



THE OHIO STATE UNIVERSITY

Engaging Alumni Volunteers

Office of Volunteer Relations



Opportunity



Excerpts from The Buckeye Room, Alumni Engagement Survey: Volunteering

Key Engagement Activities

Overall, members are satisfied with their mentoring, volunteering, and club/society experiences.

Attributes	Participation	Satisfaction
Mentoring Experience	14%	93%
Volunteer Experience	16%	88%
Club/Society Experience	48%	88%
Donor Appreciation	78%	56%
Donor Impact	78%	39%

Low Participation

High Satisfaction

Base: Total (n = 2,459)
Satisfaction = the sum of top two box score

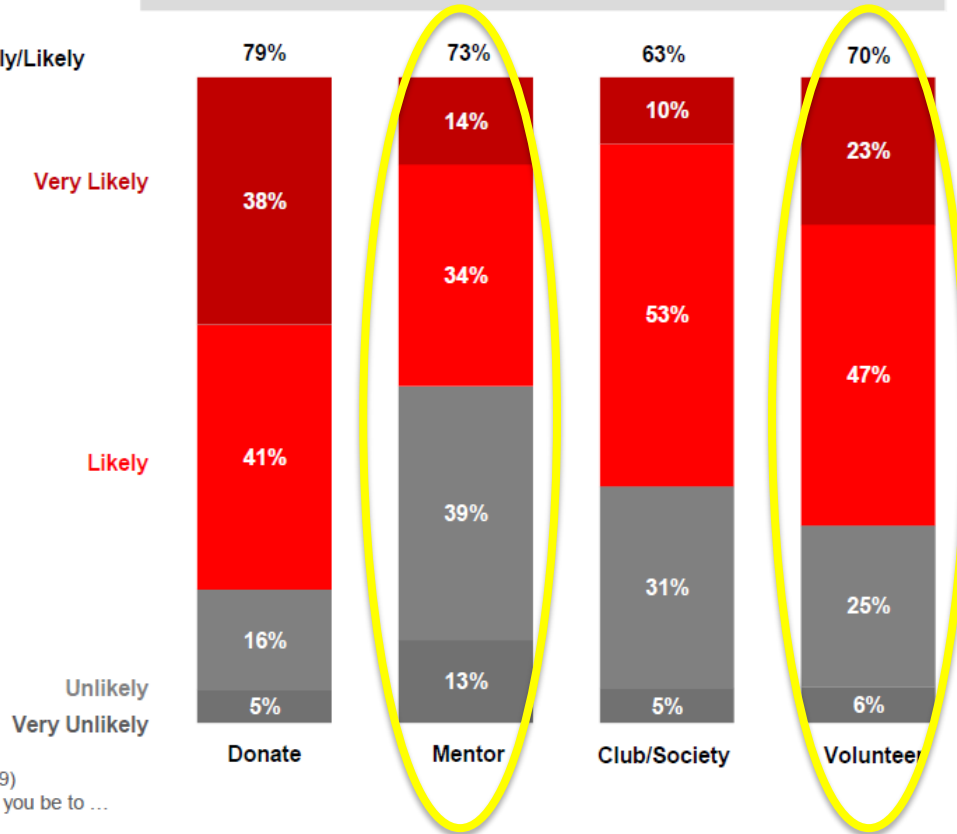


People want to Mentor and Volunteer

Likelihood to Participate

We have opportunity to improve participation across the board.

NET: Very Likely/Likely



Base: Total (n=2,459)
Q: How likely would you be to ...



“I do not currently but would in the future...”

	Yes, I do	I do not currently but would in the future	I do not currently and would not in the future	No, but I have done in the past
Served on board or committee	6%	58%	31%	5%
Encourage others to attend	88%	7%	1%	4%
Keep in touch with staff and professors	26%	19%	34%	20%
Involved with Alumni clubs and societies	37%	39%	11%	13%
Donate to support the university	54%	19%	7%	20%
Use Ohio State services	13%	42%	28%	17%
Attend Ohio State non-sporting events	23%	48%	15%	14%
Attend Ohio State sporting events	74%	12%	3%	10%
Volunteer with the university	11%	53%	26%	10%

Base: Total (n = 7,082)



How to Engage Volunteers



“Volunteer engagement is focused on matching the needs of the organization to the skills and talents that volunteers want to share.”

- JFFixler Group



1. Think about what you need.
2. Think about what your potential volunteers want.



Volunteer Cultivation & Networking

(or Recruitment)

- Utilize *The Buckeye Room* to better understand potential volunteers (contact Molly Schmied.2)
- Utilize *TAS* to create lists to market to specific opportunities to specific alumni
- When thinking about engaging specific individuals, it's important to understand their specific talents and interests.
- Utilize the entire *Ohio State VolunteerMatch* network to engage your volunteers – work as a team, don't try to be everything for everyone.
- Utilize entire college/unit network to promote – especially DOs



Engagement ideas

- **Event Volunteers**
 - Engage young alumni in event operations – registration, mingling, assisting
- **Speakers**
 - Events, classes
- **Mentoring – virtual or in-person**
 - Alumni → Alumni
 - Alumni → Student
 - Connect with career management office at your college or AA
- **Service Projects**
- **Skills based – talk with HR**
- **What can you do outside of Central Ohio?**



Best Practices

- Be specific
- Focus on quality
- Put yourself in a volunteer's shoes
- Market your opportunity



Next Brown Bag lunch & learn

Wednesday, June 3, 2015

Noon – 1:00pm at LAH

Topic: Volunteer Recognition

Lunch will be provided