Serve requires multiple points of reference and partner input
- Technology has dramatically reduced the costs of attracting interested volunteers
- Nonprofits, schools and civic institutions are still catching up to the opportunity - 25X volunteers for every published opportunity



Opportunities

- **Unlock the Potential** - Scale the education, training and support programs needed to help more nonprofits plug into the potential of new generation of talented volunteers
- **Reduce the Capacity Gap** - Identify the highest performing volunteer programs in the US and advance programs and policies to replicate their success
- **Get over the Sustainability Hurdle** - Find the investment capital necessary to build enduring solutions to expand the capacity of schools, nonprofits and civic institutions to effectively engage volunteers