

# Effective Evaluation Strategies for Volunteer Programs



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Welcome



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Icebreaker

**Introduce yourself to a neighbor and share your favorite positive volunteer story!**



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Workshop Learning Outcomes

**Upon completion of the workshop, you will be able to:**

- Outline your volunteer review process
- Develop a volunteer review template
- Implement strategies to evaluate volunteers
- Outline your volunteer program evaluation process
- Gather and analyze data about your volunteer program
- Translate data into an action plan for your program

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Evaluating  
Volunteers  
and  
Programs

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Volunteering  
and  
Volunteer  
Engagement

**Volunteering in America Report:**  
77.34 million American adults (or 30.3 percent) contributed 6.9 billion hours of volunteer service in 2017.

**Independent Sector Report:**  
\$167 billion in economic value in 2017!

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Volunteering  
and  
Volunteer  
Engagement

**Volunteer Engagement:**

- A cooperative and collaborative relationship between a volunteer and an organization.
- A strategy that builds organizational capacity through employee and volunteer collaboration and the development of high-impact, meaningful volunteer opportunities that create greater influence and outcome for the organization.

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Volunteering  
and  
Volunteer  
Engagement

Volunteer Management	
Recruitment	
Placement	
Supervision	
Review	
Recognition	
Retention	
Controlling	
Prepared positions only	

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### Volunteering and Volunteer Engagement

Volunteer Management	Volunteer Engagement
Recruitment	Cultivation and networking
Placement	Negotiation and agreement
Supervision	Support
Review	Measurement
Recognition	Acknowledgment
Retention	Sustainability
Controlling	Emotionally connected to org.
Prepared positions only	Empowering
	Sculpting positions

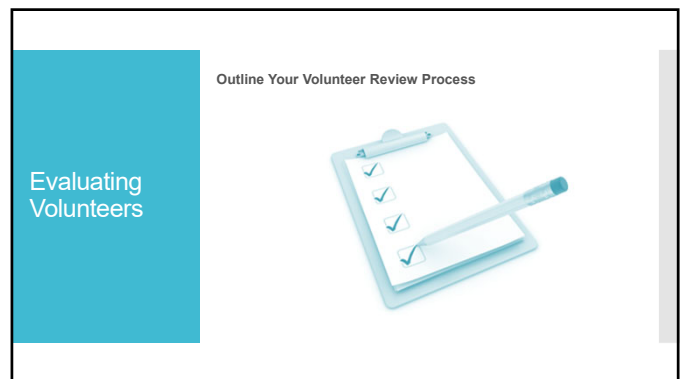
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- ### Evaluating Volunteers
- Why evaluate volunteers?**
- They are expecting you to evaluate their performance
  - They seek specific job skills
  - Volunteer performance affects outcomes and reputation

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Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions

Volunteer will... Skills needed...

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Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions
- Determine a probationary/shadow period

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Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency

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Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template

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Evaluating  
Volunteers

**Outline Your Volunteer Review Process**

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies

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Evaluating  
Volunteers

**Outline Your Volunteer Review Process**

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
  - Rating scale

3 = Exceeds standard  
 2 = Meets standard  
 1 = Needs improvement  
 NA = Not applicable

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Evaluating  
Volunteers

**Outline Your Volunteer Review Process**

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
  - Rating scale
- Leave room for reviewer feedback

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Evaluating  
Volunteers

**Outline Your Volunteer Review Process**

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
  - Rating scale
- Leave room for reviewer feedback
- Volunteer feedback is essential too!

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Evaluating Volunteers


**Outline Your Volunteer Review Process**

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
  - Rating scale
- Leave room for reviewer feedback
- Volunteer feedback is essential too!
  - Ask open-ended questions

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Evaluating Volunteers

**What if I have too many volunteers to evaluate?**



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Evaluating Volunteers

**What if I have too many volunteers to evaluate?**

- Evaluations are still needed, but process may look different.

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Evaluating Volunteers

**What if I have too many volunteers to evaluate?**

- Evaluations are still needed, but process may look different.
- Evaluations at intervals


Department/ Timeline	Operations	Adoptions	Outreach
January			
February		X	
March	X		
April			X
May			

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Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.
- Evaluations at intervals
- Volunteer mentors



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Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.
- Evaluations at intervals
- Volunteer mentors
- Abbreviated review

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Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.
- Evaluations at intervals
- Volunteer mentors
- Abbreviated review
- Periodic informal evaluation

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Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.
- Evaluations at intervals
- Volunteer mentors
- Abbreviated review
- Periodic informal evaluation
- Self-evaluations via survey

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<p><b>Group Activity:</b></p> <ol style="list-style-type: none"> <li>1. Why is a volunteer evaluation important in this scenario?</li> <li>2. What are the next steps to take?</li> </ol>	<p><b>Example Scenario:</b></p> <p>Joan has volunteered in your outreach department for three years, specifically helping with adult outreach. Six months ago, she transferred to the youth education program where she began facilitating two in-school presentations: bite prevention and responsible pet guardianship. After her last two presentations, you received complaints about Joan from the schools. You learn from speaking with school staff that Joan:</p> <ul style="list-style-type: none"> <li>- Has not been wearing her volunteer logo shirt, and instead wore clothes with less appropriate animal welfare messaging about spay/neuter</li> <li>- Made a child cry by saying he did a bad thing when his family bought their pet instead of adopting</li> <li>- Seemed confused about the presentation content she was providing</li> </ul> <p><i>Note: Joan received youth education training but has not received a position description for her role.</i></p>
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<p><b>Evaluating Volunteer Programs</b></p>	<p><b>Program Evaluation Step-by-Step</b></p> <ul style="list-style-type: none"> <li>o Determine the purpose of your evaluation</li> </ul>


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## Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)




- Number of active volunteers
- Hours per volunteer
- Number of dogs walked
- Monetary value of services rendered

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## Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)
- Consider what could be measured



**What is the IMPACT?**


- ROI
- Mission alignment
- Organization long and short-term goals
- Community connection

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## Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)
- Consider what could be measured
- Decide how the information will be used

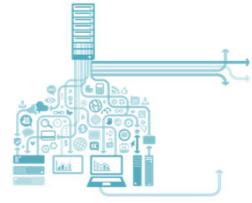


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## Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Define your audience (or all stakeholders) for data collection




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Evaluating Volunteer Programs

Program Evaluation Step-by-Step

- Decide what information to obtain, and how to obtain it



The diagram features two overlapping speech bubbles on a teal background. The top bubble is labeled 'QUANTITATIVE' and the bottom bubble is labeled 'Qualitative' in a cursive font. A white line connects the two bubbles, suggesting an integration of both methods.

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Evaluating Volunteer Programs

Program Evaluation Step-by-Step

- Establish timeline and secure resources




A circular icon containing a white calendar grid with a checkmark in the bottom right corner, set against a teal background.

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Evaluating Volunteer Programs

Program Evaluation Step-by-Step

- Conduct evaluation




An illustration of a computer monitor displaying a dashboard with various icons: a gear, a leaf, a recycling symbol, a person, and a bar chart.

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Evaluating Volunteer Programs

Program Evaluation Step-by-Step

- Analyze the data and interpret the results



An illustration of two hands holding a tablet. The tablet screen shows a bar chart with a line graph overlaid, set against a background of a grid.

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Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)
- Consider what could be measured
- Decide how the information will be used
- Define your audience for data collection
- Decide what information to obtain, and how to obtain it
- Establish timeline and secure resources
- Conduct evaluation
- Analyze the data and interpret the results
- Develop action plan

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Evaluating Volunteer Programs

**GOALS**

- Long and short-term
- Connected to organization and program outcomes

- 1.
- 2.
- 3.

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Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

- Communicate the results




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Evaluating Volunteer Programs

**Program Evaluation Step-by-Step**

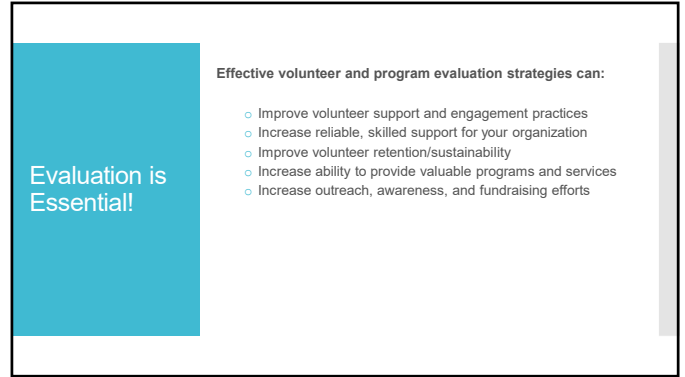
- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)
- Consider what could be measured
- Decide how the information will be used
- Define your audience for data collection
- Decide what information to obtain, and how to obtain it
- Establish timeline and secure resources
- Conduct evaluation
- Analyze the data and interpret the results
- Develop action plan
- Communicate the results
- Evaluation continues!



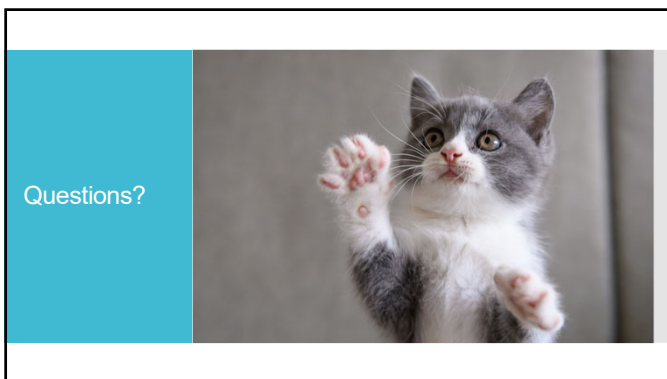
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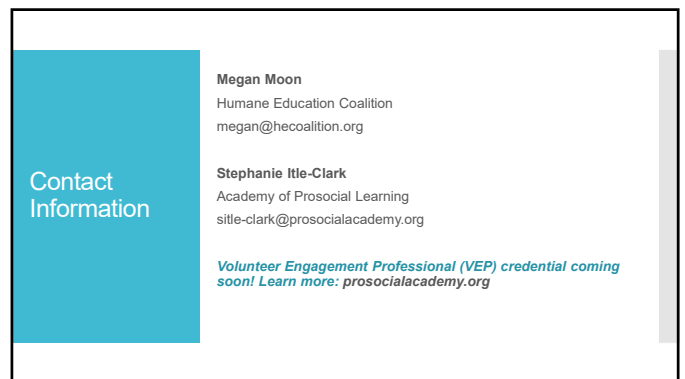
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## Helpful Resources

**Academy of Prosocial Learning** – Volunteer Engagement Professional (VEP) Credential: [prosocialacademy.org](http://prosocialacademy.org)

**Association of Leaders in Volunteer Engagement (ALIVE)** – [volunteeralive.org](http://volunteeralive.org)

**Energize Inc.** – volunteer engagement articles: [energizeinc.com](http://energizeinc.com)

**United Way GMWC** – volunteer resource library: [unitedwaygmwc.org/volunteer-resource-library](http://unitedwaygmwc.org/volunteer-resource-library)

**VolunteerMatch** – free volunteer recruitment tool and resources: [volunteermatch.org](http://volunteermatch.org)

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# Thank you!



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