Share Impact Planning Guide

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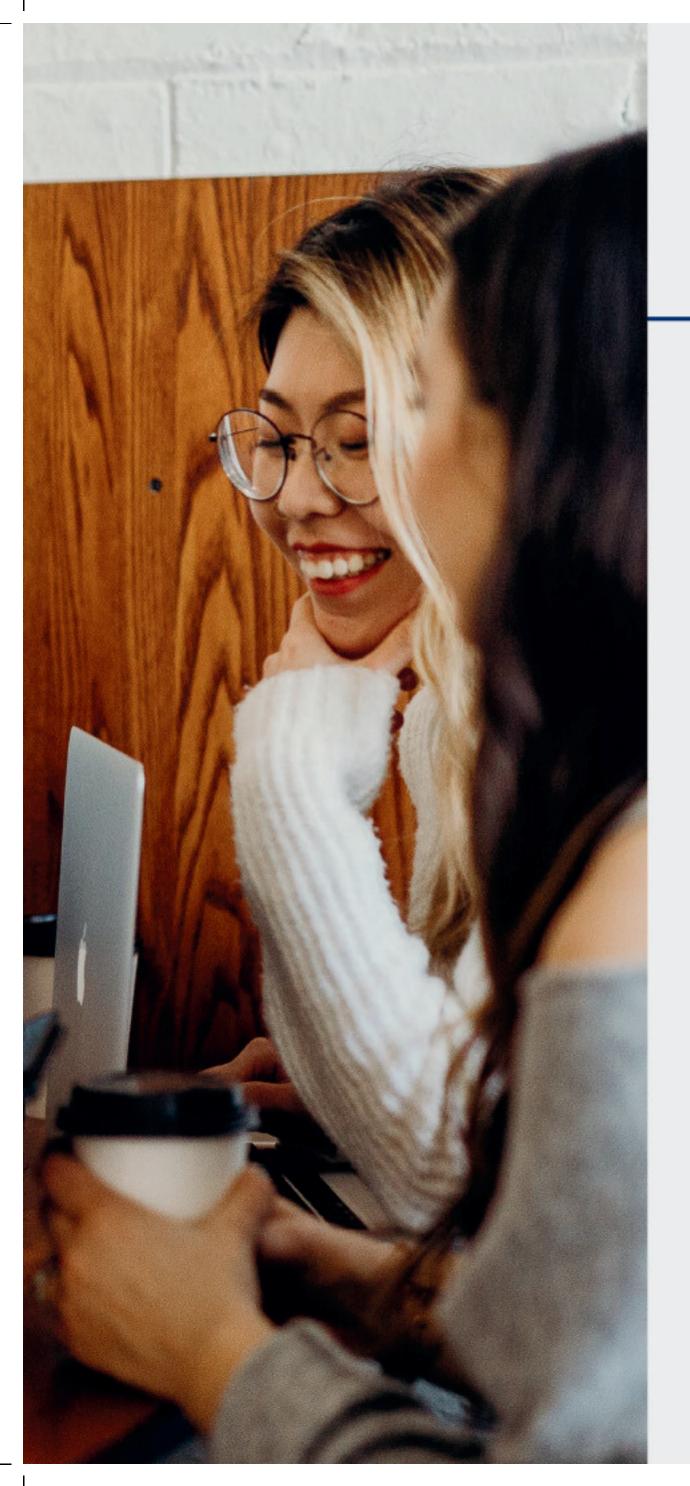
Share Impact

When it comes to sharing your volunteer program impact, you'll want to regularly evaluate your process to ensure you have what you need to share program outcomes with your volunteers.

Use this guide to gain insights into what's working + where to boost your efforts.

✔ **Determine the most accurate + impactful data**

✔ **Evaluate your system + process for collecting impact data**

✔ **Share with your volunteer base through meaningful communication channels**

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Determine the Most Accurate + Impactful Data

What are the main activities of your program? (ie box packing, after-school tutoring)

_____

What are the primary outputs of these activities? (ie meals delivered, hours tutored)

_____

What are the outcomes? (ie 25 students were able to receive tutoring all year + increase their reading scores)

_____

What aspects of your program outcomes are appropriate to share with each of your support groups?

_____

Evaluate Your System + Process for Collecting Impact Data

Do we have a method for collecting volunteer program data? If yes, describe the components + process.

Do our volunteers currently log their contributions to our program on their own? If yes, how? Through filling out hours logs, surveys, or using our software?

Do we have to intervene manually in the data-collecting process? Do we have to input, type, or write data, contributions, and program outcomes? How many parts of the process are we manually entering data, hours logs, other contributions, and outcomes?

Do we use any tech tools for collecting program data? If yes, do these tools integrate with each other?

Share with your volunteer base through meaningful communication channels

What are the different ways we communicate with our volunteers? (email, text, mailers, in-person events)

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Of the above methods, what are the ways volunteers enjoy receiving communications?

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What types of media do volunteers enjoy receiving the most? (ie photos, graphics, videos, live presentations)

_____

What are the ways we've shared the data + outcomes in the past that volunteers have truly appreciated? Are there ways of sharing this volunteer impact that we haven't tried but want to try for next year?

_____

Bring It All Together

Evaluate Your Data Needs

- Identify parts of your impact story that volunteers want to hear about most.
- Try an informal volunteer survey, learning more about the "why" behind their choice to volunteer with you. This will help guide your volunteer impact-sharing communications strategy.

Grow Your Data System + Process

- Build on your process to ensure tracking of data points + info to best share your impact story. Identify places where you can better collect data + centralize it.
- Do you need an automated system for collecting certain data points (ie volunteer hours)?
- Do you need volunteer and organization buy-in to make collecting data a more streamlined process?

Share Impact with Volunteers

- Use your volunteer's favorite methods of communication to ensure they receive the impact messages you're sharing!
- Do you volunteers love in-person appreciation events? Share your impact story there!
- Do you send out monthly e-newsletters? Share your progress on big goals by tracking outcomes along the way!
- You can use free tools like Canva.com to design beautiful graphics that are easy to share.

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