

## **Volunteer Value Indicator Ideas**

### Service and Client Measures

- Number of clients or participants served by volunteers
- Number of services provided by volunteers (rides given, meals delivered, youth mentored)
- Quality of service/level of attention provided by volunteers
- Amount of change achieved by volunteers (i.e., number of seniors able to live independently)
- Percent of need met by volunteers (number of hours filled/number of hours needed)

### Human Resource Measures

- Ratio of time invested in volunteer management to volunteer time contributed
- Number of volunteers supervising or training other volunteers or staff
- Volunteer ratios (volunteers to paid staff, volunteers to volunteer administrators)
- Volunteer time converted to full-time equivalents (FTE) (i.e., volunteer who works 10 hours per week all year would be .25 FTE)

### Volunteer Activity Measures

- Total number of volunteers engaged at the organization annually
- Total number of volunteer hours contributed to organization annually
- Number of hours per volunteer
- Volunteer retention (how long volunteer stays compared to expected length of stay)
- Volunteer engagement rate (number of active volunteers/number of enrolled volunteers)
- Range of roles performed by volunteers
- Percent of volunteer positions or slots filled
- Extent to which volunteers reflect the community served (language spoken, race/ethnicity, age, gender)

### Organization and Department Measures

- Number of volunteers or volunteer hours by program or department
- Volunteer feedback about what they are seeing in the field
- Program or process improvement suggestions made by volunteers
- Number of organizational goals met through volunteer support
- Type of organizational goals met through volunteer support
- Number of people referred to organization by a volunteer (volunteers, board members, clients)
- Number of volunteers participating in other organizational roles (program participant, donor)

### Organization Perception and Satisfaction Measures

- Perception of organization by volunteers
- Perception of organization by community
- Perception of volunteer impact on clients
- Volunteer satisfaction rate
- Paid staff's level of satisfaction with volunteers
- Clients' level of satisfaction with volunteers

### Anecdotal Measures

- Stories about the impact of service
- Stories about volunteers

### Financial Measures

- Amount of money/in-kind gifts raised or donated by volunteers
- Cost savings to the organization achieved by engaging volunteers (funds not expended because of volunteer support)
- Extension of budget achieved by engaging volunteers (additional services provided because of volunteers)

### Economic Valuation of Volunteerism

- Social Accounting (estimated financial value of volunteering for the client, volunteer and staff)
- Value of volunteer hour (Independent Sector rate = \$24.14/hour or other wage replacement formula)
- Organization cost (what the hour would be worth if the organization had to pay staff for comparable work)
- Cost-benefit analysis/ROI (ratio comparing the benefits and costs of volunteer engagement)

### Volunteer Practices

- Volunteer Net-Benefit Analysis (tool to assess if challenges of volunteer management outweigh benefits)
- Traditional volunteer management practices (recruit, screen, orient, train, supervise, evaluate, recognize)
- Organizational practices that support volunteering (leader buy-in, planning, resource allocation, data collection, technology)
- Extent to which volunteers are integrated into the organization
- High-caliber staff member or volunteer dedicated to involving volunteers in the organization
- Organization culture that supports volunteer engagement
- Staff beliefs about potential of volunteers to contribute