Welcome to Bloomerang Academy
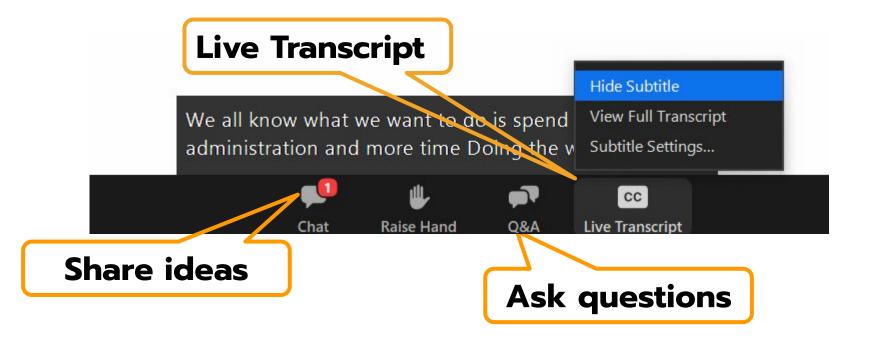
Please drop into the chat and tell us where you are currently looking for volunteers for your organization.

Thank you for joining us!

bloomerang

Housekeeping

Live Transcript

Share ideas

Ask questions

We all know what we want to do is spend
administration and more time Doing the w

Hide Subtitle

View Full Transcript

Subtitle Settings...

Chat

Raise Hand

Q&A

cc

Live Transcript

Housekeeping

Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.
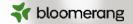
Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

![Bloomerang logo]

Nicole Colburn

Sales Engineer
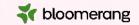
Nicole Colburn is a seasoned sales engineer at Bloomerang, specializing in volunteer product solutions. With 15 years of experience in the technology industry, she's adept at serving organizations of diverse sizes and backgrounds. Based in Arizona, Nicole balances her career with her role as a devoted mother to two young children and a loyal 15-year-old dog. Beyond her professional and personal commitments, Nicole channels her passion for giving back by volunteering with StreetLight USA, an organization dedicated to supporting adolescent females at risk of or affected by commercial sexual exploitation and child sex trafficking, fostering healing and empowerment.

What will we cover today?

- Finding volunteers
- Engaging volunteers
- Recognizing volunteers
- Demo of **Bloomerang Volunteer** – all of these items in action!
- Q&A

Which statement best describes your volunteer management program currently?

A little bit about finding, engaging and recognizing your valuable volunteers

Finding Volunteers

**If you are struggling to get and keep volunteers, you are not alone.**
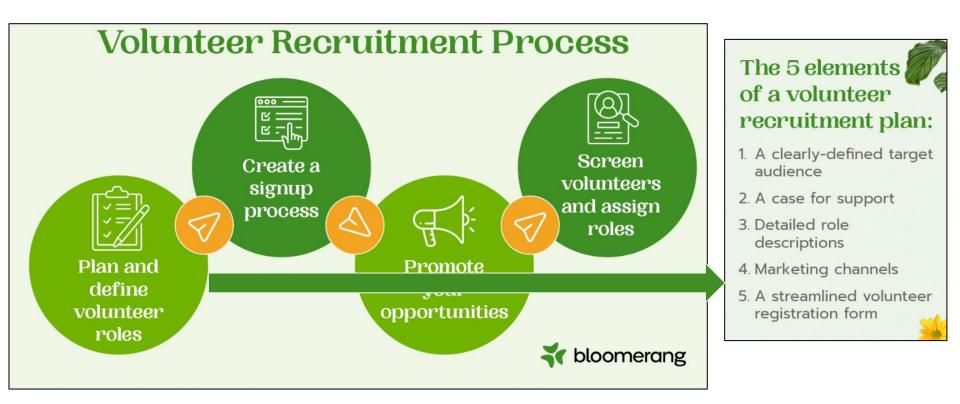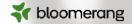
33% of volunteer managers reported *volunteer recruitment* as their biggest challenge in 2023.

Recruiting process—develop a plan

Volunteer Recruitment Process

- Plan and define volunteer roles
- Create a signup process
- Promote your opportunities
- Screen volunteers and assign roles

bloomerang

The 5 elements of a volunteer recruitment plan:

1. A clearly-defined target audience
2. A case for support
3. Detailed role descriptions
4. Marketing channels
5. A streamlined volunteer registration form

How to Create a Volunteer Recruitment Plan: 5 Strategies

Volunteer recruitment & qualification

- Build a beautifully branded **volunteer sign-up page**.

- Gather key information **online with custom forms**.

- Collect **volunteer waivers, certification documents, and background checks**.

Volunteer scheduling

- **Create schedules** your way, with multiple calendar and list views, filters, and bulk actions.

- Match the right volunteer to the right role and shift with **Bloomerang Volunteer's RosterMode™**.

- **Empower volunteers** to view and sign up for their preferred activities and missions.

Reason people do not volunteer or leave volunteering

- **Problem 1:** "I don't have enough **information** and most volunteer roles **aren't interesting**"

- **Problem 2:** "I don't have enough **time** and volunteer schedules are **too inflexibl**e"

- **Problem 3:** "No one **asked** me to"
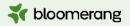
TAKEAWAY:
Most revolve around **TIME, INFORMATION** and a feeling of being **VALUED**. Reasons not to volunteer vary, but the good news is we can mitigate many of them.

https://longevity.stanford.edu/three-reasons-why-people-dont-volunteer-and-what-can-be-done-about-it/

https://nonprofithub.org/hard-volunteer-even-harder-find/
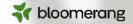
Engaging and retaining your volunteers
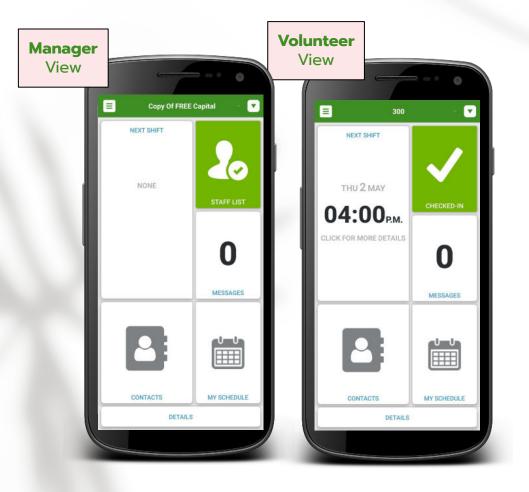
It's about relationship-building!

Continue to build those relationships you have worked hard to establish:

- **Recognize your volunteers** (put ideas in the chat for how you do this!)
- **Make continued volunteering easy** for your busy volunteers
- **Get to know your volunteers** like you do your donors
- Ask for their **feedback** and try to implement improvements
- Share ways for them to **stay involved**
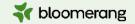
Engaging mobile management & communications

- Using the Bloomerang Volunteer Mobile App, view the entire master schedule and respond to schedule problems in an instant.

- Keep your team informed with automated notifications and shift reminders.

- Two-way communications to keep volunteers connected.
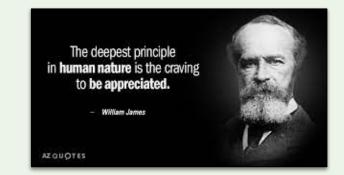
Recognize your volunteers

Please put in the chat ways you recognize your volunteers currently.

What gets celebrated gets replicated.
— Bradley Cooper —

We must find time to stop and thank the people who make a difference in our lives.
— John F. Kennedy —

The deepest principle in **human nature** is the craving to **be appreciated.**
— William James
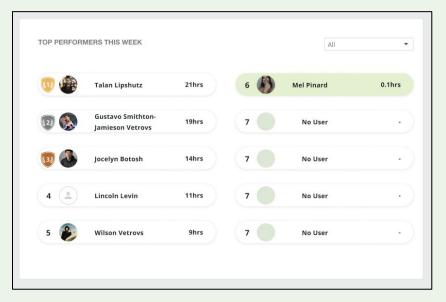
Recognize volunteers in fun and personalized ways
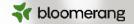
1. Leaderboards

- Understand who are the top performers
- Give high-performers recognition amongst their peers
- Boost participation & engagement levels
- Foster friendly competition amongst volunteers through gamification

2. Email Automations: Recognition of Achievement

- Automatically recognize volunteers when they achieve key milestones (*Total Hours Worked, Anniversary with the Organization, etc.*)

TOP PERFORMERS THIS WEEK — All

	Talan Lipshutz	21hrs
6	Mel Pinard	0.1hrs
2	Gustavo Smithton-Jamieson Vetrovs	19hrs
7	No User	-
3	Jocelyn Botosh	14hrs
7	No User	-
4	Lincoln Levin	11hrs
7	No User	-
5	Wilson Vetrovs	9hrs
7	No User	-

Into the database we go!

How are you currently tracking and engaging your volunteers?

How well is that working?

Is this where you are now?

- Finding and managing volunteers currently feels **overwhelming but is also very important to continue doing it**

- Volunteers are organized through **multiple tools** and it's hard to see everything in the same place (or you just don't like your current system!)

- There are **many moving parts** (shifts, volunteers and other data) to manage your processes and little or no automation

What do you want in a volunteer management system?

User-friendly and short learning curve

**Flexible tools that fit your needs**

Two-way sync with your Bloomerang CRM
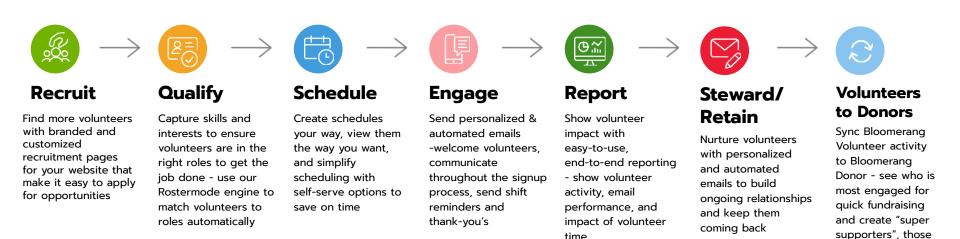
The Volunteer Management Lifecycle

Bloomerang

Create great volunteer experiences, automate time-consuming tasks, and maximize volunteer donations and impact, all in one place

Recruit

Find more volunteers with branded and customized recruitment pages for your website that make it easy to apply for opportunities

Qualify

Capture skills and interests to ensure volunteers are in the right roles to get the job done - use our Rostermode engine to match volunteers to roles automatically

Schedule

Create schedules your way, view them the way you want, and simplify scheduling with self-serve options to save on time

Engage

Send personalized & automated emails -welcome volunteers, communicate throughout the signup process, send shift reminders and thank-you's

Report

Show volunteer impact with easy-to-use, end-to-end reporting - show volunteer activity, email performance, and impact of volunteer time

Steward/ Retain

Nurture volunteers with personalized and automated emails to build ongoing relationships and keep them coming back

Volunteers to Donors

Sync Bloomerang Volunteer activity to Bloomerang Donor - see who is most engaged for quick fundraising and create "super supporters", those that generously give both time and money

Backend Benefit: Profile Data Sync (Two-way) with Bloomerang Donor

| Volunteer		Donor
Email	⟷	Email
First name	⟷	First name
Last name	⟷	Last name
Date of Birth	⟷	Date of Birth
Mobile #	⟷	Mobile #
Address	⟷	Address
Hours Worked	→	Activity Timeline

Volunteer Group

Poll
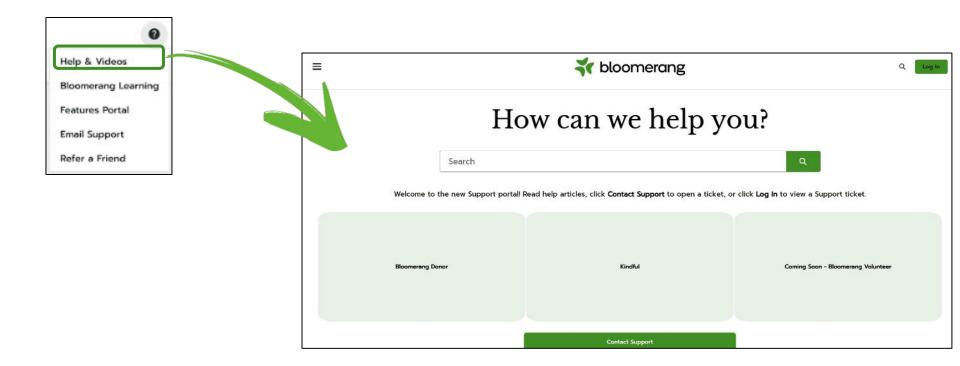
Would you like to book a demo of Bloomerang Volunteer?
- Yes, please! (someone from Bloomerang will reach out to you soon!)
- No, thank you. Not at this time.

Resources
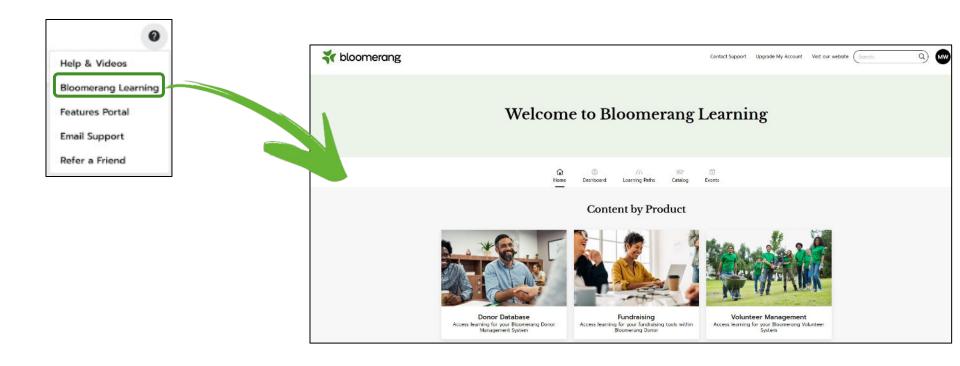
## Bloomerang Knowledgebase and Support Portal
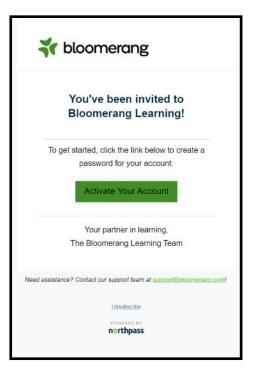
Resources

Bloomerang Learning – our new on-demand learning platform

Resources

Bloomerang Learning – our new on-demand learning platform

If you did not receive this email to activate your Bloomerang Learning account, please reach out to support!

Live Chat to get online assistance immediately

bloomerang

bloomerang

« All Search

🏠 Home

👥 Constituents

Good afternoon, margie
What's happening with Bloom Community

Last updated 07/05/24 6:06am Update

🌸 Groups

📊 Reports

AMOUNT RAISED

CALLS

💬 Communications ⌄

This week

📁 Data Tools ⌄

$2,000

⚙️ Settings ⌄

This month

📊 Kindful

$2,0

No donor calls

Once you enter a new constituent with a
first-time donation it will appear here.

MONTH OVER MONTH REVENUE ⓘ   2022 2023 2024

Chat   ⌄ ✕

First Name

Margie

* Last Name

Worrell

* Email

margie.worrell@bloomerang.com

Start Conversation

Resources

Knowledgebase

Bloomerang Volunteer

View Data Synced from Bloomerang Volunteer

Track Volunteer activity

Registration Link for GiveCON:
https://bloomerang.co/givecon/

Other resources

- 10 Ways To Find New Donors For Your Nonprofit Organization
- The Role of Volunteering in Philanthropy
- Fundraising Planning and Climate Report
- 7 Best Practices for Effective Donor Management
- How to Create a Volunteer Recruitment Plan: 5 Strategies
- The Smart Nonprofit's Guide to Volunteer Management
- 9 Proven Volunteer Retention Strategies for Nonprofits
- How to Host an Effective, Engaging Volunteer Orientation
- Volunteer Engagement | Strategies for Smart Organizations

bloomerang

Thank you for attending!

Visit our website to see more upcoming

Bloomerang Academy webinars!