

Making the Case for Your Volunteer Program Budget



Funding for volunteer programs is often at the mercy of higher-level managers, directors, and board members. You understand the resources to build and maintain an effective volunteer program, but how do you make a compelling case to those who control the budget?

This list outlines the types of metrics, data points, and other considerations to present a solid case to decision-makers. Some of these numbers will help you determine your Return on Volunteer Investment (ROVI) – one of the more important pieces of data to have in your arsenal.

(HINT: Don't know how to calculate your ROVI? We developed a [calculator](#) to help.)

1: Your Volunteer Numbers

Make sure you are tracking common volunteer program metrics like:

- + The number of volunteers you engage
- + How many clients they impact
- + Total hours they have donated
- + The financial value those hours represent to your organization (use the standard value of a volunteer hour)

2: The True Costs of Your Program

Calculate everything your organization is currently investing in your volunteer program.

Common costs include:

- + Staff time of those who recruit, train, and supervise volunteers
- + Recruitment and marketing costs
- + Background checks and other onboarding costs (including training)
- + Volunteer recognition
- + Professional development and training for staff working with volunteers

3: A Clear Ask

Know exactly what you are asking for, and connect how receiving the investment you are asking for will lead to increased metrics.

Increased financial investments may include:

- + New or increased staff time dedicated solely to the volunteer program
- + Volunteer training and recognition budget
- + Increased staff training to better work with volunteers
- + Outside evaluation expertise to better understand impact of program

4: Connect Your Ask to Impact

Have a clear understanding of your organization's current strategic plan and goals, and connect how increasing investment in the volunteer program can help make those goals a reality.

This could include increased:

- + Number of clients served
- + Populations reached
- + Community awareness and program credibility
- + Individual giving
- + Reputation for strong financial stewardship

5: The Costs of Continued Underinvestment

It is also important to make sure decision-makers understand what the status quo is actually costing your organization.

Common pitfalls of under-investment include:

- + Negative community reputation reinforced by unhappy former volunteers
- + Fewer numbers of clients served
- + Community donations "left on the table"
- + Being outside of standards set by peer organizations, which could impact status with institutional funders and other donors

Armed with the right numbers and inarguable statistics, you'll surely make a case that will lead to the increased investment you are looking for!

Learn more about making the case for your volunteer program budget.

Watch a webinar: [It's Budget Season: Is Your Volunteer Program Ready?](#)

Access additional resources: [Volunteer Management Resource Center](#)

Know your ROVI: [ROVI Calculator](#)

The Verified Volunteers Difference

Monthly Updates and Alerts

Volunteer information is updated for you free of charge each month for the first year so you have the added security of monitoring your volunteers for new criminal records.

Flexible Payment Options and Contributions

Our flexible payment options allow you to pass on all, some or none of the background check cost to your volunteers.

Outstanding Volunteer Experience

Our secure and easy-to-use platform creates for a great user experience that allows your volunteers to complete the order process efficiently.

Quality of Service

Our dedicated Advocates Team is there when you need them to ensure the simplest, most effective experience for you and your volunteers.

Continuous Innovation

We ask for client feedback often – and use that feedback to enhance our platform and services regularly.

About Us

Verified Volunteers helps nonprofit organizations gain confidence in the volunteers working with those they serve by delivering thorough, compliant background checks. By enabling volunteers to order, manage and share their background checks via a secure online platform, we create a community of vetted volunteers and help nonprofit organizations save time and money. Our extensive expertise in screening and compliance best practices help clients recruit the best volunteers in order to maintain a safe environment and positive reputation. Verified Volunteers is backed by Sterling Talent Solutions, one of the world's largest background screening companies, and partnered with Points of Light, the world's largest organization dedicated to volunteer service.

Visit www.verifiedvolunteers.com.

To learn more, contact:

In Partnership with

855.326.1860, Option 2 | verifiedvolunteers.com | info@verifiedvolunteers.com

© 2017 Verified Volunteers

4018-US



**POINTS
OF LIGHT**