



# Volunteer Engagement: 5 Steps to Strengthen in 2025

*A Guide for Volunteer Leaders by  
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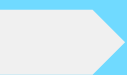
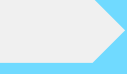
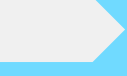
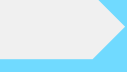

# VQ Volunteer Strategies

## 5 Steps to Strengthen in 2025

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In a new year and in times of uncertainty, it's natural to step back with a 'wait and see' approach, but a more impactful approach is to step forward and use your influence for positive impact in your organization and community.

**Here are five things you can do to buoy yourself and strengthen your organization through the lens of volunteer engagement:**

-  **01** **Get in the Know**
-  **02** **Follow the Field**
-  **03** **Connect with Peers**
-  **04** **Make a Plan**
-  **05** **Embrace Your Role**

# 1 Get in the Know

The landscape of volunteerism and the sector as a whole is changing at a rapid pace. How are you staying informed about the latest trends and policies that may be affecting your work?

- To which volunteer engagement professional associations do you belong, if any?
- What data reports on volunteerism rates and trends do you follow? Volunteering and Civic Life in America is a good place to start. What other data sources from your field or local community would be valuable?

# 2 Follow the Field

We have had several exciting changes to the field with some of our many influential organizations welcoming new leadership, others choosing to merge, and others clarifying mission and focus. Staying aware of the field can help you find resources, inspiration, and potential partnerships!

- Within your sector, which are the leading organizations and what are their priorities?
- Have there been any significant shifts in leadership or focus among key organizations in your field and, if so, what opportunities for resources or partnerships might that provide?

# 3 Connect with Peers

There's nothing more powerful than connecting with peers to share, learn, and inspire each other.

- What conferences can you attend?
- What communities of practice can you join?
- With whom would you like to network?



# 4 Make A Plan

*When a disaster hits, funding changes overnight, a crisis demands “all hands on deck,” or policy changes upend the systems we work in..., the impulse to carry on as usual can feel powerful. The temptation to avoid, overcommit, or cling to old plans or the desire to change everything now are understandable. But in times of significant change, creating space isn’t about stepping back—it’s about making room for clarity and care so we can move forward with integrity.*

-- Marian Urquilla

**Times like these deserve a plan -- or they demand revisiting a plan to assess it for continued relevance.**

- Do you have a strategic plan for volunteer engagement? YES  NO
- Does your organization have a strategic plan and are you familiar with it? YES  NO
- What are the strategic priorities of the organization and how does volunteer engagement fit into it?
- Has your organization reviewed the plans in light of recent or anticipated changes?  
If not, how can you advocate to convene a team to review and revise it?

# 5 Embrace your Role as Strategic Leader

**As you update plans, meet with colleagues, and attend convenings, remember that you lead a vital strategy for mission-fulfillment. Own that role. Embrace that mantle of leadership.**

What are three steps you can take in the next two months to get in the know, follow the field, connect with peers, make a plan, and lead this work?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_



Learn more about working  
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