

Tools and Techniques to Transform Supporters into Super Fans

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Agenda

01. Setting the Stage
 02. Four Engagement Strategies
 03. A Little Bit About Golden
 04. Q&A
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Let's Set the Stage

01

POLL

A Few Framing Questions

- ◆ Volunteering effort within your organization?
- ◆ Track volunteer engagement through time (i.e., “volunteer journeys”)?
- ◆ Have strategies or playbooks to convert volunteers to donors?

The State of Generosity and its Future

- **Reality:** Individual giving is stagnant, with downward pressure on donor retention and recurring giving
- **Hope:** Volunteerism is on the rise, particularly among Gen Z & Millennials
 - Frequency: Volunteers are 2x as likely to donate when solicited
 - Amount: Volunteers give more 3x in individual donations
 - Engagement: Volunteerism is a “gateway” to other kinds of generosity

Source: Fidelity Charitable, US Census Bureau, Giving Tuesday

Volunteerism Today

- Based principally on “convenience”
- Often transactional / superficial
- Functionally segregated from rest of org
- Tech used for handoffs to development

And yet...

**Volunteers still donate ~3x more
than non-volunteers**



Tools and Techniques to “Level-Up” Your Volunteers

02

Premise: Relationships are Foundational to Meaning

- **Meaningful experiences create a connection** to your organization and mission
- Connection is **fertile ground for a relationship** to blossom
- A sense of **parity in a relationship** is a gateway to more robust, healthy, mutually beneficial interactions

Mindset: **volunteering is NOT a transaction,**
it's a step—often the initial one—on a journey of mutual discovery

Step 1: Strive to Understand Volunteers' Intentions

- **“Meaning” is deeply personal**, and a one-size-fits-all approach leaves many behind.
- Not “what” and “when”, ask “why” and “how”
 - Why did you choose to volunteer with us?
 - Which of your skills are you most proud of?
 - How would you describe meaningful moments?
- **Understanding individual intentions is the best way** to meet volunteers where they are at, to deliver meaningful experiences



...and now a quick story

Step 2: Capture Information at Scale

- Open-ended **discovery and thoughtful probing** uncover deeper insights than rigid data collection.
- **Technology** makes non-linear discovery of journeys and intentions more feasible
- Make it **easy and fun** for volunteers to share about themselves:
 - AI-enabled **natural language chat interfaces** can help organizers collect rich, nuanced data about what matters to volunteers
 - **Gamification** around skills and abilities, creates an incentive to share more

While narratives are helpful, they must ultimately be stored in a structured usable way in your systems for their **potential to be unlocked**

Step 3: Convert Intention into Action (er... Donations?)

- Volunteer “intentions” feed into a 360-degree **contextualized constituent view**
- Identify specific moments when connection to your org is most profound and/or other factors are at play
 - Real-time asks when connection is ‘tightest’
 - When an obligation is present
 - When there is external value for the volunteer



Optional Side-quest:

The Power of Moments: Why Certain Experiences Have Extraordinary Impact by Chip and Dan Heath

Elevation - Insight - Pride - Connection

Step 4: Understand (& Acknowledge) Your Advocates

- Don't rely only on direct measures of contribution – **impact may be one degree away from standard metrics**
- For example, don't just focus exclusively which volunteers worked the most hours (though obviously they should be celebrated too), but also consider things like:
 - Who recruited other volunteers?
 - Who shared their experience publicly (e.g. social media)?
- A **well-utilized “convener”** has the potential to be more impactful to your organization than their direct service

Our Vision of the Future

- A **richer social fabric** with **more durable lasting relationships** between individuals and organizations.
- **Best, highest use of volunteer abilities and skills** to drive outsized impact for your organization.
- An ecosystem where **service is a central component** of both individual identity and community sustainability

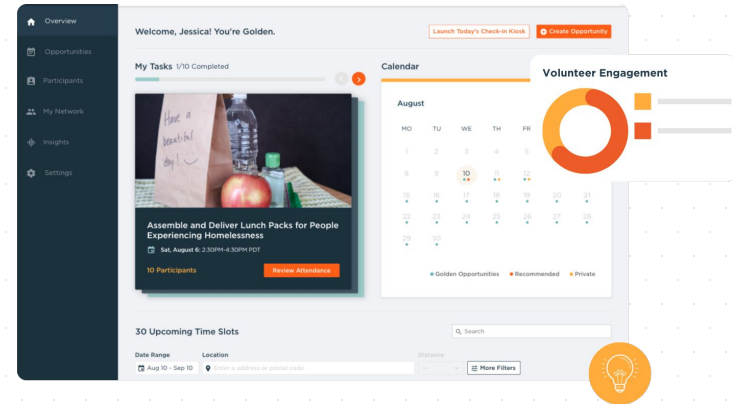


A Bit About Golden

03

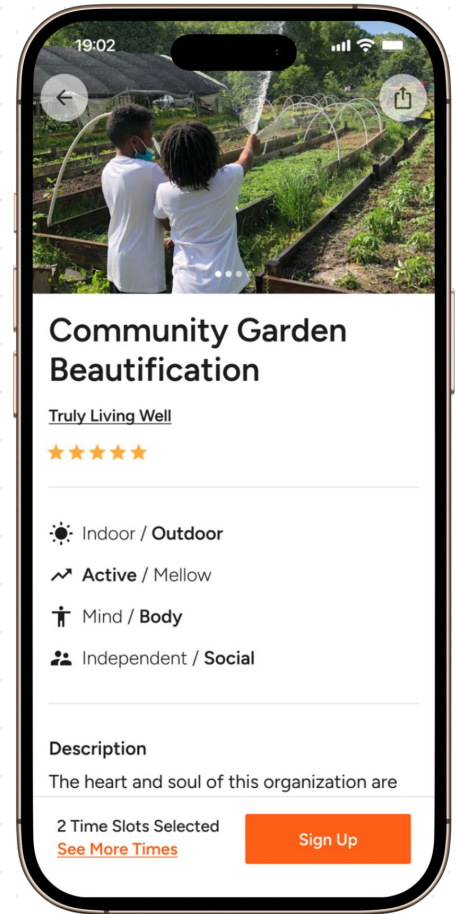
Golden: Platform for Organizers

- **Centralized Dashboards** – Organize your volunteer data while streamlining tedious tasks (like background checks and waivers)
- **Communications Platform** – Automatic and personal communications tools help you stay connected with volunteers
- **Data-Driven Insights** – Collect and analyze, volunteer data and footprints to understand impact



Golden: An App for Volunteers

- **Discover Local Opportunities** – Find and sign up for volunteer roles that match your interests and availability.
- **Enhanced Credentialing** - Allows sharing of skills and abilities for vetting
- **Portable Profile** – Organization agnostic Golden profile offers a consolidated service history



Learn more
about Golden



Thank you!



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