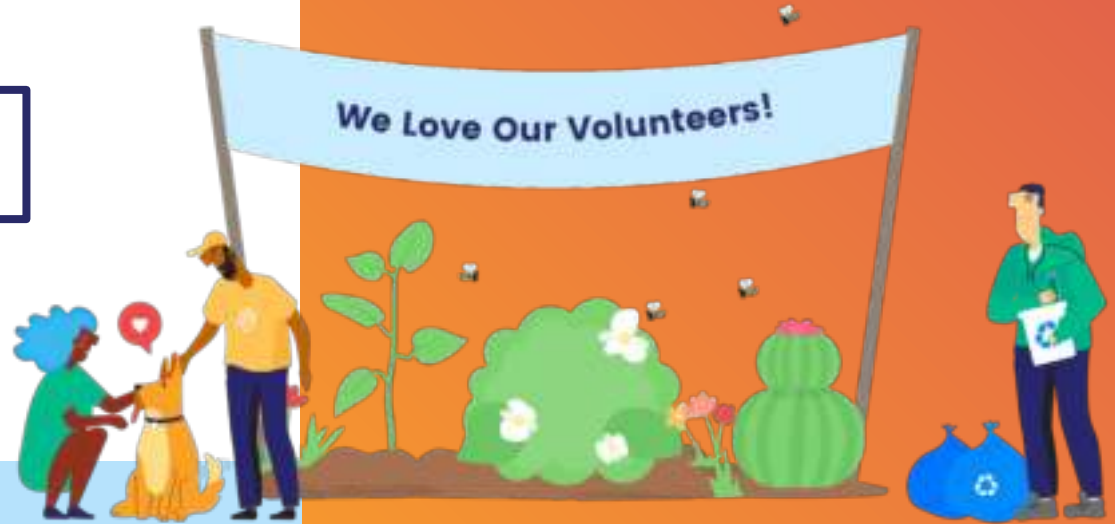




Building Supporter Stewardship
through Volunteer Engagement



April 7th, 2022 | Sam Nyland | Product Marketing Manager | Neon One

Agenda

1. Introduction & Housekeeping
2. Importance of Supporter Stewardship
3. Best Practice Tips
4. How Neon CRM can help!
5. Volunteer Engagement & Cultivation Strategies
6. Q&A - Hi Tim!

Hi, my name is Sam Nyland!

- **Neon One:** 6 years (Senior Account Executive & Product Marketing)
- **10+ years Nonprofit experience** - Development & Fundraising, Programmatic: Client-facing, Board Chair
- **Product Expertise:** CRM, Website & Custom Solutions Expert
- **Personal Causes:** Youth Empowerment, Economic & Racial Justice, Mental Health Advocacy



Housekeeping

1

This is being recorded. Our webinars are all recorded for future reference and placed into our [Resources: Events & Webinars section of the Neon One website](#) with slides and transcript. It'll be there tomorrow at the latest!

2

We will be taking questions. We want this to be an actionable resource for your organization, so please use the Q&A! We will address them either in our agenda or at the end of the presentation.

3

We'll focus on practical usage. This session will talk explicitly about using Neon CRM's new form builder and how to optimize it to build a connection with donors.

4

We have tons of resources for you. In the deck (which you will receive a copy of!), and there is a larger set of resources relating to volunteer recruitment and retention strategies we will be sending your way.

What will we be learning about today?

- **WHY stewarding non-transactional supporters is important**
- **Best Practice Tips**
- **How to collect & effectively use that data to steward volunteers in Neon CRM**
- **How to start building a volunteer communications strategy that is timely and engaging**



WHY?



30%

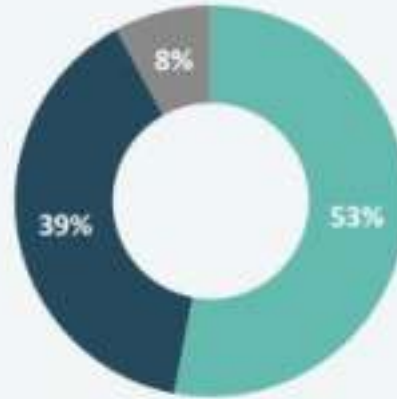
American adults volunteer

80%

Also donate money to charity

SEQUENCE OF VOLUNTEERING AND DONATING

Among philanthropic individuals who have ever volunteered



- I support a nonprofit financially, then volunteer there
- I volunteer at a nonprofit, then make a donation
- I do not make donations to the organizations where I volunteer

A common mistake made by many nonprofits is that they place too much emphasis on larger financial donors and forget about the folks that dedicate their **time, effort, and energy – volunteers!**

Uncovering Volunteer Motivation: Best Practices

DEVELOP NEW
SKILLS

HELP OTHERS

COMMUNITY

MAKE NEW
FRIENDS

STRONG PERSONAL
CONNECTION

TRY SOMETHING
NEW



Ask open-ended questions to uncover deeper motivations

Questions to ask:

- How did you hear about our organization?
- Why do you want to volunteer with us?
- What are you hoping to get out of your time volunteering with us?
- What part of our mission and values resonates most with you?
- What skills can you bring to this volunteer position?
- What type of projects are you interested in?
- How do you prefer to be contacted?
- When is your birthday?
- What resources do you need from us?



Supporter Stewardship starts with a Great database & a Great form!

How Neon CRM can help:

- Individual Tags
- Account Custom Fields
- Storytelling
- Total volunteer hours tied to a specific project
- Track the total # of projects completed

[Let's take a look...](#)



How to engage and connect with your volunteers once they sign up

- Say “Thank You!” - system email / phone call / handwritten Thank-you note
- Happy Birthday!
- Host a volunteer appreciation day/event
- Illustrate Impact
- Promote future volunteer opportunities
- Get to know more about them - survey/phone call

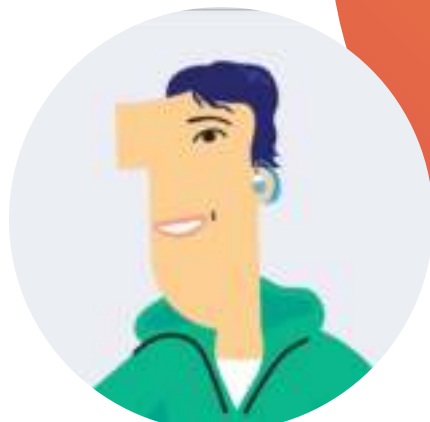


Volunteer Cultivation = Donor Cultivation

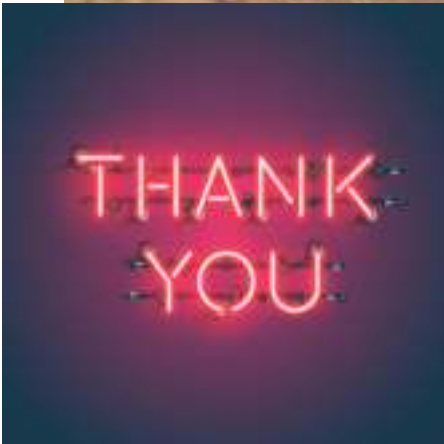
TAKEAWAY:

When thinking about volunteer cultivation, the same types of donor stewardship strategies and donor cultivation tactics will apply to your volunteers.

Just as you segment your donation acknowledgments by gift amount or campaign, you can do the same by measuring the hours committed or projects completed with your volunteers.



MAGIC WORDS:



Further Resources to Dive Into!

Blog Posts:

[Our Favorite Volunteer Recruitment Methods of 2021](#)

[Volunteer Retention Strategies: 7 Tips to Keep Your Volunteers](#)

Reports:

[2021 CSS Philanthropic Landscape](#)

[Donors: Understanding The Future of Individual Giving](#)



Q & A