Engaging Alumni Volunteers
Office of Volunteer Relations
Opportunity
### Key Engagement Activities

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

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Participation</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentoring Experience</td>
<td>14%</td>
<td>93%</td>
</tr>
<tr>
<td>Volunteer Experience</td>
<td>16%</td>
<td>88%</td>
</tr>
<tr>
<td>Club/Society Experience</td>
<td>48%</td>
<td>88%</td>
</tr>
<tr>
<td>Donor Appreciation</td>
<td>78%</td>
<td>56%</td>
</tr>
<tr>
<td>Donor Impact</td>
<td>78%</td>
<td>39%</td>
</tr>
</tbody>
</table>

**Low Participation**

**High Satisfaction**

*Base: Total (n = 2,459)
Satisfaction = the sum of top two box score*
Here is feedback from non-volunteers:

**Encourage Non-Volunteers**

Obtaining more information about volunteer opportunities would encourage non-volunteers to volunteer with Ohio State.

- "Have a list of volunteer opportunities so people can see if there's something that fits with their specific interests or abilities."
- "I would need to know the program mission and time involved."
- "Be specific about what type of volunteerism is needed and get the word out to the alumni."
- "Activities that can be conducted from my local area - on projects that benefit OSU and the local community where I live."
- "Publicize opportunities, connect them to a mission."

Reduced base: Non-Volunteers (n = 752)
Q: What could The Ohio State University do to encourage you to volunteer?

82% answered this optional question
People want to Mentor and Volunteer

Likelihood to Participate

We have opportunity to improve participation across the board.

NET: Very Likely/Likely
- Very Likely: 79%
- Likely: 73%
- Unlikely: 63%
- Very Unlikely: 70%

Donate: 79%
Mentor: 73%
Club/Society: 63%
Volunteer: 70%

Base: Total (n=2,459)
Q: How likely would you be to ...
“I do not currently but would in the future…”

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

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