NORTH TEXAS GIVING DAY
9.17.20
powered by COMMUNITIES FOUNDATION of TEXAS
TAKE 15: VOLUNTEER RECRUITMENT STRATEGY
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.
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:

Add New Volunteer Opp
Leveraging Giving Day: Volunteer Opportunities

Carefully Craft Your Volunteer Opportunities

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

😊
Examples: Important & Interesting Role

* Volunteer Opportunity Name
Walk Dogs at the SPCA of Texas

* 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
**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
**Examples: Flexibility**

<table>
<thead>
<tr>
<th>*Volunteer Opportunity Name</th>
<th>Opportunity Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Social Media Ambassador</td>
<td>MM/DD/YYYY</td>
</tr>
</tbody>
</table>

**Start Time**

**End Time**

**Volunteer Opportunity Description**

Be part of WINGS COVID-19 RESPONSE!

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 volunteer@wingsdallas.org and we can get you started!

**Opportunity Location**

**Virtual Opportunity:**
Examples: Variety

<table>
<thead>
<tr>
<th>Volunteer Opportunity Name</th>
<th>Opportunity Date</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Support</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>General Office Cleaning</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>Attend Outreach/Marketing Events</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>Teach Clients Couponing</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>Move-in Delivery</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>Garden Care- Main Office offsite</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
<tr>
<td>Santa’s Elf- Distributing toys at Christmas time</td>
<td>09/06/2019</td>
<td>Cancel this Volunteer Opportunity</td>
</tr>
</tbody>
</table>
Virtual Volunteer Opportunities

Ways for volunteers to engage virtually are more important than ever before!
Leveraging Giving Day: Finding Opps
Leveraging Giving Day: Finding Opps

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 creative solutions to key challenges in our community. In addition to managing more than 1,000 funds for
### Volunteer Opportunity Name

<table>
<thead>
<tr>
<th>Opportunity Name</th>
<th>Opportunity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Advocate</td>
<td>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.</td>
</tr>
<tr>
<td>Personal or Family Volunteering</td>
<td>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.</td>
</tr>
<tr>
<td>Business Team Volunteering</td>
<td>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</td>
</tr>
</tbody>
</table>
# Leveraging Giving Day: Finding Opps

<table>
<thead>
<tr>
<th>Volunteer Opportunity Name</th>
<th>Opportunity Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Team Volunteering</td>
<td></td>
</tr>
</tbody>
</table>

**Volunteer Opportunity Description**

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.

**Opportunity Location**

Various locations around DFW

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Contact Phone</th>
<th>Contact Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kymberlaine Banks</td>
<td>214-750-5505</td>
<td><a href="mailto:kbanks@cftexas.org">kbanks@cftexas.org</a></td>
</tr>
</tbody>
</table>
Leveraging Giving Day: Finding Opps

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

- 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.

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Leveraging Giving Day: Finding Opps

Choose Your Nonprofits and Make Your Gifts!

Searching the Nonprofit Database

North Texas Giving Day is a unique opportunity for people to plug into and connect with organizations in their own communities and communities. Let's say you live in your county and are connected with organizations that help dogs. Would you like to know how you can maximize your giving directory of nonprofits to find organizations and get involved?

1. Search Box: Type here to search for nonprofits by name, keyword, or category. If you have the name of the nonprofit you can enter it here, or just type the name into "Search" to show results for all organizations that match with your text.
2. Causes: Click the drop down menu to select a specific cause. Once selected, the search results will be limited to nonprofits that match the selected cause. You can further narrow down your results by specifying the search by date or location. If you are looking for "Human" based searches, you can choose "Human Rights" or other related categories. You can then select the type of nonprofit to be considered in the search.
3. Location: You can also search by location to specify your search to nonprofits in a specific city or state. You can narrow down your search by specifying the location. You can also refine your search by specifying the search by location. You can further narrow your search by specifying the location.
4. Nonprofit Database: The database is organized by nonprofit parent companies and may include multiple nonprofits. You can search by name or keyword to find organizations in your community. You can further narrow your search by specifying the location. You can also refine your search by specifying the location.
5. Nonprofit Resources: The search results are organized by nonprofit parent companies and may include multiple nonprofits. You can search by name or keyword to find organizations in your community. You can further narrow your search by specifying the location. You can also refine your search by specifying the location.
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)
Leveraging Giving Day: Data – Where is it?

Login:

Click Donation Info:

- Overview
- Donation Information
  - Donation Levels
  - Multimedia
  - Volunteer
Leveraging Giving Day: Data – Where is it?

Select Criteria:

<table>
<thead>
<tr>
<th>Transaction Date:</th>
<th>All Time ▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Name:</td>
<td>Show All ▼</td>
</tr>
<tr>
<td>Amount:</td>
<td>Show All ▼</td>
</tr>
</tbody>
</table>

Export CSV:

Processed Donations

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# Leveraging Giving Day: Data – Where is it?

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Amount</th>
<th>Phone Number</th>
<th>Address1</th>
<th>Zip Code</th>
<th>Volunteer Interest</th>
<th>Volunteer Pledge</th>
<th>First Time Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amit</td>
<td>Banerjee</td>
<td><a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a></td>
<td>$100.00</td>
<td>1234567890</td>
<td>9705 Capilano Dr.</td>
<td>75201</td>
<td>Yes</td>
<td>20</td>
<td>No</td>
</tr>
<tr>
<td>Susan</td>
<td>Oviatt</td>
<td><a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a></td>
<td>$50.00</td>
<td>1234567890</td>
<td>2024 Palace Way</td>
<td>75201</td>
<td>No</td>
<td>40</td>
<td>No</td>
</tr>
<tr>
<td>Sherry</td>
<td>Perry</td>
<td><a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a></td>
<td>$50.00</td>
<td>1234567890</td>
<td>2021 McKinney Avenue</td>
<td>75201</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Shannon</td>
<td>Smock</td>
<td><a href="mailto:xxx@gmail.com">xxx@gmail.com</a></td>
<td>$104.99</td>
<td>1234567890</td>
<td>28 Woodmoor Circle</td>
<td>75201</td>
<td>Already Volunteer</td>
<td>100</td>
<td>No</td>
</tr>
<tr>
<td>Morgan</td>
<td>Spann</td>
<td><a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a></td>
<td>$52.50</td>
<td>1234567890</td>
<td>4517 Belmont Avenue</td>
<td>75201</td>
<td>Yes</td>
<td>1</td>
<td>Yes</td>
</tr>
<tr>
<td>Carol</td>
<td>Jacobs</td>
<td><a href="mailto:xxxx@gmail.com">xxxx@gmail.com</a></td>
<td>$26.25</td>
<td>1234567890</td>
<td>2701 Westminster Ave</td>
<td>75201</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Month</th>
<th>Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Suggestions for Holiday Projects?</td>
</tr>
<tr>
<td>Jan Early</td>
<td>You had donors interested in volunteering, have you reached out?</td>
</tr>
<tr>
<td>May</td>
<td>Here’s what we heard when we surveyed volunteers.</td>
</tr>
<tr>
<td></td>
<td>Any suggestions for us?</td>
</tr>
<tr>
<td>July &amp; Aug</td>
<td>Projects for Freedom Day &amp; NTGD</td>
</tr>
</tbody>
</table>
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:

- 25 Projects
- 5,900 Hours of Service
- 1,100 Volunteers
- 21 Nonprofits

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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.
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
Key Dates!

- 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

Key Dates/Deadlines

- 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 28th 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 17th.