

FINDING A SOLUTION FOR YOU AND YOUR VOLUNTEERS

A Buyer's Guide to Volunteer Management Software



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INTRODUCTION

A Buyer's Guide to Volunteer Management Software

When leading your nonprofit through the thick of things, the idea of finding a solution that works for both you and your volunteers can feel overwhelming.

Volunteers are an integral part of many organizations and nonprofits. A team of volunteers that can help has a significant impact on meeting your annual goals. For them to work effectively and efficiently, it's essential that they are provided with the right tools and resources to work.

Whatever you wish to do for your cause next year, in five years, or ten years from now, whether it be to serve more people, launch new programs, expand volunteers, and increase donations, Volunteer Management Software can be transformative to reaching your mission with the right strategy.

This guide will help you decide whether now is the right time to invest in a volunteer management software. You'll figure out whether the extra work now will pay off down the road, giving you back more time and energy for your mission.



THE IMPORTANCE OF VOLUNTEER MANAGEMENT SOFTWARE

1. Add internal organizational capacity through increased efficiencies.

One of the biggest efficiencies comes from investing in one tool to manage the complete life cycle of volunteers and programs. Using several separate tools such as spreadsheets, email, and SMS decreases efficiency and makes your job more difficult. Efficiency increases when Volunteer Management Software allows you to automate the most common workflows and administrative tasks that consume the most time. Customers have reported up to 70% time savings with robust volunteer management software.

2. Create a growing, resilient, and more engaged volunteer base.

The goal is to increase existing volunteer engagement and lower attrition, ensuring volunteers know their time is valued. Your volunteers want to feel they're making an impact, while doing the jobs that interest them most. A highly organized program that provides frequent updates on their preferred communication method is a way to achieve this. A Volunteer Management Software lets you prove to your volunteers that you value them by keeping them organized, and by showing them the impact they're making to your mission. In order to attract new volunteers to your mission, and lower the onboarding barriers, you need to give them a variety of choices and a frictionless experience to get started!

3. Convert more volunteers to donors by leveraging key volunteer demographic data.

It is simple math: the more volunteers you have, the more potential donors you have. Your volunteers are committed to your mission, knowing their time contributes to a greater cause, which is why studies show that volunteers are inclined to donate much more than those who don't volunteer. A Volunteer Management Software allows you to measure engagement levels, and lets you focus outreach to the volunteers most likely to do more for your mission.

NOTE TO VOLUNTEER MANAGERS

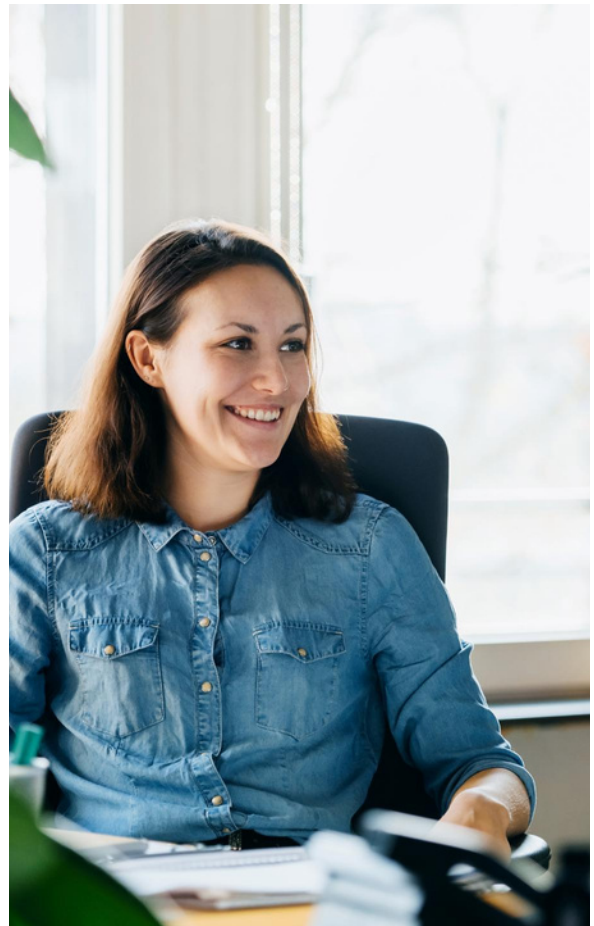
If you already know that Volunteer Management Software will save you time on tedious administrative tasks so you can do more meaningful work, this guide will help you start the discussion with others. You and your executive director, board, and other team members can look at what's at stake and make the right decision together.

Donor Management Software Can't Substitute for Volunteer Management Software - Why?

You may have Donor Management Software or you're looking to get one. Donor Management Software is the key to delivering a better giving experience so you can raise more funds and create lasting change.

Relationships with volunteers are different than those with donors. You need to check their qualifications, understand their skills, schedule them for shifts, and report on the hours they put in. Volunteer Management Software is designed specifically to handle those volunteer relationships.

If volunteers are core to your mission, there's no substitute for Volunteer Management Software.





Does Your Nonprofit Need Volunteer Management Software?

When considering if you need volunteer management software, ask yourself questions like these.

QUESTIONS

YES

NO

Are volunteers core to your mission?

Does managing volunteers take up lots of your time and make you feel overwhelmed?

Are your ad hoc tools creating frustration or letting things fall through the cracks?

Do you need to create better reports on volunteer impact for your board or the community?

Are you struggling to screen your volunteers quickly and effectively?

Do you lose volunteers faster than you recruit them? Are you struggling to find the right volunteers for your expanding program needs?


Do you feel you're unable to ask your volunteers to donate money? Do you feel uncomfortable to ask your donors to volunteer too?

If you answered yes to these questions, it's definitely time for you to learn what Volunteer Management Software could do for your nonprofit. If you answered yes to a few, it's worth exploring whether now is the right time for Volunteer Management Software, since you'll likely need one at some point in the near future.



How Volunteer Management Software Can Work for You and Your Volunteers

	VOLUNTEER MANAGEMENT TASKS	HOW A Volunteer Management Software EXTENDS YOUR REACH
RECRUIT	<p>Publicize your opportunities and roles.</p> <p>Grow your volunteer base with a digital application process.</p>	<p>Opportunities and roles are easy to publish and update online. Online application forms increase signups by creating less friction. All of the required information is collected and stored immediately.</p>
QUALIFY	<p>Determine whether applicants are qualified to volunteer.</p> <p>Accept or reject applications.</p>	<p>Applicants are assessed and notified quickly because all the data and communications are collected in one place.</p>
SCHEDULE	<p>Sign volunteers up for jobs.</p> <p>Find qualified volunteers for specific shifts.</p>	<p>Volunteers use self-serve options to sign themselves up. Volunteers are matched to shifts automatically based on their qualifications and availability.</p>
ENGAGE	<p>Thank and reward volunteers. Track volunteer performance.</p>	<p>Send personalized and general communications to individuals or groups. The software records hours worked, star ratings, and internal notes. You can encourage those who have worked many hours to donate.</p>
REPORT	<p>Collect and format volunteer program data.</p>	<p>Data is all in one place and easily exported using prebuilt reports.</p>



Engaging volunteers is key to creating a thriving nonprofit.

Getting to know your volunteers and understanding what motivates them to donate their time for your organization ensures that you can place them in a role which will help them thrive. Recruiting the right volunteers with the right skills and motivations is essential to the daily operations and success of your program.

There are two key initiatives critical to creating a transformational volunteer program:

1. Growing your volunteer base and programs
2. Evolving volunteers to donors

Growing Your Volunteer Base and Programs

With the right strategy and supporting tools, you could increase your volunteers by 25 - 40% in a year. Growing the volunteer base for existing programs ensures those programs are more resilient—a key learning from programs that had large volunteer losses due to the pandemic. A larger base also enables you to expand your services to make a more significant impact on the community. Volunteer Management Software offers you the ability to provide new and flexible ways for people to volunteer. For example, adding virtual opportunities to your program can attract more volunteers or help them find new skills-based roles.



Evolving Volunteers to Donors

Volunteers who believe in your mission and do so by providing their time are 80% more likely to donate money. Volunteer Management Software provides key insights into volunteer activity levels and can reveal opportunities to prompt volunteers for their help financially.

According to Fidelity Charitable Gift Fund and VolunteerMatch, people who volunteer donated more than 10 times more money to charities than those who did not!

There is a significant correlation between volunteers giving time and giving money to an organization. Studies show that loyal volunteers who dedicate significant time are far more likely to donate. They know your organization's mission and see the positive impact your nonprofit is making and typically want to contribute more.

Volunteer Management Software easily allows you to track volunteer hours, build great relationships, and develop better long-term strategies to turn your volunteers into donors.



Return On Investment (ROI), Payback Period, Net Impact

To calculate the ROI of investing Volunteer Management Software, we'll consider the following positive impacts the software delivers:

1. Scaling the capacity of your operations by eliminating manual processes performed by expensive human resources
2. Growing your mission impact through a larger, more resilient volunteer base
3. Adding donation revenues by assessing your volunteer demographic data and asking for donations to the right volunteers at the right time

Bloomerang's simple Impact Calculator adds A+B+C to derive your ROI and describes when the software not only pays for itself, but also tells you when it begins to provide net new positive impact.



Bloomerang's Impact Calculator

Here's a set of simple formulas for estimating how much Volunteer Management Software could extend your reach by giving you back time and money.

A. Scaling the Capacity of Your Operations

How many hours do staff spend managing volunteers each week?

Posting opportunities =
Processing applications =
Making schedules and assigning tasks =
Communicating with volunteers =
Creating reports =
Total = + + + + = hours per week

Multiply hours per week by 52

_____ x 52 = _____ hours spent per year.

Multiply hours spent per year by 70%

_____ x 0.7 = _____ hours saved per year.

Multiply hours saved per year by salary expenses

hours saved per year X \$ hourly salary = \$ annual labor expenses saved.

What does the \$ and hours saved mean for your organization?

You now have an understanding of the real cost savings and opportunity costs of utilizing a Volunteer Management Software.

What more could your organization do with the extra funds or time given back to your volunteer manager?

Bloomerang's Impact Calculator

Here's a set of simple formulas for estimating how much Volunteer Management Software could extend your reach by giving you back time and money.

B. Growing your mission impact

Growing your volunteer base

Current number of volunteers

First year growth rate % (eg. 20% = 1.2)

Multiply current volunteers by growth rate

x = Year End total # volunteers after Volunteer Management Software.

What does having more volunteers mean for your mission?

You now have an understanding of the additional human resources you'll have after the first year of implementing Volunteer Management Software.

What additional programs could your organization undertake to make a difference in your community?

C. Adding Donations revenues

Annual number of volunteers who donate

Year end total # volunteers after Volunteer Management Software

% donor conversion rate % = Number of volunteer donors

\$ average donation amount \$

Multiply volunteer donors by average donation amount \$

x = Total annual volunteer based donations \$

What difference can you make in the community with this additional source of funding?



D. Return On Investment (ROI) Payback Period, Net Impact

ROI, Payback Period is calculated by:

$$\frac{\$ \text{ annual labor expenses saved} + \text{Total annual volunteer based donations } \$}{\text{Annual Software Fees } \$} = \text{Total Benefit } \$$$
$$\text{Annual Software Fees } \$ \div \text{Total Benefit } \$ \times 12 = \# \text{ months for software payback}$$

Net Impact is calculated by:

Annual Software Fees \$_____ MINUS total Total Benefit \$_____ = Year
1 net new \$ benefit to organization

Conclusion: With a payback in months, and Net new benefits realized in the first year, you're in a great position to succeed!





Do You Have What It Takes to Implement Volunteer Management Software?

A good Volunteer Management Software provider makes the whole implementation process as smooth as possible.

- A customer success team can do everything for you if that's what you want.
- You get access to the Volunteer Management Software and integrations with your other tools.
- Your staff receives training on how to use Volunteer Management Software.
- You can easily expand when you have more volunteers to manage or cut back when you're not so busy.

HOW SAAS IS DIFFERENT FROM A LICENSED SOFTWARE

Before Software as a Service (SaaS), you had to make a big upfront purchase of licensed software, which was then installed on your hardware, maintained, and manually upgraded when new versions were released.

SaaS (Software as a Service) technology is different:

- Volunteer Management Software is already running on cloud servers, so all you need is a web browser and a mobile phone.
- You pay a monthly fee for the level of service you need.
- There are continuous maintenance and upgrades, so you always have the latest version. There are no updates, no downloads, and no need for an IT department.





Evaluating Volunteer Management Software

When you're comparing Volunteer Management Software options to determine which one is best for you, here are some features to look for. Check the options for each company that offers this feature.

	OPTION 1	OPTION 2	OPTION 3
Mobile app for volunteering scheduling and check-in			

RECRUIT	OPTION 1	OPTION 2	OPTION 3
Branded volunteer sign-up page listing your opportunities and available shifts			
Customized online volunteer application workflow			
Accommodates group sign-ups			

SCREEN	OPTION 1	OPTION 2	OPTION 3
Centralized screening of volunteer applications			
Defined roles and qualifications			
Accommodates group sign-ups			



Evaluating Volunteer Management Software (cont.)

SCHEDULE	OPTION 1	OPTION 2	OPTION 3
Drag-and-drop schedule building with bulk actions and shift duplications			
Calendar views and simplified list view of schedules			
Automated matching for volunteers with shifts based on qualifications, roles availability, and conflicts.			
Simplified group scheduling			
Mobile app for schedule management			
Automated shift notifications and updates			

ENGAGE	OPTION 1	OPTION 2	OPTION 3
Self check-in and attendance tracking for volunteers in mobile app			
Two-way communications through mobile app			
Mobile access to documents			
Customizable Email Communications			
Targeted and broadcast messages			
Compatibility with event kiosk			

Evaluating Volunteer Management Software (cont.)



REPORT	OPTION 1	OPTION 2	OPTION 3
Volunteer hours tracking with summary of check-in/out timestamps			
Tracking of internal notes and star ratings of volunteers			
Custom exports to report on volunteer program data			
API Integration with Donor Management Software and other software			
Built-in event management			



Conclusion

If this guide has convinced you that volunteer management software could help you and your volunteers, we would love to give you a demo of Bloomerang's Volunteer Management Software.

[Visit our website for a demo](#)





Create a world inspired by giving.

Donor Management

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Volunteer Management

Email Marketing

Reporting & Analytics

Bloomerang

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