

# NORTH TEXAS GIVING DAY<sup>ORG</sup>

9.17.20

*powered by*

COMMUNITIES  
FOUNDATION of TEXAS



# TAKE 15: VOLUNTEER RECRUITMENT STRATEGY



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# Agenda

- I. Introduction
- II. Leveraging North Texas Giving Day
  - I. Listing Volunteer Opportunities
  - II. Finding Opportunities
  - III. Being Asked
  - IV. Data
- III. Volunteer Communication Plan
- IV. Getting the Word Out
- V. Questions?
- VI. Closing Remarks





# Introduction: The Value of Volunteers

Volunteers are, without a doubt, one of the most valuable resources a nonprofit can gain access to.

Nonprofit and public organizations often rely on volunteers to carry out their mission and objectives.

Recent studies estimate that about a hundred million people volunteer each year with an annual value in the range of \$150 billion.



# Introduction: The Decline in Volunteering

Despite the fact that people who volunteer report improved mental and physical health, happiness, self-esteem and life satisfaction . . .

A recent study by the University of Maryland's Do-Good Institute, reports the percentage of Americans who contribute time and money has fallen to its lowest point in two decades.





# Introduction: Common Barriers

Research by the Stanford Center on Longevity has shown that while over 90% of us want to volunteer, only 1 out of 4 Americans actually do.

That research has found 3 common barriers:

- “I don’t have enough information and most volunteer roles aren’t interesting”
- “I don’t have enough time and volunteer schedules are too inflexible”
- “No one asked me to”





# Introduction: North Texas Giving Day's Strategy 2.0

Incorporate volunteerism in  
North Texas Giving Day:

- Time can be as valuable as money;
- It's a critical need for many nonprofits;
- Younger donors WANT to give time;
- All donors are more deeply engaged by giving time.



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# Introduction: 2019 (Year 2) Results:

660 Nonprofits listed 1,600 opportunities

25,600 donors expressed an interest in volunteering for 2,700 nonprofits

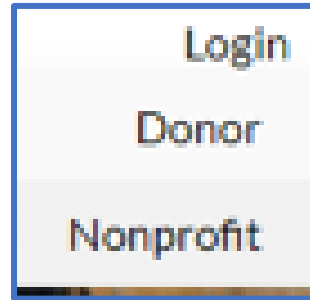
16,000 donors pledged 622,000 hours



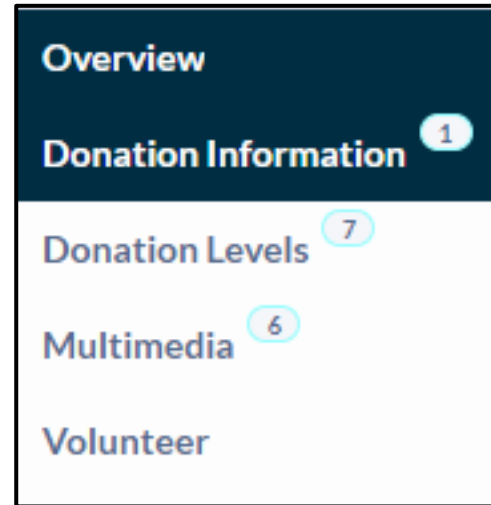


# Leveraging Giving Day: Volunteer Opportunities

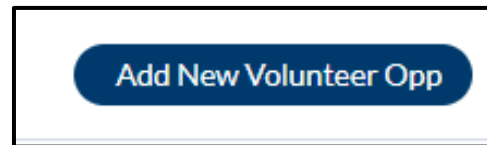
Log in:



Click Volunteer:



Enter New Opp:



# Leveraging Giving Day: Volunteer Opportunities

## Carefully Craft Your Volunteer Opportunities

Remembering the barriers, provide engaging, interesting specifics, preferably with flexibility.



* Volunteer Opportunity Name	Opportunity Date
<input type="text"/>	<input type="text" value="MM/DD/YYYY"/>
Start Time	End Time
<input type="text"/>	<input type="text"/>
* Volunteer Opportunity Description	
<div></div>	
Opportunity Location	
<input type="text"/>	





# Examples: Important & Interesting Role

\* Volunteer Opportunity Name

Walk Dogs at the SPCA of Texas!

Opportunity Date

MM/DD/YYYY



Start Time

End Time

\* Volunteer Opportunity Description

The SPCA of Texas is currently in need of dog walkers. Volunteers will spend time walking the dogs. For those dogs who may be a bit scared, volunteers can also read to our shy and fearful pups. For those dogs with a bit more energy, volunteers can take those ones out to the play yards. We need the most help between 8:00-11:00 and 3:00-7:00, but have opportunities available all day.

As a volunteer, you'll save and enrich animal lives, do good things for the community, make new friends, discover new skills and enjoy tail wags, purrs and happy faces. Volunteers are essential in every aspect of our organization, from helping us in the mornings to supporting our closing procedures at night, from directly helping to transform animals' lives to being an integral part of our many wonderful events and programs. They work with our adopters, visitors, staff and of course, our animals. Our volunteers also help train and mentor other volunteers. Every day is different and every minute makes a difference!

Opportunity Location

Opportunities are available at both of our shelter locations:  
Jan Rees-Jones Animal Care Center, 2400 Lone Star Drive, Dallas, TX 75212  
Russell H. Perry Animal Care Center, 8411 Stacy Road, McKinney, TX 75070



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# Examples: Plenty of Information

\* Volunteer Opportunity Name

Food Distribution Team Member

Opportunity Date

05/06/2020



Start Time

09:30 PM

End Time

05:30 PM

\* Volunteer Opportunity Description

During the COVID-19 Crisis, help us distribute supplemental groceries every Tuesday in May and June. Please call to sign up.

10-12 noon - Go into specific apartment community and distribute food boxes to residents.

During the COVID-19 Crisis, help us distribute supplemental groceries every Wednesday in May and June. Please call to sign up for a shift.

9:30 - 11:30 - Sort and Prep Food

11:30 - 1:30 - Unload and Sack Food

1:30 - 3:30 - Distribute Food and Collect Data

Opportunity Location

The New Room Community Center 10061 Whitehurst Dallas 75243




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# Examples: Flexibility

<b>* Volunteer Opportunity Name</b>	<b>Opportunity Date</b>
<input type="text" value="Virtual Social Media Ambassador"/>	<input type="text" value="MM/DD/YYYY"/> 
<b>Start Time</b>	<b>End Time</b>
<input type="text"/>	<input type="text"/>
<b>* Volunteer Opportunity Description</b>	
<p>Be part of WINGS COVID-19 RESPONSE!</p> <p>Would you like to make a difference from the comfort of your own couch? Are you passionate about supporting women, families and communities in Dallas, Texas? Are you social media-savvy? If you answered YES, we think you could be a perfect WINGS Virtual Ambassador. Connect with us <a href="mailto:volunteer@wingsdallas.org">volunteer@wingsdallas.org</a> and we can get you started!</p>	
<b>Opportunity Location</b>	
<input type="text" value="Virtual Opportunity."/>	



# Examples: Variety

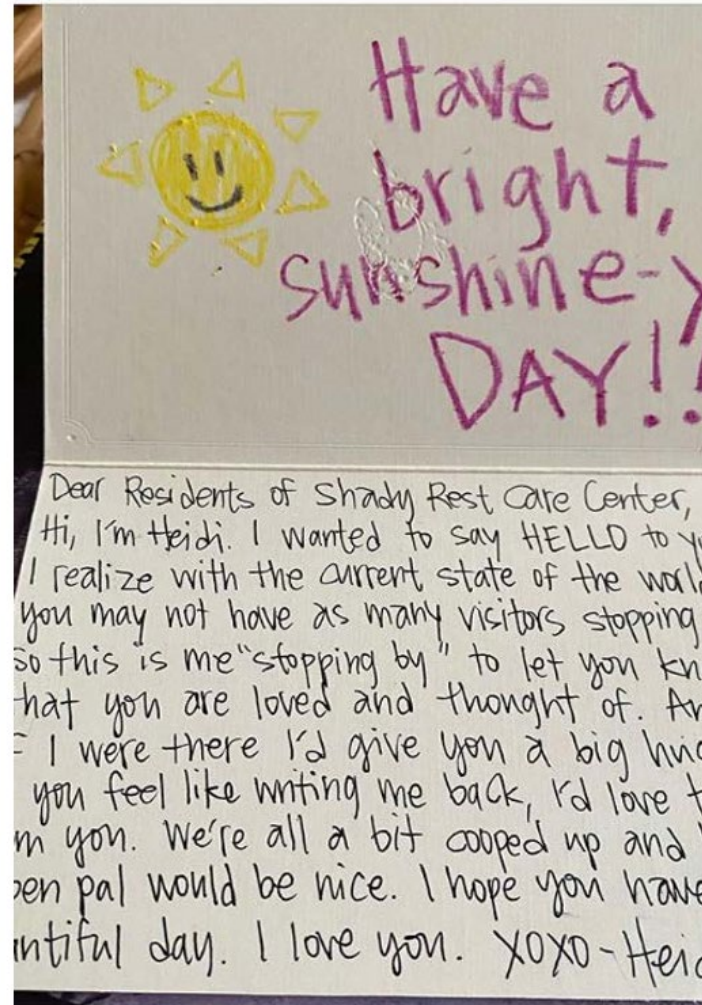
	Volunteer Opportunity Name	Opportunity Date	
☰	Office Support	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	General Office Cleaning	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	Attend Outreach/Marketing Events	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	Teach Clients Couponing	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	Move-in Delivery	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	Garden Care- Main Office offsite	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑
☰	Santa's Elf- Distributing toys at Christmas time	09/06/2019	<a href="#">Cancel this Volunteer Opportunity</a> 🔍 ✎ 🗑






# Virtual Volunteer Opportunities

Ways for  
volunteers to  
engage virtually  
are more  
important than  
ever before!



# Leveraging Giving Day: Finding Opps

All Causes 




**Communities Foundation of Texas (CFT)**

Communities Foundation of Texas (CFT) is a community foundation, which means we bring people together to build thriving communities for all--whether that be here locally or across the state. We work side-by-side with people like you putting charitable dollars to work stimulating

[Learn more >](#)

[GIVE](#)



**North Texas Community Response Fund**

Communities Foundation of Texas (CFT) is a community foundation, which means we bring people together to build thriving communities for all--whether that be here locally or across the state. We work side-by-side with people like you putting charitable dollars to work stimulating

[Learn more >](#)

[GIVE](#)





# Leveraging Giving Day: Finding Opps

## Communities Foundation of Texas (CFT)

DONATE NOW



☆ Add to favorites

📞 214-750-4222

🔗 Share page  




[Overview](#) [Volunteer](#) [Events](#) [Our Needs](#)

Communities Foundation of Texas (CFT) is a community foundation, which means we bring people together to build thriving communities for all--whether that be here locally or across the state. We work side-by-side with people like you putting charitable dollars to work stimulating creative solutions to key challenges in our community. In addition to managing more than 1,000 funds for

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# Leveraging Giving Day: Finding Opps










**COMMUNITIES**  
FOUNDATION of TEXAS

**DONATE NOW**

☆ Add to favorites

📞 214-750-4222

🔗 Share page  

Volunteer Opportunity Name	Volunteer Opportunity Description	
Community Advocate	Contact us to help raise funds, volunteer at or host an event or speak to a community group about Communities Foundation of Texas and our work such as North Texas Giving Day, Educate Texas, etc.	<a href="#">View</a>
Personal or Family Volunteering	Communities Foundation of Texas has the pulse on community needs and can help you and your family put together a strategic plan for giving of your time, talent and treasure.	<a href="#">View</a>
Business Team Volunteering	CFT for Business (CFT4B) can help you develop a company culture of good corporate citizenship. We partner with businesses to develop and execute a wide range of community engagement efforts. There are two ways to engage with CFT4B -- through a charitable fund for your business or through our CFT4B engagement network. CFT4B organizes volunteer events for the	<a href="#">View</a>



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# Leveraging Giving Day: Finding Opps

Volunteer Opportunity Name		Opportunity Date	
Business Team Volunteering			
Volunteer Opportunity Description			
<p>CFT for Business (CFT4B) can help you develop a company culture of good corporate citizenship. We partner with businesses to develop and execute a wide range of community engagement efforts. There are two ways to engage with CFT4B -- through a charitable fund for your business or through our CFT4B engagement network. CFT4B organizes volunteer events for the employees of its member companies. Clients also have access to VolunteerMatch to search thousands of volunteer opportunities across North Texas. In addition, we can customize volunteer projects that fit the unique needs of your team and schedule. Our largest volunteer event is CFT4B's annual Freedom Day. Over the past 17 years, the annual Freedom Day events have brought together more than 14,500 volunteers, totaling more than 45,000 volunteer service hours. In 2019, Freedom Day had a record-breaking 1,500 volunteers participate in 35 projects over two days of service.</p>			
Opportunity Location			
Various locations around DFW			
Contact Name	Contact Phone	Contact Email	
Kymberlaine Banks	214-750-5505	<a href="mailto:kbanks@cftexas.org">kbanks@cftexas.org</a>	

Close



# Leveraging Giving Day: Finding Opps

Find a Nonprofit About For Nonprofits For Givers Organizations Fundraising Pages

ALPHABETICAL

Hide Advanced Filters

Organization County

Show All

Organization has secured matching funds?


Show All

Organization has volunteer opportunities?

Yes

Operating Budget

388 results found




**Theatre Three, Inc.**

Theatre Three illuminates the human experience with exemplary, intimate theatre by nurturing authors, artists and audiences.

[Learn more >](#)

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**Direction 61:3**

Aging out Foster Youth Thriving as Adults

**Direction 61:3**

DIRECTION61:3 will walk alongside older foster youth to provide a network of support as they transition out of the foster care system. The goal is for young adults to be as independent as possible while still receiving the level of resources and support needed to be successful and meet their individual goals.

[Learn more >](#)

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# Leveraging Giving Day: Finding Opps



## Searching the Nonprofit Database

NorthTexasGivingDay.org makes it easy to get plugged in and connected with organizations in your area of interests and community. Let's say you live in Tarrant county and are interested in organizations that help dogs. Read below to learn how you can maximize our robust directory of nonprofits to find organizations and get involved!

The screenshot shows the website's search interface. Callout 1 points to the search bar. Callout 2 points to the "Causes" dropdown menu. Callout 3 points to the "Advanced Filters" section on the left. Callout 4 points to the "Organizations" button at the top of the results grid.

1. **Search Bar.** Type here to search for nonprofits by name, keyword, or zip code. If you know the nonprofit by name you can enter it here, or just type a keyword such as "dogs" to show results for all organizations that work with dogs.
2. **Causes.** Click the dropdown to select a particular cause. Once clicked, the search results will be limited to nonprofits from that cause. You can further narrow your results by typing in the search bar. For example, when you select "Animals" from the causes list, you'll only be shown animals organizations. You could then type "Dogs" to search within the Animals cause.
3. **Advanced Filters.** With advanced filters, you can research organizations by a number of parameters to identify those that most align with your giving interests and style. For example, if you are interested in supporting grassroots organizations, you could refine your search to display only organizations with a "small" operating budget size. You can also refine your search by county, matching fund availability, and volunteer opportunities, or any combination of these parameters.
4. **Search FUNdrising Pages.** Click the "FUNdrising Pages" button to search created pages by name or keyword. To toggle back to nonprofits, click the "Organizations" button.





# Leveraging Giving Day: Being Asked

When a donor has made a gift to your organization, they are asked at check out:

**Are you interested in Volunteering for this nonprofit?**

Choices: Yes, No, I already volunteer for this organization.

And NEW this Year:

**Would you like to pledge volunteer hours to this nonprofit?**

Choices: 1, 10, 40, Other (please specify)

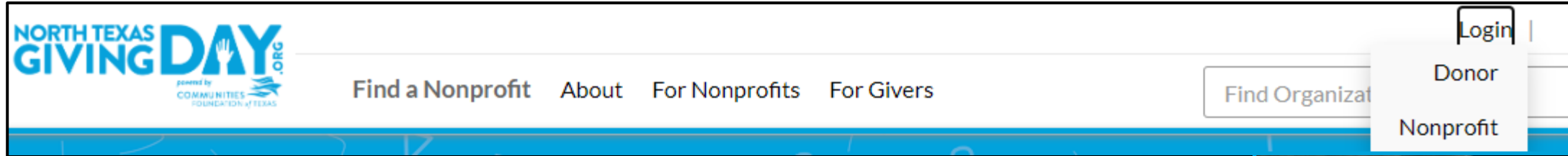


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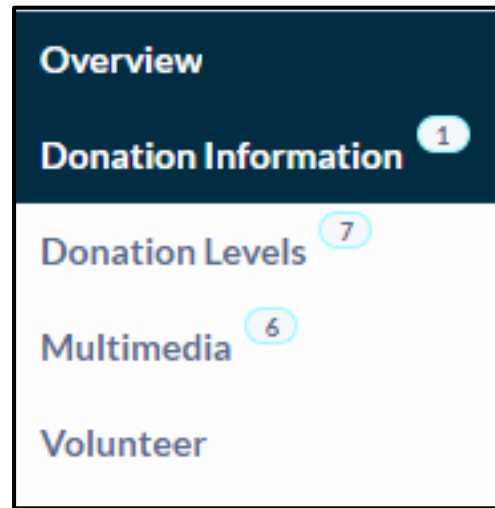
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# Leveraging Giving Day: Data – Where is it?

Login:



Click Donation Info:



# Leveraging Giving Day: Data – Where is it?

## Select Criteria:

Transaction Date: All Time ▾

Full Name: Show All ▾    Amount: Show All ▾



All Time

Today

This Month

This Year

On...

Before...

After...

☒ Between...

<    SEPTEMBER 2019    >

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

<    SEPTEMBER 2019    >

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

## Export CSV:

Processed Donations

Export CSV





# Leveraging Giving Day: Data – Where is it?

First Name	Last Name	Email	Amount	Phone Number	Address1	Zip Code	Volunteer Interest	Volunteer Pledge	First Time Donor
Amit	Banerjee	<a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a>	\$ 100.00	1234567890	9705 Capilano Dr.	75201	Yes	20	No
Susan	Oviatt	<a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a>	\$ 50.00	1234567890	2024 Palace Way	75201	No	40	No
Sherry	Perry	<a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a>	\$ 50.00	1234567890	2021 McKinney Avenue	75201	No		No
Shannon	Smock	<a href="mailto:xxx@gmail.com">xxx@gmail.com</a>	\$ 104.99	1234567890	28 Woodmoor Circle	75201	Already Volunteer	100	No
Morgan	Spann	<a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a>	\$ 52.50	1234567890	4517 Belmont Avenue	75201	Yes	1	Yes
Carol	Jacobs	<a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a>	\$ 26.25	1234567890	2701 Westminster Ave	75201	No		No



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# CFT Communications Plan: Volunteers

October

Thank you!

November/Mid

Holiday Projects

Jan Late/Feb Early

Tell Us about Holiday Volunteering

Have you heard from NPO?

April

You pledged X hours,

How many have you done so far?

August & Sept

Vol Opps for NTGD donors



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# CFT Communications Plan: Coordinators

October

Jan Early

May

July & August

Suggestions for Holiday Projects?

You had donors interested in volunteering, have you reached out?

Here's what we heard when we surveyed volunteers.

Any suggestions for us?

Projects for Freedom Day & NTGD



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# Getting the Word Out: Freedom Day

See email sent to Volunteer Coords 7/10 & send us your projects!

annual volunteer day honors 9/11 through joint service



IN DALLAS, TARRANT AND COLLIN COUNTIES:



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# Getting the Word Out: CFT4Business

## *A Proven Track Record of Business Services*

### **CFT FOR BUSINESS**

CFT for Business (CFT4B) works with companies of all sizes. We offer a wide range of philanthropic services to help start or grow your company's giving and community engagement program. We're here to provide our expertise and resources to help your company develop a culture of good corporate citizenship. We can align your community engagement efforts with your business goals.

### **ENGAGEMENT NETWORK**

Through our Engagement Network, CFT for Business organizes volunteer events, educational and professional development workshops, and affinity group networking events. We also offer strategic philanthropic services which include:

- Nonprofit partnership development
- Board stewardship training
- Access to group volunteer opportunities
- Customized solutions to meet your business goals
- Grantmaking opportunities for employees

### **BUSINESS-ADVISED FUNDS**

CFT makes it easy to give charitable contributions to nonprofit organizations. We offer several types of charitable funds to facilitate your giving. Our staff is available to discuss these options with you and help you select one that best meets your needs.



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# Have Questions?

- Check out the “Resources” section on the website under **For Nonprofits**
- Review the Frequently Asked Questions section of the website
- Reach out to the team at [NorthTexasGivingDay@cftexas.org](mailto:NorthTexasGivingDay@cftexas.org)





# Key Dates!

Key Dates/Deadlines  
Key Trainings

- June 18 – Registration Opens
- June 18 – Kickoff
- June 23 – Take 15: Matching Funds
- July 7 – Social Media Training
- July 10 – Early Bird Perks Deadline
- July 14 – Graphics Basics and Editing
- July 21 – Take 15: Board Engagement
- July 28 – Take 15: Volunteer Recruitment
- August 3 – FUNdraising Page Creation Opens
- August 4 – Take 15: FUNdraising Pages
- August 11 – How To Register
- August 17 – Registration Closes
- August 18 – Take 15: Donor Stewardship
- August 28 – Last Day to Edit Profiles
- September 1 – Early Giving Opens
- September 1 – Take 15: Donor Report
- September 17 – North Texas Giving Day
- October 31 – Checks Emailed to Nonprofits

\*August 28<sup>th</sup> is the last day to make content changes to your profile, but you CAN edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17<sup>th</sup>



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