IMPROVING VOLUNTEER RETENTION WITH NONPROFIT ORGANIZATIONS THROUGH IMPLEMENTING ONBOARDING TRAINING

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DEOL CANDIDATE
NOVEMBER 15, 2021
BACKGROUND

- Personal experience & professional interest
- Services
- Organization issue: Retention of Volunteers
Initial Goal
Increase the retention of volunteers with One Step Further (OSF)

Adapted Goal
Develop a volunteer onboarding process to maintain CSNP volunteers
Project Scope and Approach

**Scope**

- Increase retention of volunteers-millennials
- Update marketing materials
- Develop Best Practices

**Approach**

- Initial Proposal
- Identified key areas of improvement
  - CTNA
- Research Methodology
- Volunteer Function Inventory (VFI)
- Denison Organizational Culture Survey (DOCS)
Literature Review

- Nonprofit Organizations
- David McClelland’s Achievement Motivation Theory
  - Need for Affiliation (nAff)
  - Need for Achievement (nAch)
  - Need for Power (nPow)
- Recruitment
- Onboarding
OUTCOME DATA

• Initial research
  • Interviews
  • Surveys (email)
• 50% (volunteering helps to increase self-esteem) VFI
• 83% (clearly defined culture- values, beliefs and principles) DOCS
• 50% believed that an onboarding could assist with retention
<table>
<thead>
<tr>
<th>Year 1</th>
<th>(January 2019 – December 2019)</th>
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</thead>
<tbody>
<tr>
<td>• Identified OSF (CSNP) Challenge</td>
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<td>• Volunteered</td>
<td></td>
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<td>• Began Literature Review</td>
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<tr>
<td>• Resources</td>
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<table>
<thead>
<tr>
<th>Year 2</th>
<th>(January 2020- December 2020)</th>
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<tr>
<td>• Assessments</td>
<td></td>
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<tr>
<td>• Revised Consultancy Project (CSNP)</td>
<td></td>
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<tr>
<td>• Research Methodology</td>
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<table>
<thead>
<tr>
<th>Year 3</th>
<th>(January 2021 – November 2021)</th>
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<tr>
<td>• Bi-Weekly meetings with Site Supervisor</td>
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<tr>
<td>• Identify volunteer participants</td>
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<tr>
<td>• Staff and volunteer's interviews and surveys</td>
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<tr>
<td>• Developed brochures</td>
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<tr>
<td>• Developed onboarding handbook</td>
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Risks/Constraints

• Risks
  ○ Volunteer fatigue
  ○ Volunteer database
  ○ Increase of consumers in need of services
• Constraints
  ○ Staff
  ○ Unforeseen Obstacles
# Quality Assurance Plan

<table>
<thead>
<tr>
<th>Specific activity</th>
<th>Timeline</th>
<th>Persons responsible</th>
<th>Resources needed; fiscal and human</th>
<th>Formative assessment Method</th>
<th>Summative assessment method</th>
<th>Goal</th>
<th>Indicator of success</th>
</tr>
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<tbody>
<tr>
<td>Send updated brochures to current and past partners (UNCG, Tanger Outlet, NC A&amp;T, Bennett College GTCC, Greensboro College, Juvenile Justice, Attorney Offices, etc.) Send via both physical mail and electronic email. Electronic email should be sent with read receipt</td>
<td>Sept. 2021</td>
<td>Intern, or designee</td>
<td>Postage, envelops, agencies addresses, contact person, list of additional agencies</td>
<td>Log all next steps and follow-up on excel spreadsheet</td>
<td>Director and intern will be carbon copied on electronic emails and approve all postage of brochures</td>
<td>To establish potential contacts of future volunteers</td>
<td>Increase volunteer interest by 40% after the 3 months of new volunteer onboarding</td>
</tr>
<tr>
<td>Create google doc to store new and old volunteer demographic information</td>
<td>Sept. 2021</td>
<td>Administrative assistant, intern, or designee</td>
<td>Develop company google email account</td>
<td></td>
<td></td>
<td>To create one centralized database</td>
<td>Volunteer information easily accessible</td>
</tr>
<tr>
<td>Monitor google email for potential volunteers</td>
<td>Ongoing</td>
<td>Designee</td>
<td>Access to computer electronics to check email</td>
<td>Director of CSNP ongoing audit of google email to ensure no volunteers</td>
<td>Ongoing audit</td>
<td>To increase volunteer database, and recruit more volunteers</td>
<td>Volunteer willing to volunteer more than 20-30 hours per year.</td>
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Reflection

• Interest for non-profit organizations
• Change
  ○ Visiting other non-profit organizations
Area for Future Study

- What criteria do volunteers use in choosing a non-profit organization for which they will volunteer.
- Decision making (communication)
REFERENCES


REFERENCES


• Sada Kane, A. S. G. (2018). *Perceived motivations of educators applying and volunteering in EdTech ambassador programs within McClelland's achievement motivation theory* (Order No. 10930634) [Doctoral dissertation, Lamar University]. ProQuest Central; ProQuest Dissertations & Theses Global: The Humanities and Social Sciences Collection.

Questions