



VolunteerMatch User Study

Findings from quantitative & qualitative opinion research
Conducted June to August 2006
for



VolunteerMatch
Where volunteering begins.



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Methodology

- Online survey among 2,316 volunteers who are registered with VolunteerMatch; conducted June 12 – July 6, 2006; margin of error = ± 2.0 percentage points
- Online survey among 1,024 staff of nonprofit organizations that use VolunteerMatch; conducted June 9 – 27, 2006; margin of error = ± 3.1 percentage points

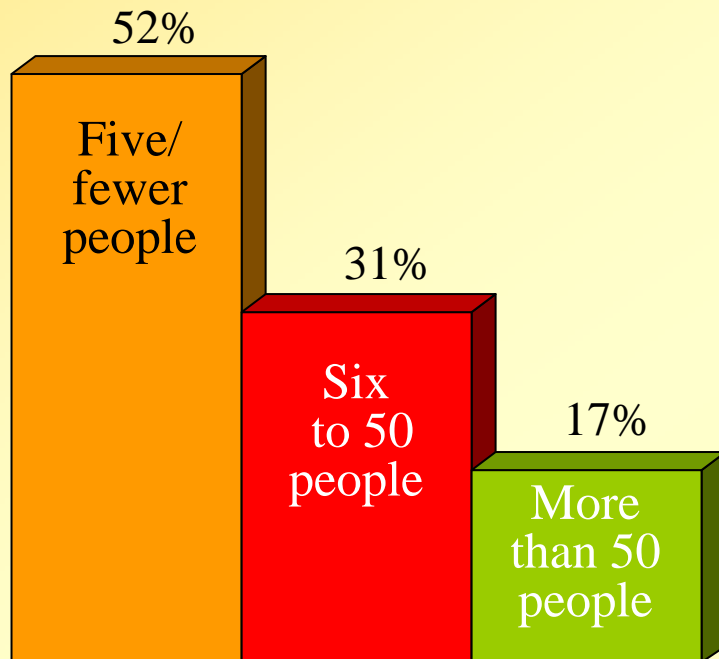


Profile of VolunteerMatch Users

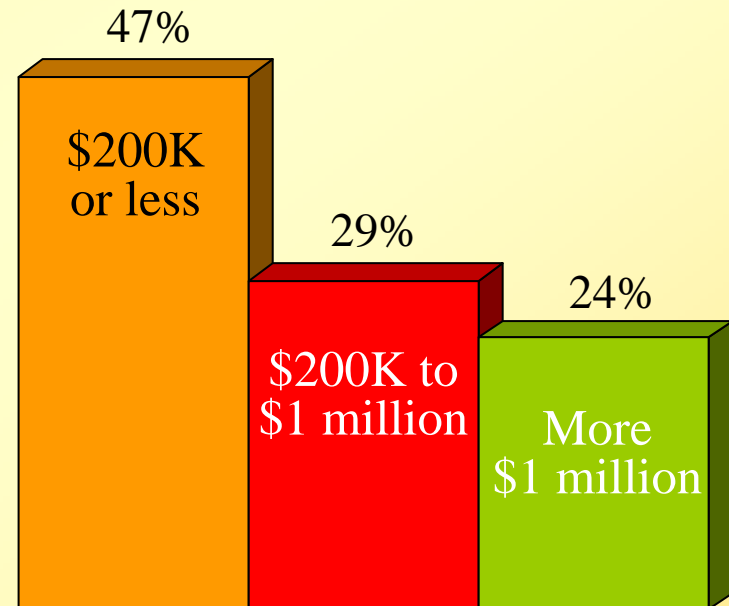


A Profile Of Nonprofits

Full-time paid staff

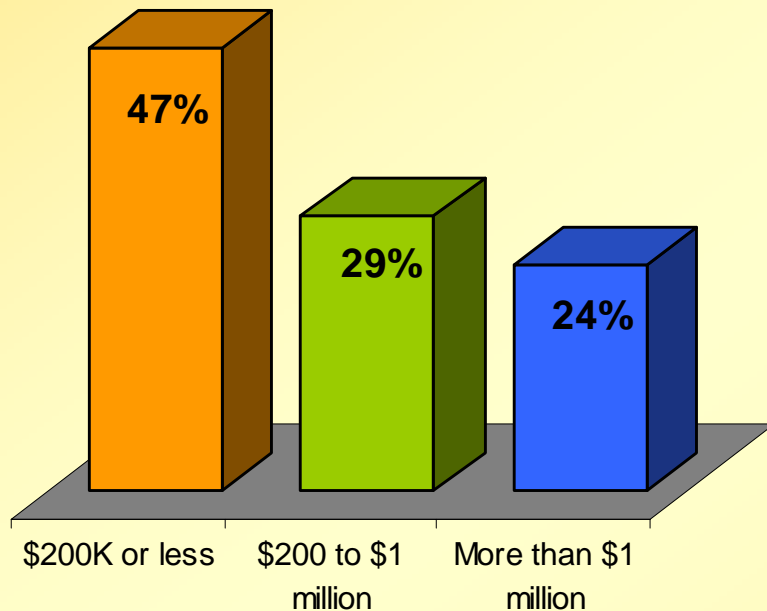


Annual budget

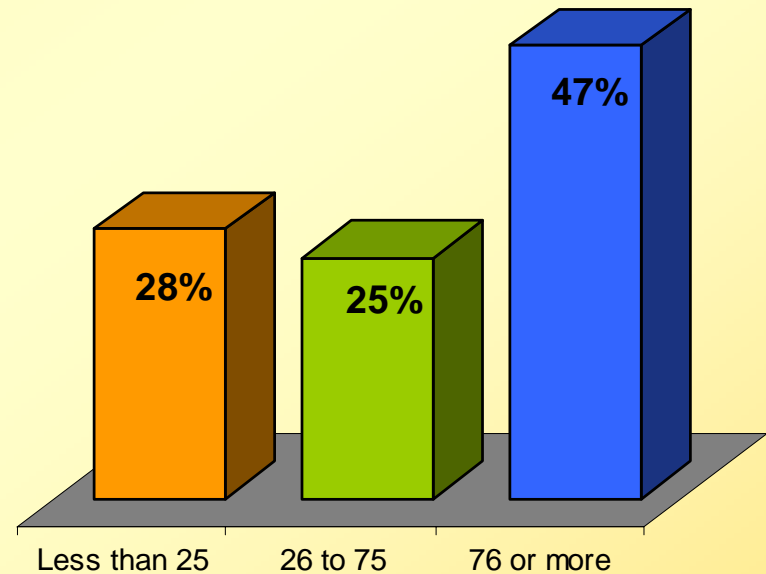


Nonprofits: Small Budgets, Many Volunteers

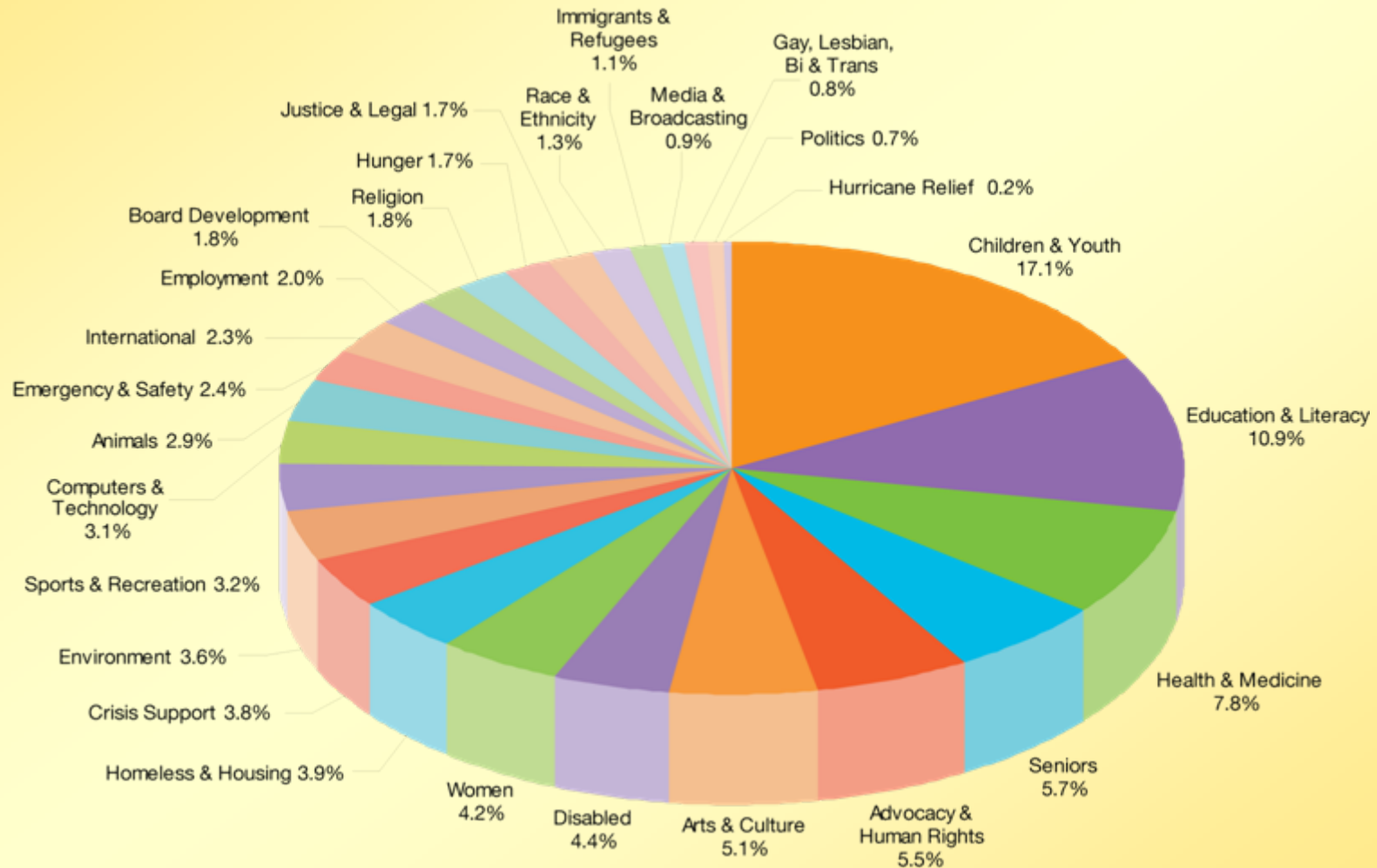
Annual budget



Volunteer Program Size



Nonprofits: Serving a variety of cause areas





Nonprofits: Most useful ways to find volunteers

Word of mouth	71%
Our Web site	45%
Internet recruiting services	37%
Live presentations to groups	33%
Events	29%
Newspaper ads	29%
Local volunteer center	17%
Relationship with local corporations	15%
Direct mail	8%
Radio/TV ads	8%





A Profile of Volunteers

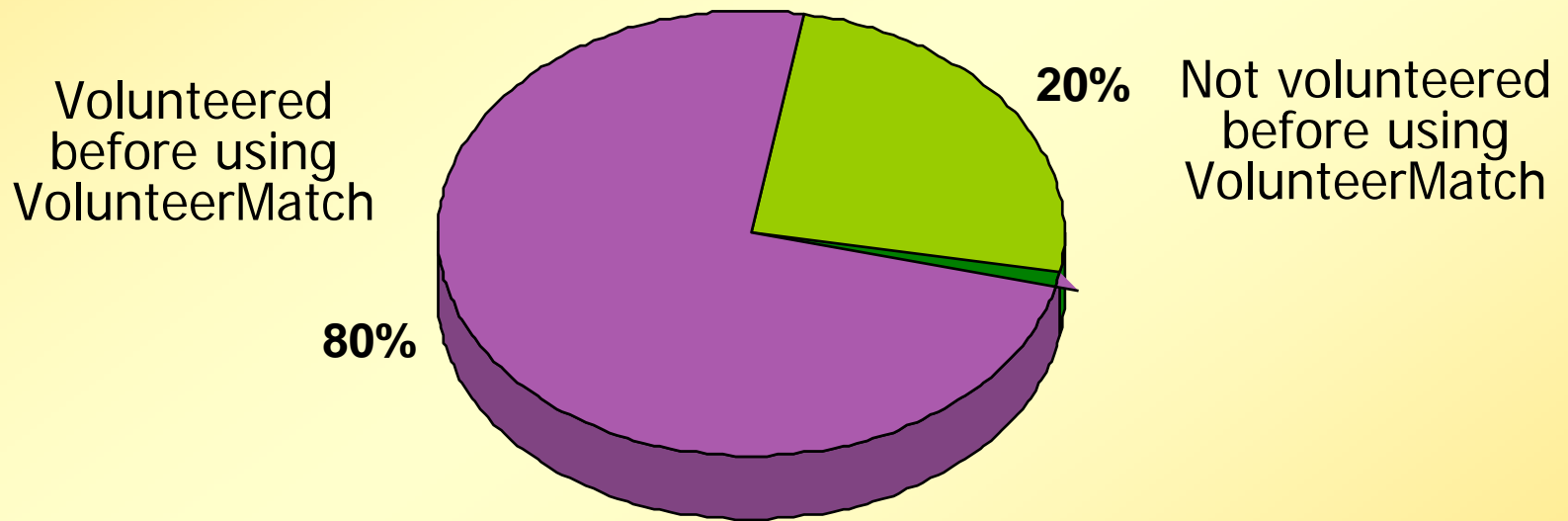
VolunteerMatch site users are:

- Mostly female (83% women, 17% men)
- Highly educated (70% have at least a college degree)
- Diverse in age (37% under age 30, 15% are over 55)





Volunteers: Many are first-timers



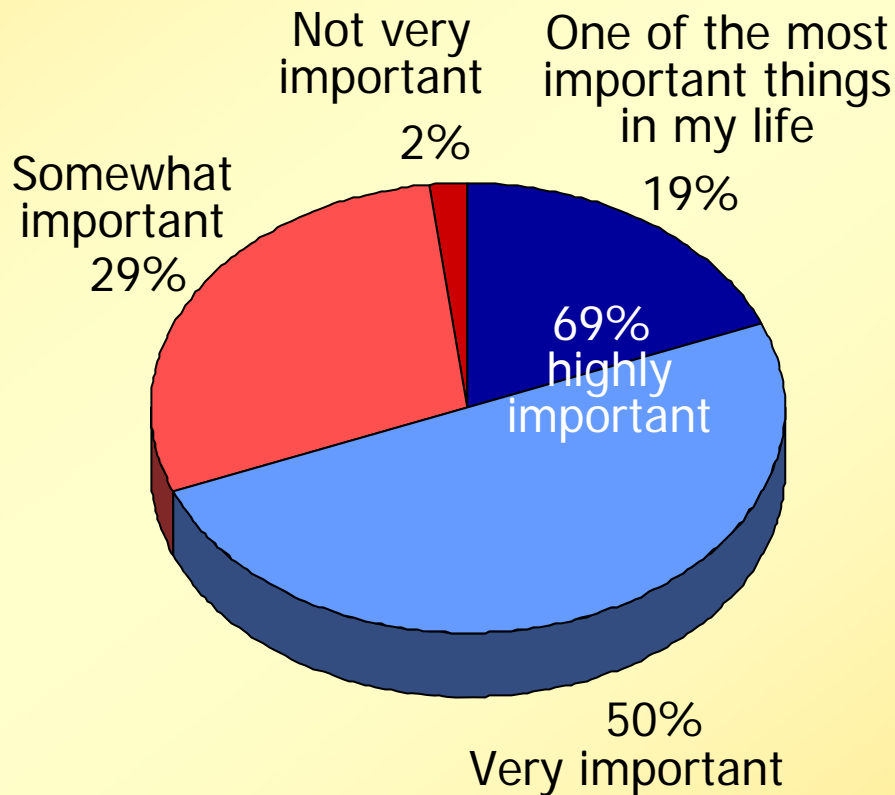


Reasons For Volunteering



Volunteering Is Very Important To Volunteers

Compared to other things you do in your life, how important to you is the volunteer work that you do?



Highly important

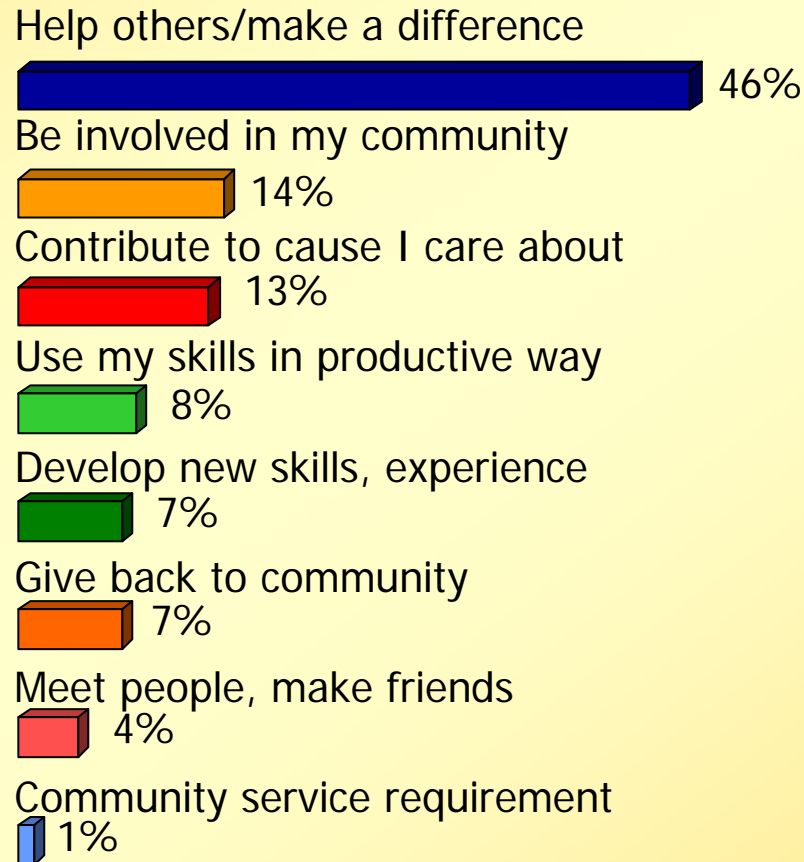
Increases with age:

Under age 30	65%
Age 30 to 39	69%
Age 40 to 54	73%
Age 55 to 64	74%
Age 65/older	76%



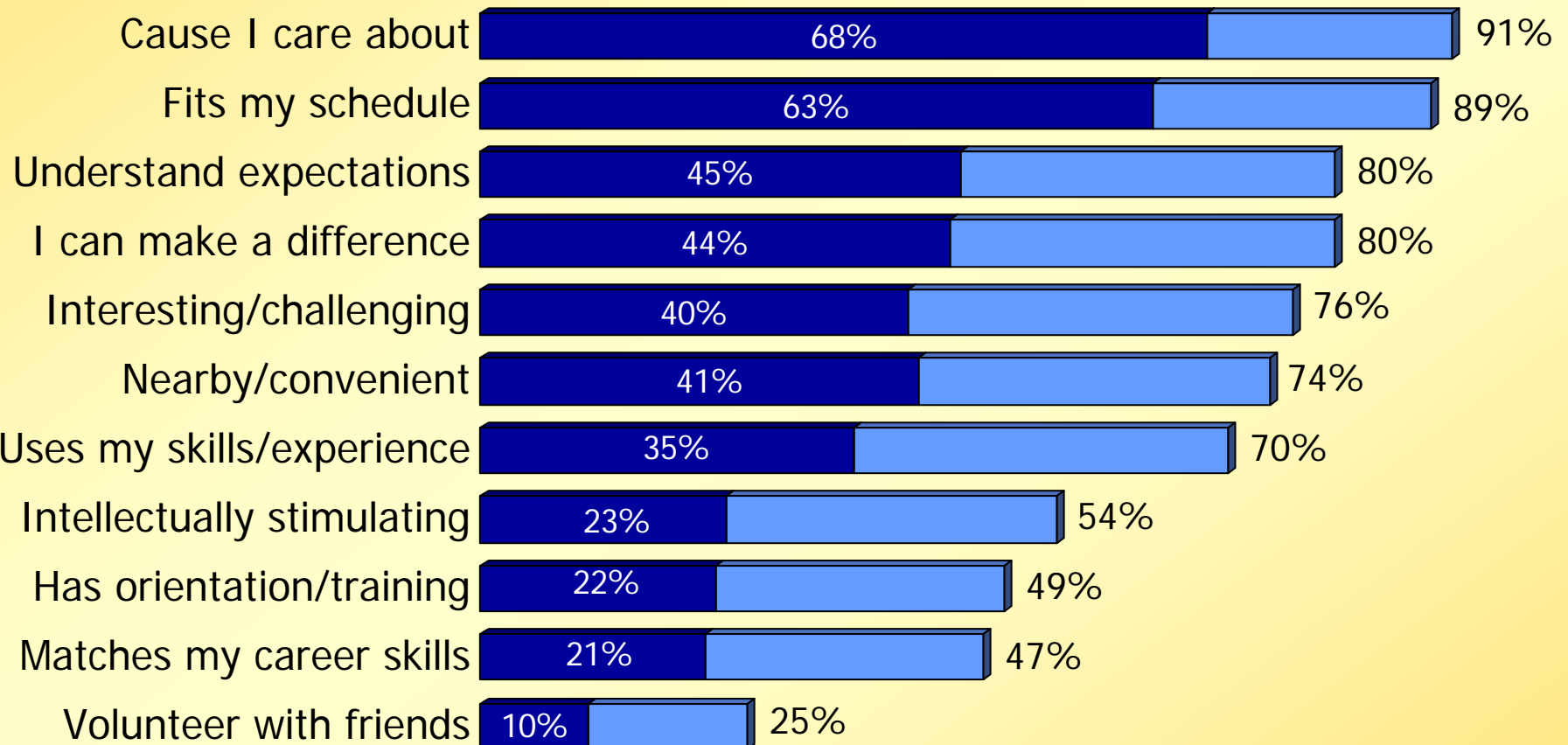
"Making A Difference" Is Top Reason For Volunteering

Selected Most Important Reason for Volunteering



Important Factors In A Volunteer Experience

■ Very important (9-10*) ■ Important (7-8*)



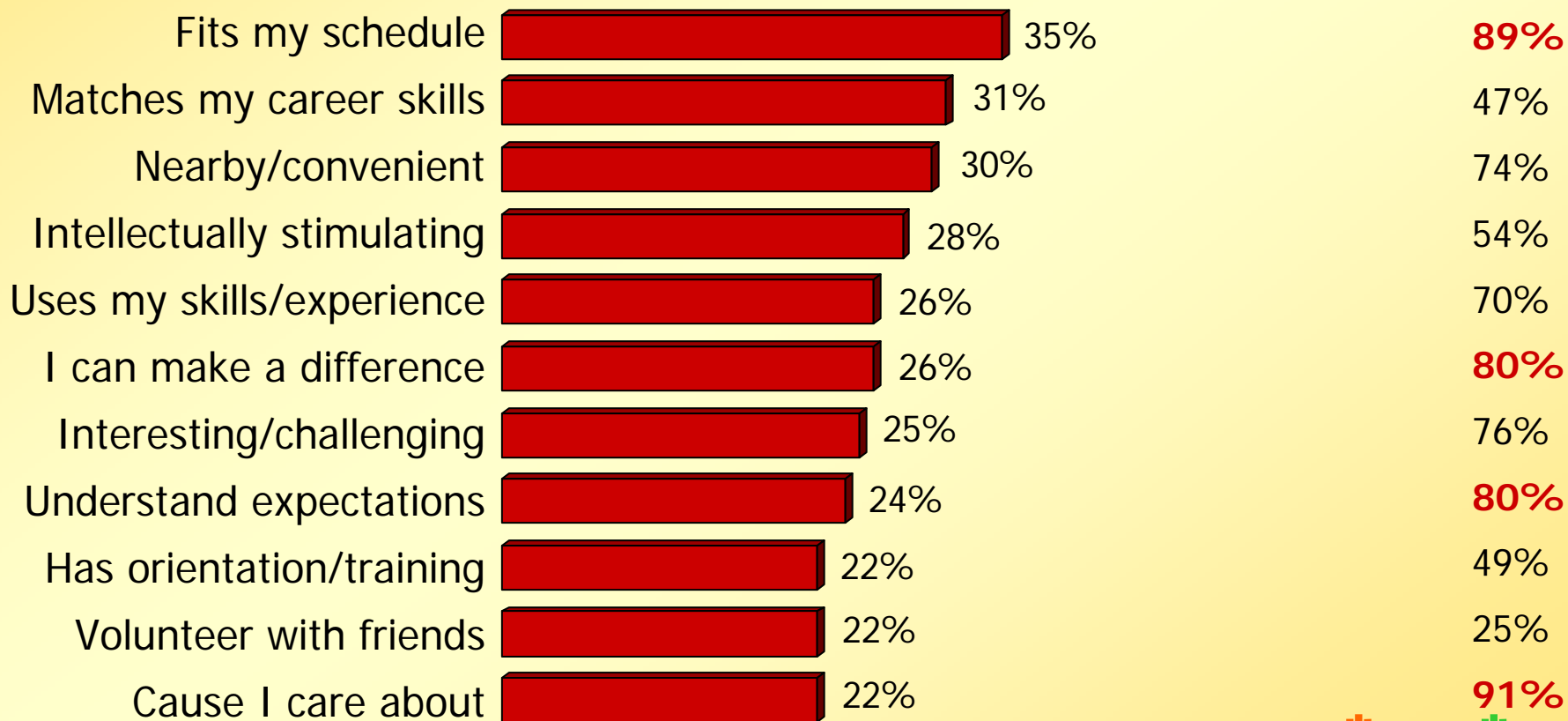
*Ratings on ten-point scale: 10 = essential factor, 1 = not at all important factor



Important Factors Are Not Difficult To Satisfy

■ Difficult to find volunteer opportunities that meet this condition (7-10*)

Important factor
(7-10 ratings)



*Ratings on ten-point scale: 10 = very difficult to find, 1 = not at all difficult



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Volunteering Differences By Age

VolunteerMatch Volunteers

	Under age 55	Age 55 to 64	Age 65/ over
Volunteer at least once a week	31%	43%	61%
Volunteer with none/only one organization	28%	28%	41%
Volunteer five/more hours each visit	20%	22%	25%
Plan to volunteer more in the next few years	59%	56%	43%
Have postgraduate education	20%	39%	43%





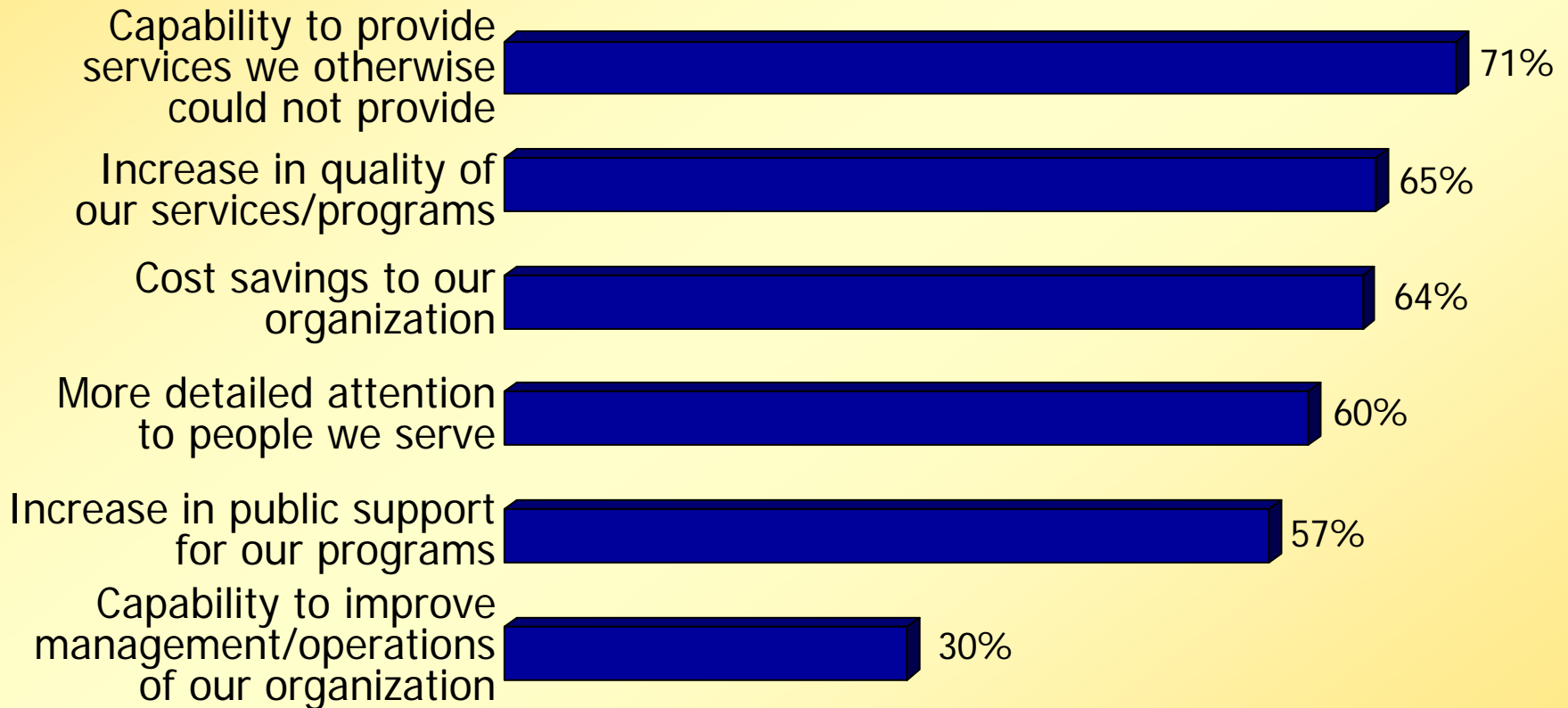
Nonprofit Need for Volunteers



Volunteers Play An Important Role For Nonprofits

Among Nonprofit Staff

■ Volunteers provide my organization with this to a great extent



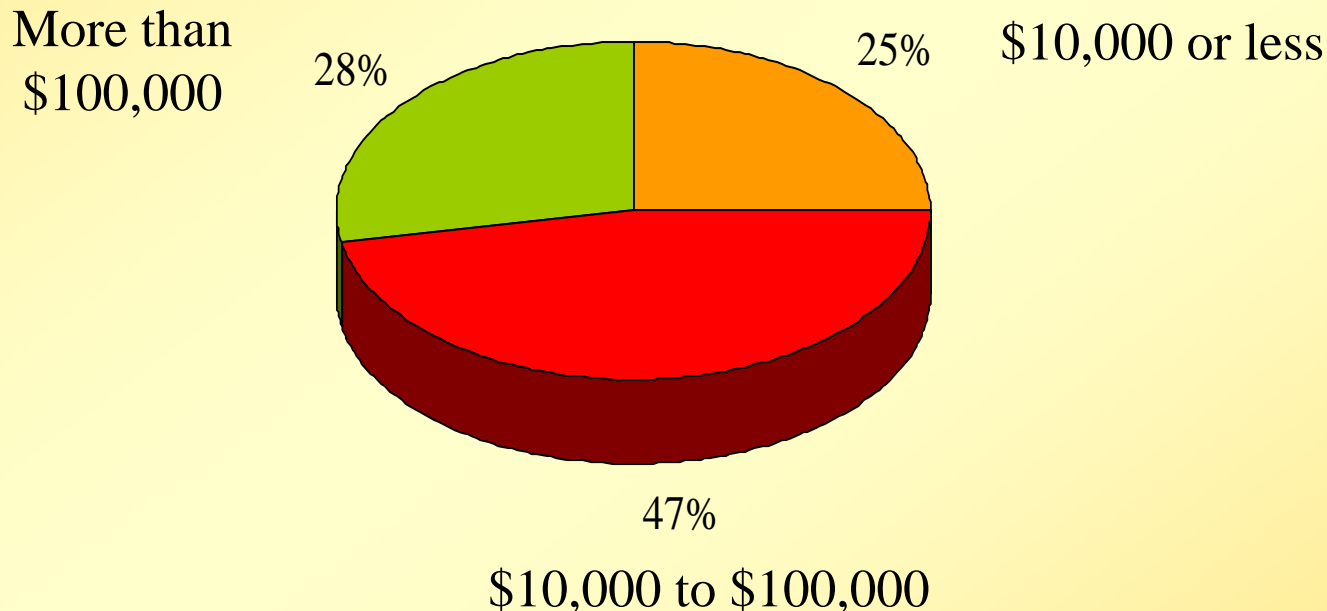
92% of nonprofit staff say that volunteers are very important to their organization.



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Nonprofits: The Crucial Role Of Volunteers

Estimated value of services your organization's volunteers delivered to the community last year





The More Volunteers, The More Important Their Role Is Seen

For each benefit, % of nonprofit staff saying volunteers provide this to their organization to a great extent

Number of volunteers organization has

	Over 100	26 to 100	25/fewer
Capability to provide services we otherwise could not provide	73%	75%	64%
Cost savings to our organization	71%	64%	56%
Increase in quality of our services/programs	67%	65%	62%
More detailed attention to people we serve	64%	62%	54%
Increase in public support for our programs	63%	58%	49%





The Smaller The Staff, The More Important Is Volunteers' Role

For each benefit, % of nonprofit staff saying volunteers provide this to their organization to a great extent

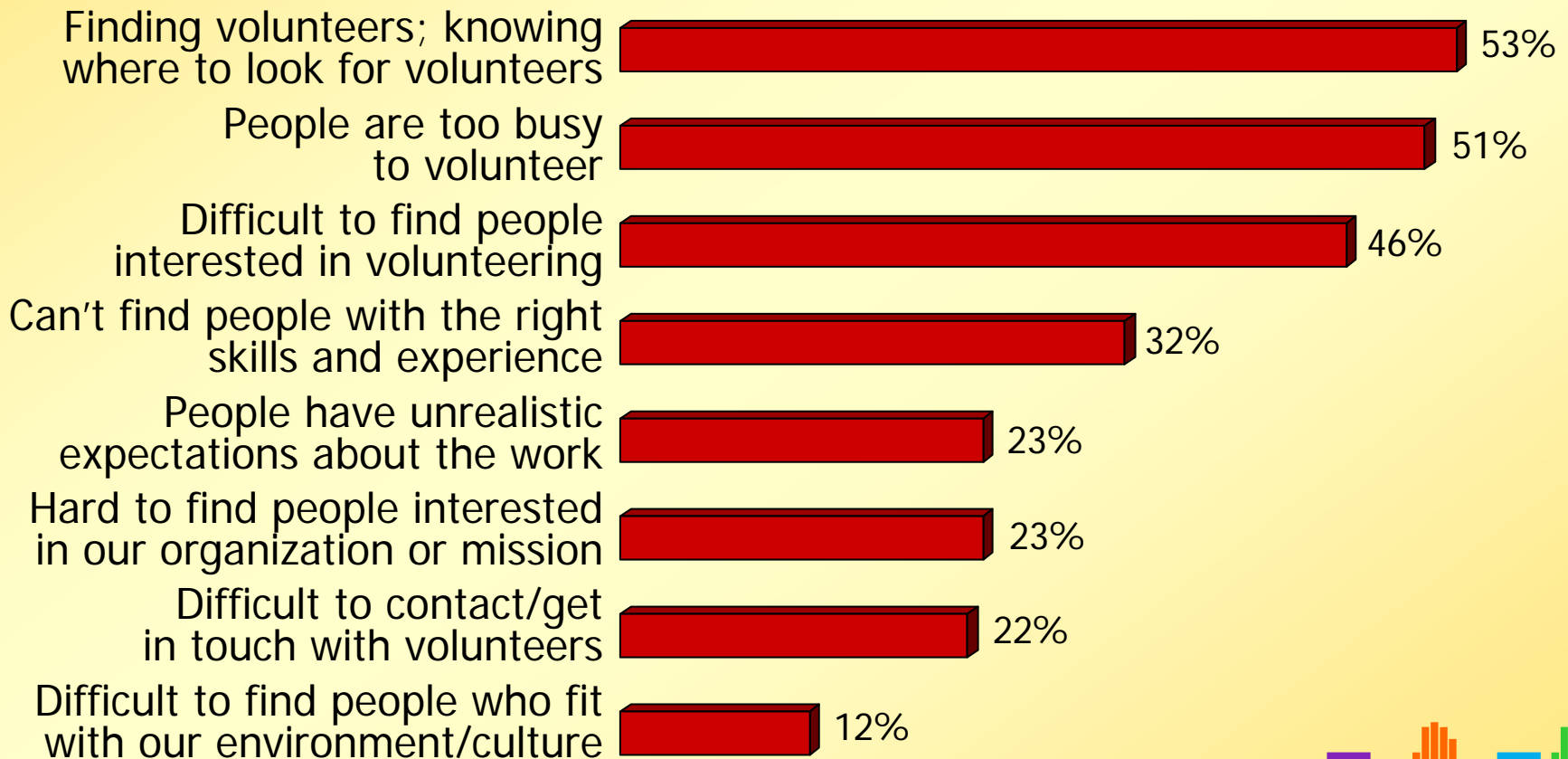
	Organization's staff size			
	Five/less	6 to 20	21 to 50	Over 50
Capability to provide services we otherwise could not provide	75%	70%	64%	63%
Increase in quality of our services/programs	67%	63%	60%	63%
Cost savings to our organization	67%	66%	59%	57%
Increase in public support for our programs	61%	54%	51%	54%
Capability to improve management/operations of our organization	37%	25%	20%	21%



Top Challenges In Engaging Volunteers

Among Nonprofit Staff

■ This has made it difficult for my organization to engage the volunteers we need



Types of Volunteer Management

Among Nonprofit Staff

■ My organization has this to a large degree

Organization's budget size

\$100K/
less Over
\$1 M

65% 76%

43% 67%

42% 64%

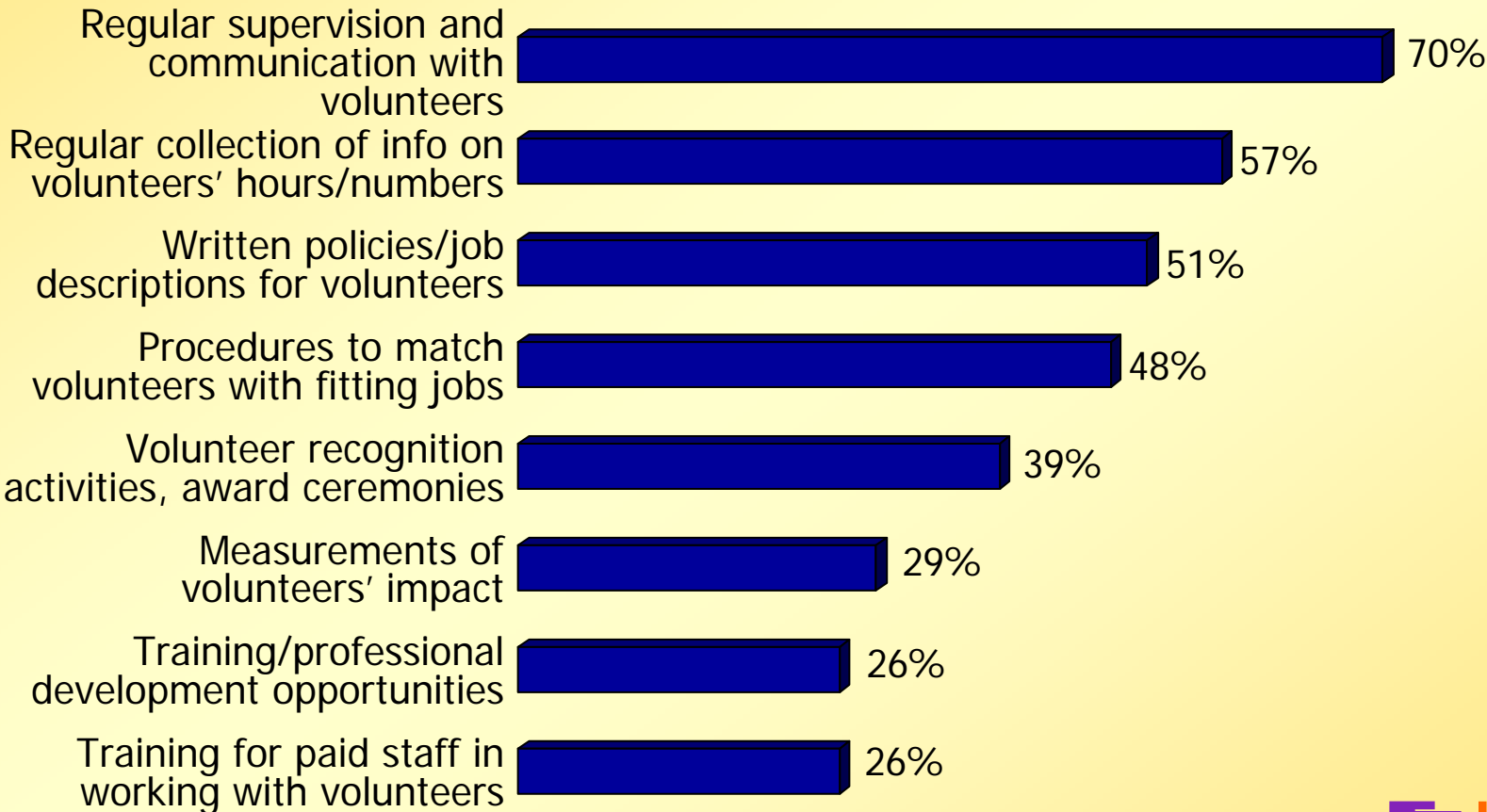
41% 57%

26% 50%

28% 27%

25% 26%

20% 30%





Characteristics of Great Volunteers

"I would say it's their motivation and their attitude. Most of our volunteer opportunities are opportunities where you're in some way working with the public. You have to be friendly. You have to be able to do some customer service. You have to want to do it."

"Pretty much it's a time commitment and a willingness to work with a diverse population . . . so as long as you've got an open mind, you're enthusiastic, and then of course being committed."

"[We want] a motivated, self-starting type of person who has a comfort level in dealing with this issue and who also can work with others."

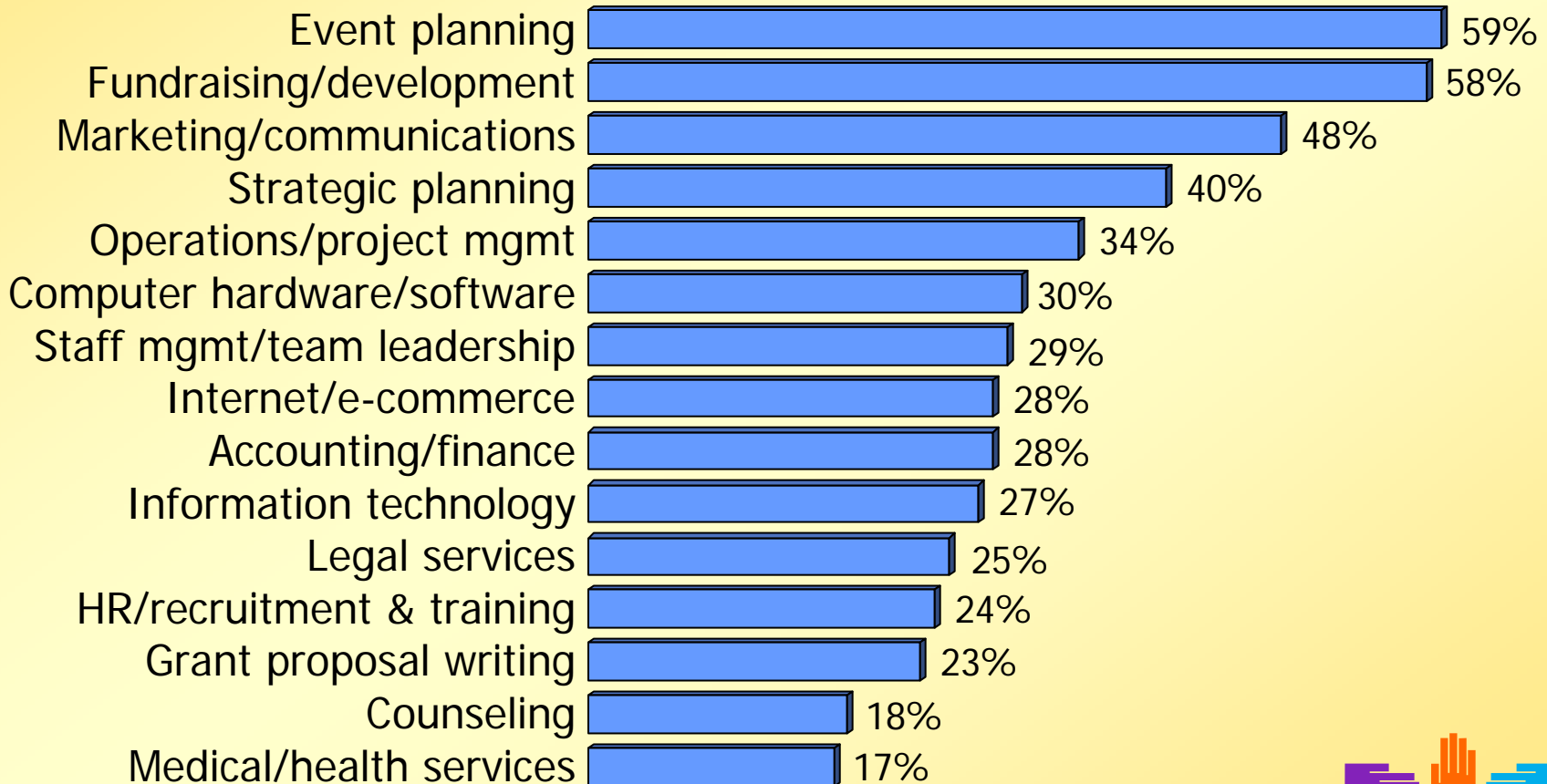
"It's nice when they bring certain skill sets, but I think their attitude and their willingness to learn, flexibility, is really the number-one thing."



Nonprofits Use Volunteers For Many "Professional" Activities

Among Nonprofit Staff

■ Use volunteers/volunteers and staff for this activity

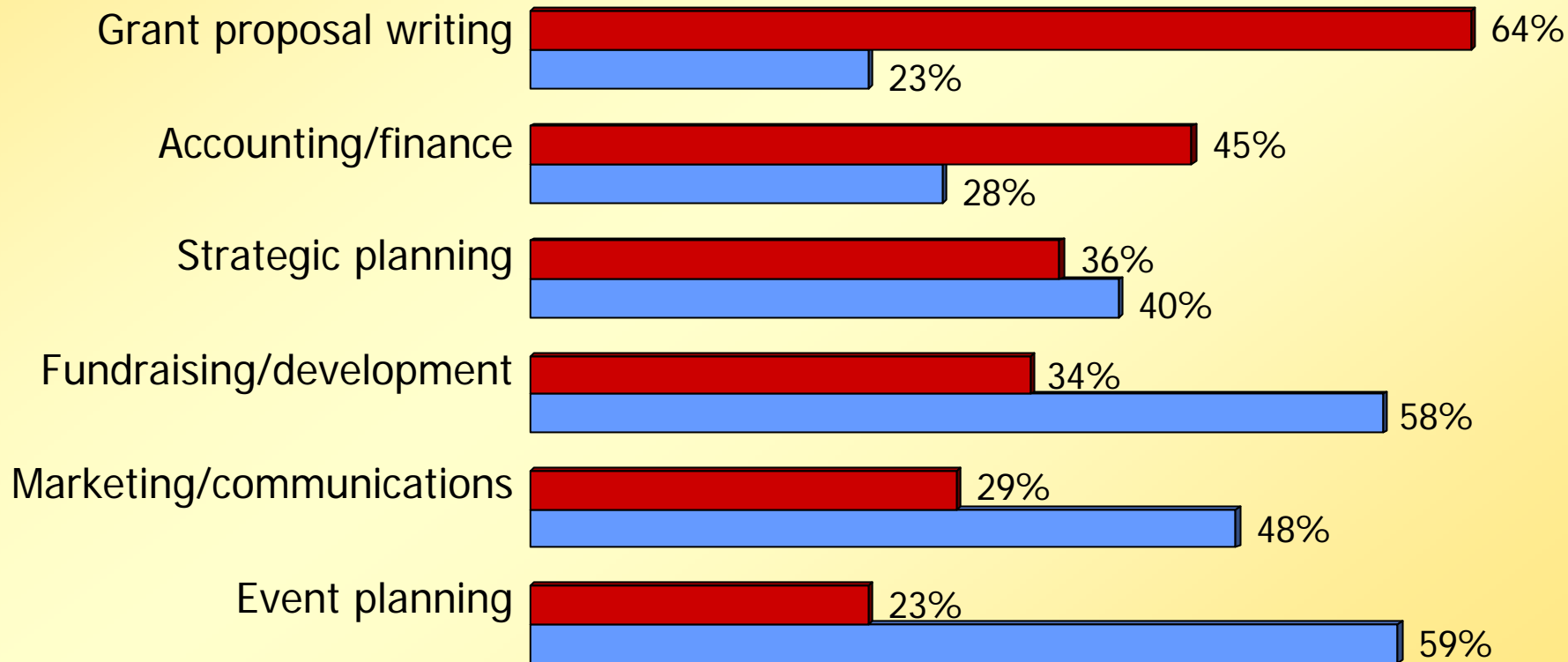


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Yet Difficulty in Finding Certain "Professional" Activities

Among Nonprofit Staff

■ Difficult to find volunteers with the knowledge/skill for this (8-10/ten-point scale)
■ Use volunteers/volunteers and staff for this





Difficulty Increases For Smallest Nonprofits

% of nonprofit staff rating each as a difficult activity (8-10 on ten-point scale) for which to recruit knowledgeable/skilled volunteers

	Nonprofits with five/less staff	Nonprofits with six/more staff		Nonprofits with five/less staff	Nonprofits with six/more staff
Grant proposal writing	65%	59%	Operations/project management	36%	21%
Accounting/finance	49%	37%	Internet/e-commerce	35%	21%
Fundraising/development	42%	25%	Marketing/communications	35%	21%
Strategic planning	41%	27%	HR/recruitment & training	31%	27%
Staff management/team leadership	40%	27%	Counseling	29%	23%
Legal services	39%	30%	Medical/health services	26%	25%
Computer hardware/software	36%	29%	Event planning	26%	18%
Information technology	36%	27%			



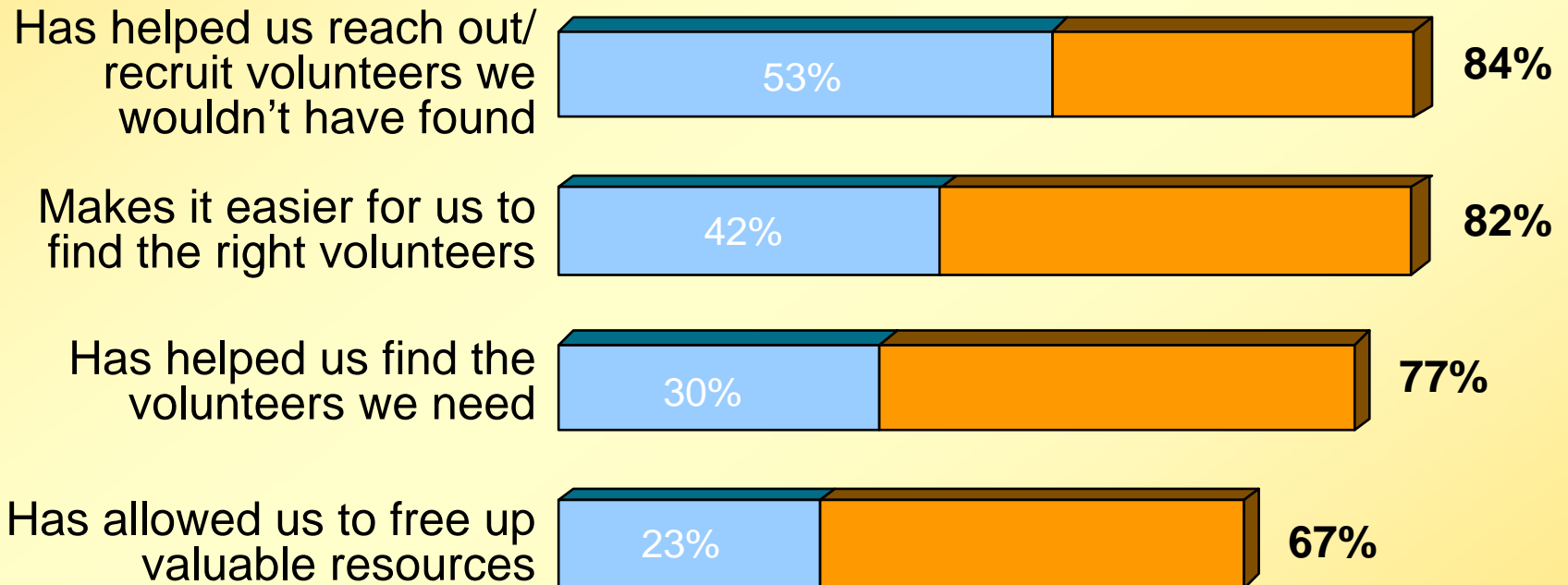


The Role Of VolunteerMatch



Impact of VolunteerMatch on nonprofits

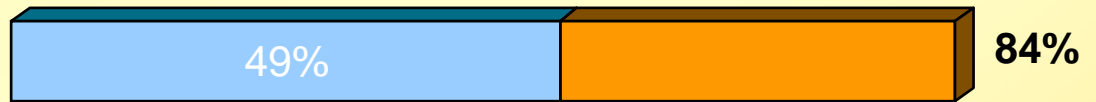
Strongly agree with statement Somewhat agree with statement



Impact of VolunteerMatch on Volunteers

■ Strongly agree with statement ■ Somewhat agree with statement

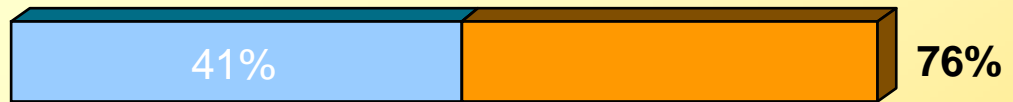
Makes it easier to find opportunities I'm interested in



Am more likely to find satisfying volunteer relationship

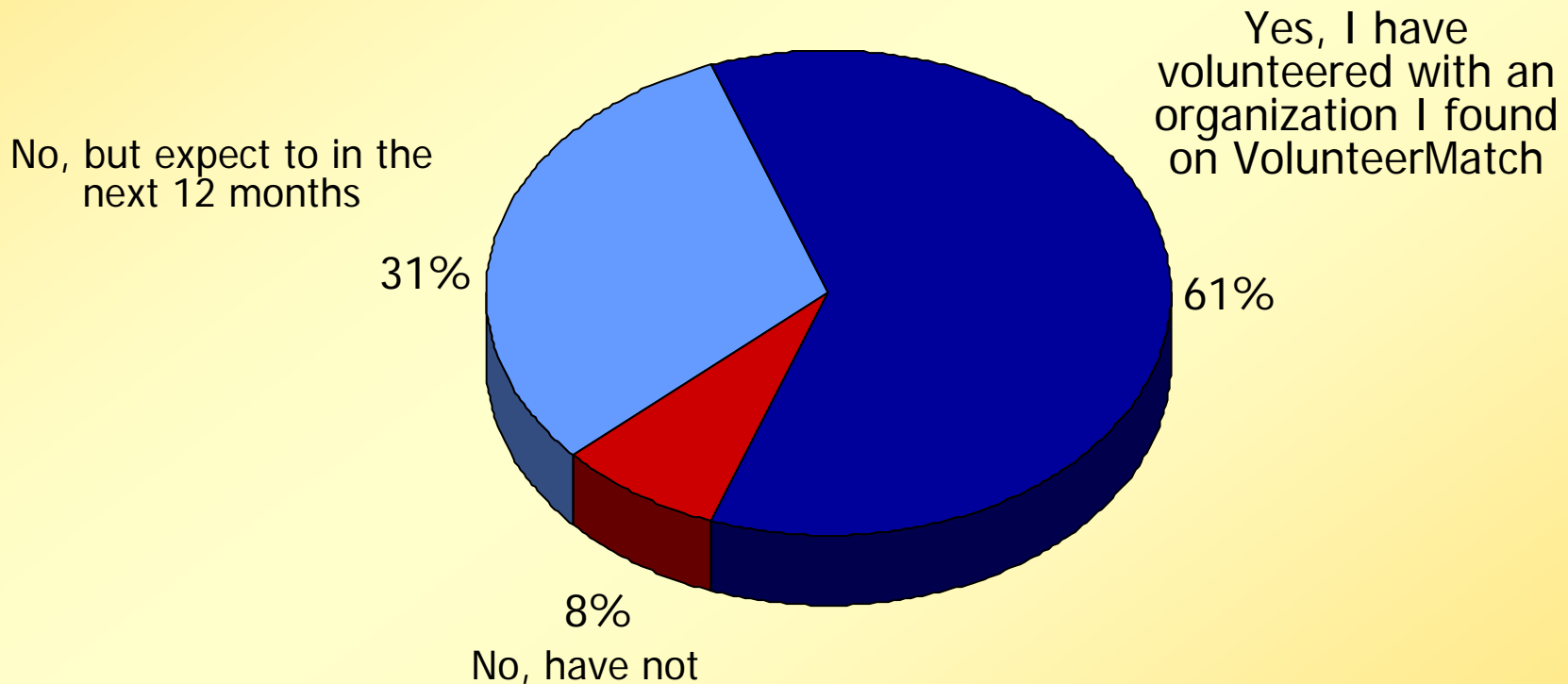


Am more likely to volunteer



Volunteers find opportunities through VolunteerMatch

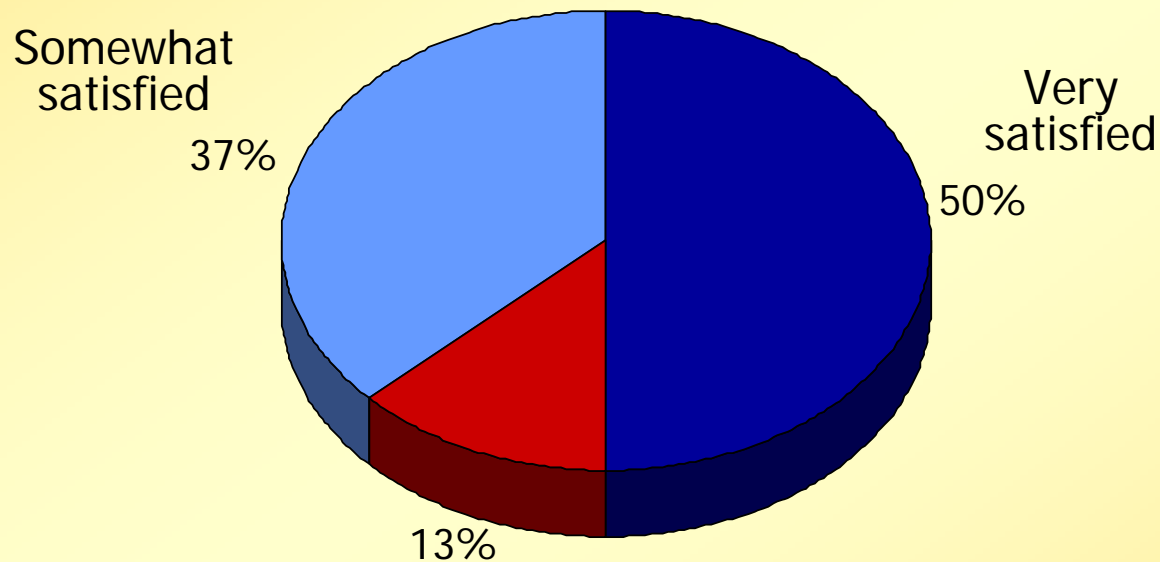
*Have you volunteered with an organization you found on VolunteerMatch?
If not, do you expect to in the next 12 months?*





High Satisfaction With Volunteers

Overall, how satisfied are you with VolunteerMatch?

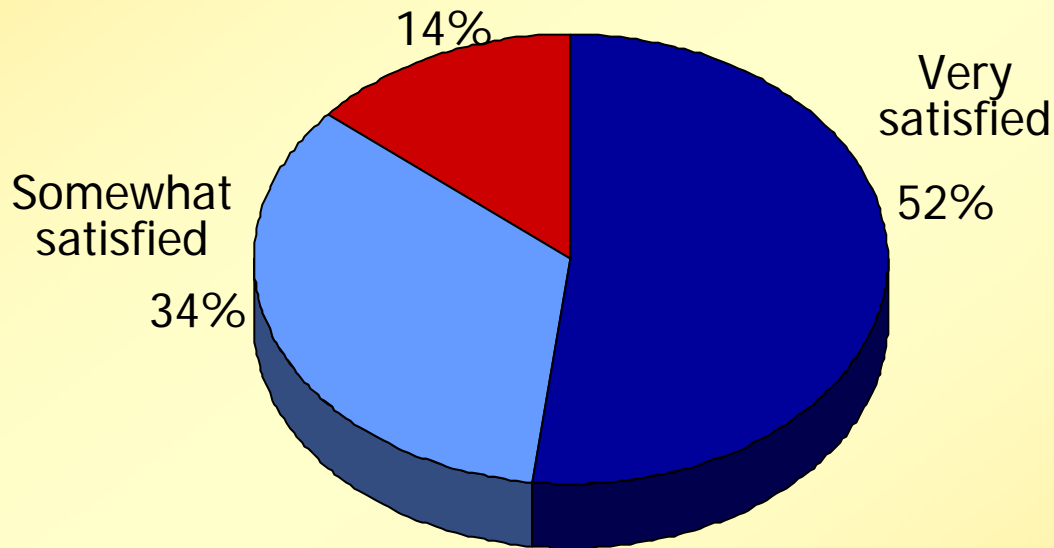


87% say Satisfied with VolunteerMatch



High Satisfaction With Nonprofits

How satisfied are you with the VolunteerMatch service?



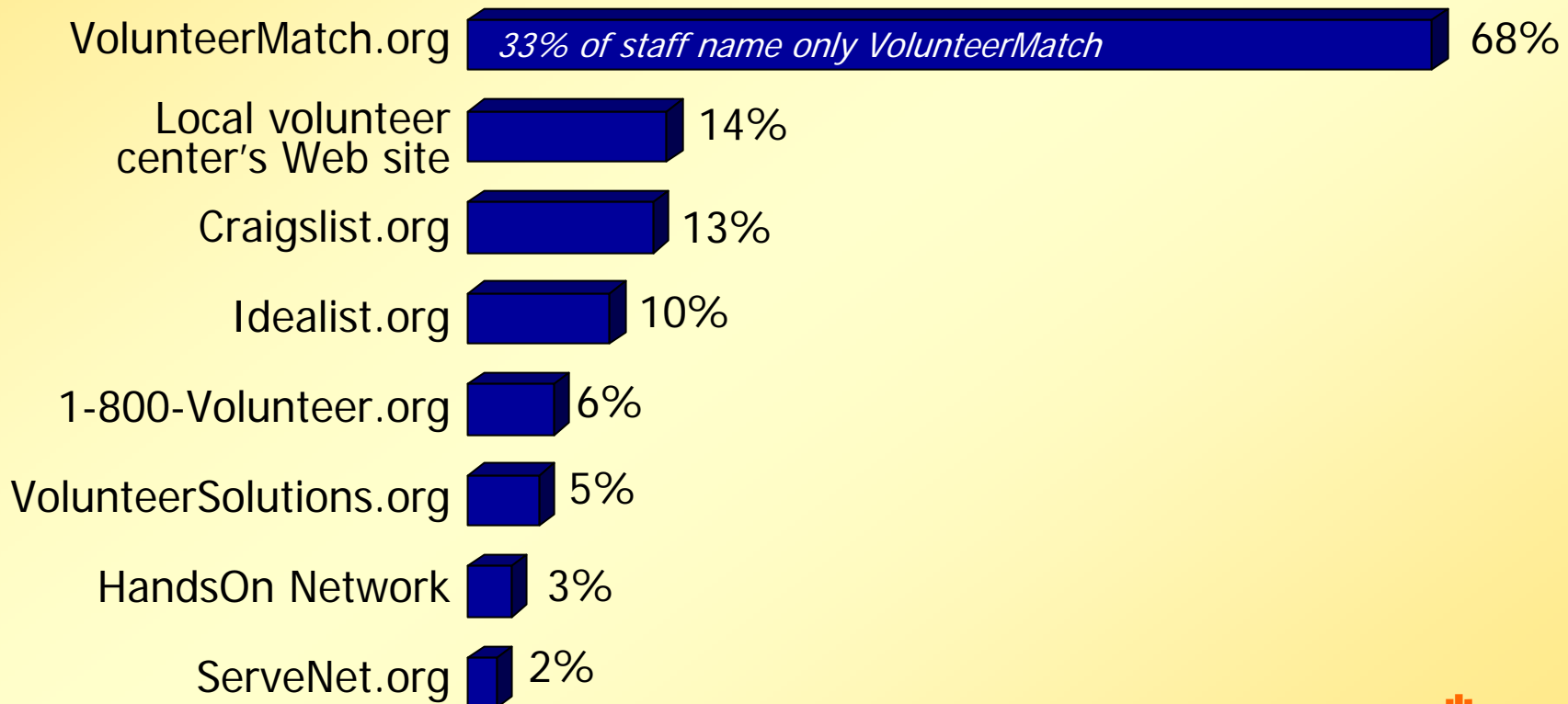
86% say Satisfied with VolunteerMatch



Nonprofit's Say VolunteerMatch Most Useful

Which two or three of these Internet recruiting services have you found most useful?

All nonprofit staff



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