Outline

- Overview of NCS
- The evaluation process
- Results and recommendations
Missions/Goals

- NCS is a nonprofit organization working to reunify families after a child has been abducted or becomes missing
- Community education and outreach efforts concerning missing children - prevention - proactive measures
Evaluation Focus

- Volunteer workforce
  - Recruitment
    - How to attract the needed volunteers
  - Retention
    - How to keep volunteers
  - Engagement
    - How to ensure volunteers are effectively utilized
The Plan

Qualitative comparison of as-found to ideal:

- Interview staff
- Survey volunteers
- Firsthand observations
- Compile benchmarking data
- Iterative / in parallel
Staff Interviews

- 4 Las Vegas employees
- 1 Reno employee
- Member of the board of directors
- Additional community resources
Interview Findings

- Potential tasks unidentified
- Needed skill sets unknown
- Related job descriptions unavailable
- Potential sources of volunteers untapped
- Partnering organizations source of volunteers
Surveys & Observations

- Blanket email sent out by volunteer coordinator
- 57 volunteers
- 7 completed survey
- Bias response
- Community event
- Completed the volunteer application process
Survey & Observation Findings

- Volunteers want to do more
- Volunteers know others that want to volunteer
- Website volunteer process problematic
- Recruitment not happening at events
- Plenty of resources in the community
Benchmarking

- Wealth of information readily available on volunteerism
  - Why people volunteer
  - What types of people volunteer
  - Recruitment techniques
Power of the Ask

- Those that are asked to volunteer are 2.5 times more likely to volunteer than those that are not asked.
- 50% of individuals are not asked to volunteer.
Internet Recruiting

- Only 3.3% of volunteers learned about the volunteer service via the internet
- Only 13.2% of volunteers with internet access learned about the service opportunity via the internet
Findings

- Nevada lowest in volunteerism
- Education and youth-service organizations are the most popular type of organizations for Nevada volunteers
  
  Corporation for National and Community Service (2007).

- "Nevada doesn't have enough places where people can get information about volunteering."

  Fran Smith, Executive Director of the Volunteer Center of So. Nev.
Recruitment Recommendations

- Solicit volunteers at routine events
- Utilize fliers
- Get volunteers to recruit volunteers
  - Appoint a volunteer Manager/Recruiter
- Network more with other organizations
- Refine on-line volunteer process
- Internet recruitment not be the major focus
Retention & Engagement Recommendations

- Skills survey of all volunteers
  - Volunteers want to do more. Let them.
- Application process
  - Maintain line of communication throughout application process
- Master calendar of routine events
Thank You