

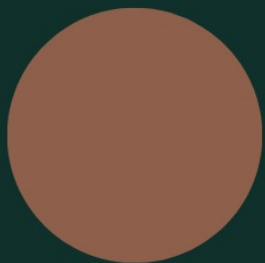
National
Volunteer
Management
Conference



Volunteer
Ireland
Obair Dheonach Éireann

Exploring the digital volunteering toolkit

Chris Martin
TeamKinetic



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National Volunteer Management Conference

Wednesday 30 April 2025



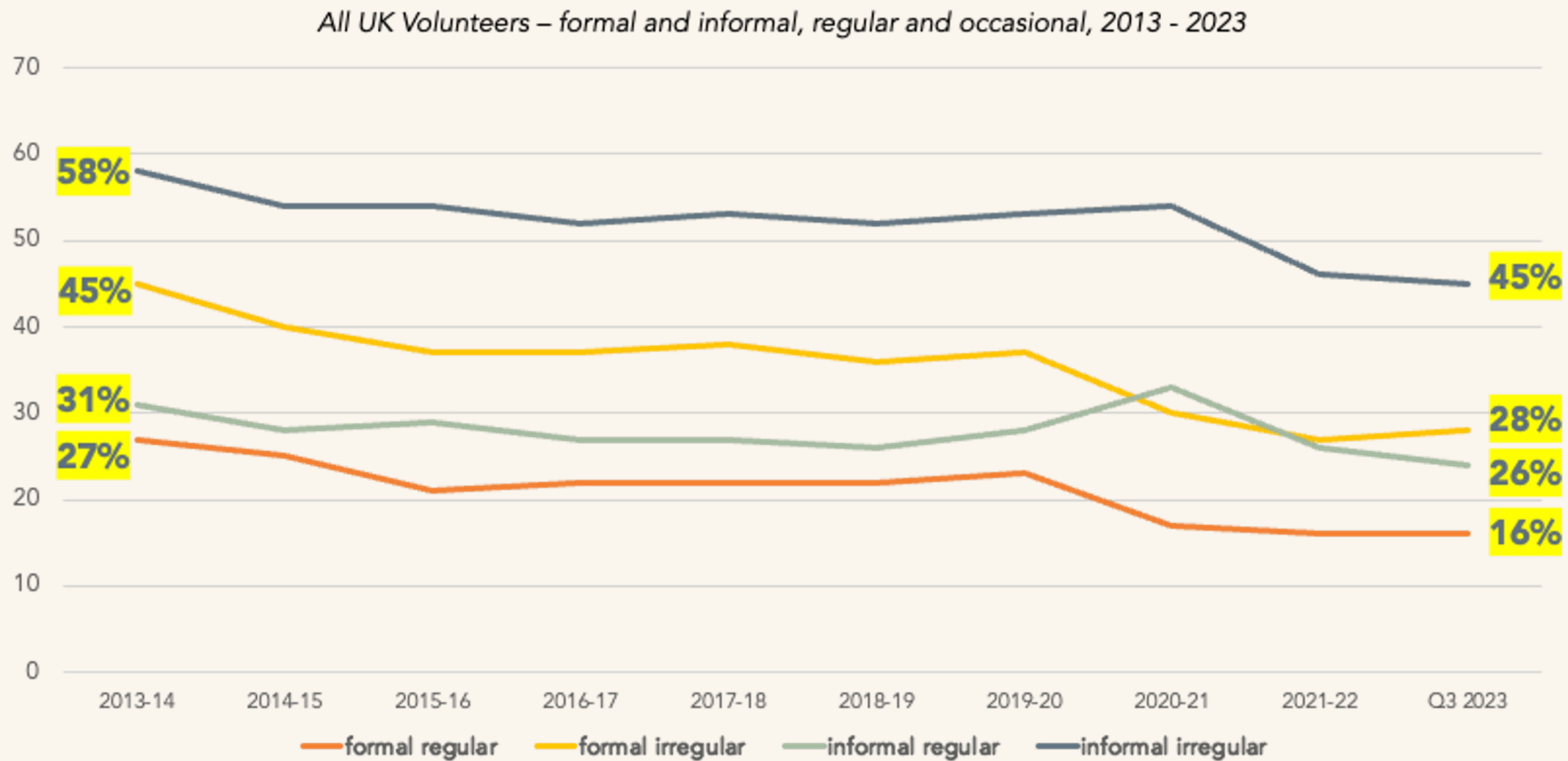
Chris Martin



A long time ago in a galaxy far,
far away....



HOW MANY PEOPLE IN THE UK VOLUNTEER?



Source: DCMS Community Life Survey

Three types of growth



The diagram illustrates three types of growth using orange shapes. A vertical arrow points upwards, a horizontal arrow points to the right, and a cylinder is positioned below the horizontal arrow. Each shape contains text describing a type of growth.

Vertical Growth

Retaining
volunteers
for longer

Horizontal Growth

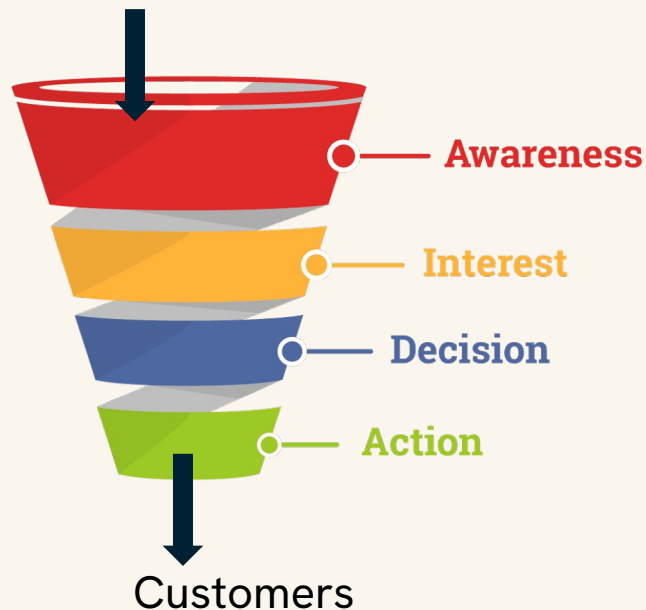
Recruiting more volunteers

Depth of growth

Helping volunteers to produce more, or
deliver more outcomes, from the same
time/length of service

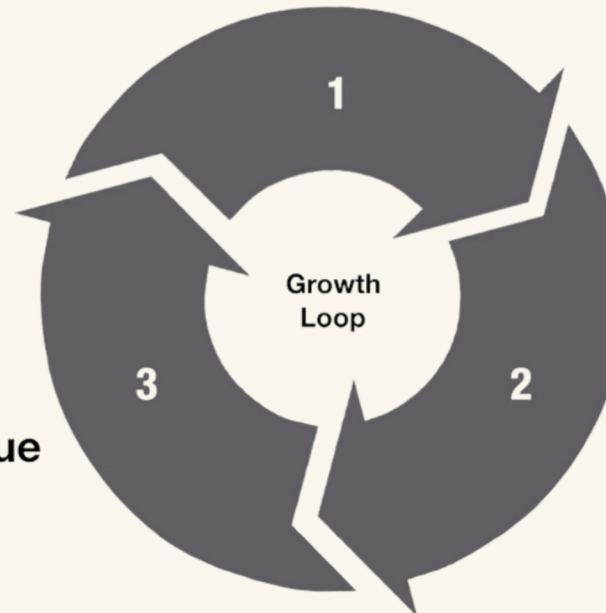
Goodbye funnels, hello Growth Loops

Generating a pipeline of leads...



Receiving Value

Signing up or returning to the product to receive the core value prop.



Distributing Value

Distributing the value that is generated by the value generator.

Generating Value

Generating the value that is received by new and existing users.



Not another Toolkit!

- Shaped by Volunteer Leaders, for Volunteer Leaders
- Adopting the best of digital, on our own terms
- A self-serve resource (with other options coming in 2025)
- In 3 parts:
 - #1 Developing your vision
 - #2 Developing your practice
 - #3 Considering the future



#1 Getting Digital Ready

Get confident around digital

It's time to move beyond the spreadsheet and understand what your programme needs from digital (and what it doesn't).

Use our checklist - key features you'd find in a good Volunteer Management System - to help you understand your must haves, what you really don't need and everything in between.

This can be a great starting point for internal discussions, shaping what's in and out of scope.

Develop your digital vision

It's easy to get distracted by the latest advances in digital.

By dividing your goals into those that help you grow, be more efficient or improve the volunteer experience, we can focus only on those areas where digital can really help.

Take our short benchmarking exercise to help develop your digital vision - and see how your needs compare with other Leaders in Volunteering.

Use this to become less magpie (shiny things!!) and more squirrel (planning ahead).

Understand the volunteer journey

The customer is always right, right?

Understanding the user experience (UX) is integral to many digital products.

Use our simple template to map out your points of interaction with volunteers, identifying where digital can take you up a level.

Use this internally for a great customer journey discussion with your wider colleagues - or even externally as part of a brief for developers.

Pitch for digital investment

Securing investment for digital can be tough.

And we know how challenging it can be to get the value of your volunteering programme across to others.

Built on the ideas of volunteer-involving groups, this section outlines the strongest arguments to make when influencing Senior Managers, Trustees and External Funders.

Use it to help identify the strengths and gaps in your business case, preparing for internal and external pitches.

Map out your organisational journey

I like what *they're* doing. How did they get there?

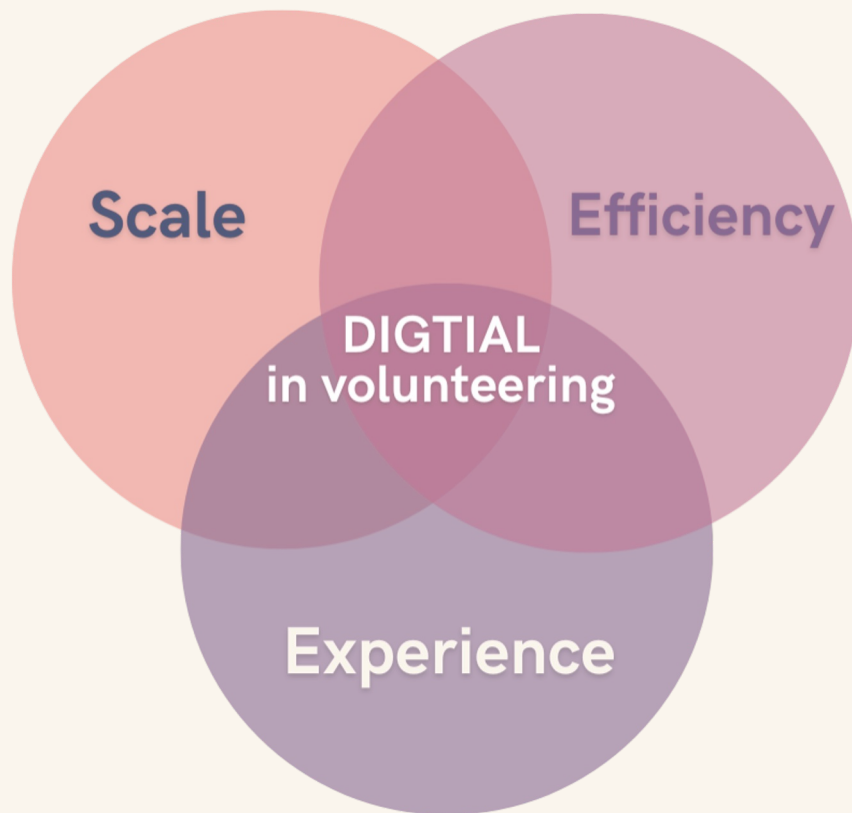
Shepherding your organisation through a digital volunteering journey may not be quick or straightforward.

In this section, we summarise the advice and guidance of a range of thought-leaders in volunteering, as well as providing a case study from a national charity on how they went on their digital journey.

Use this section to review your thinking, plan next steps and take confidence from others.



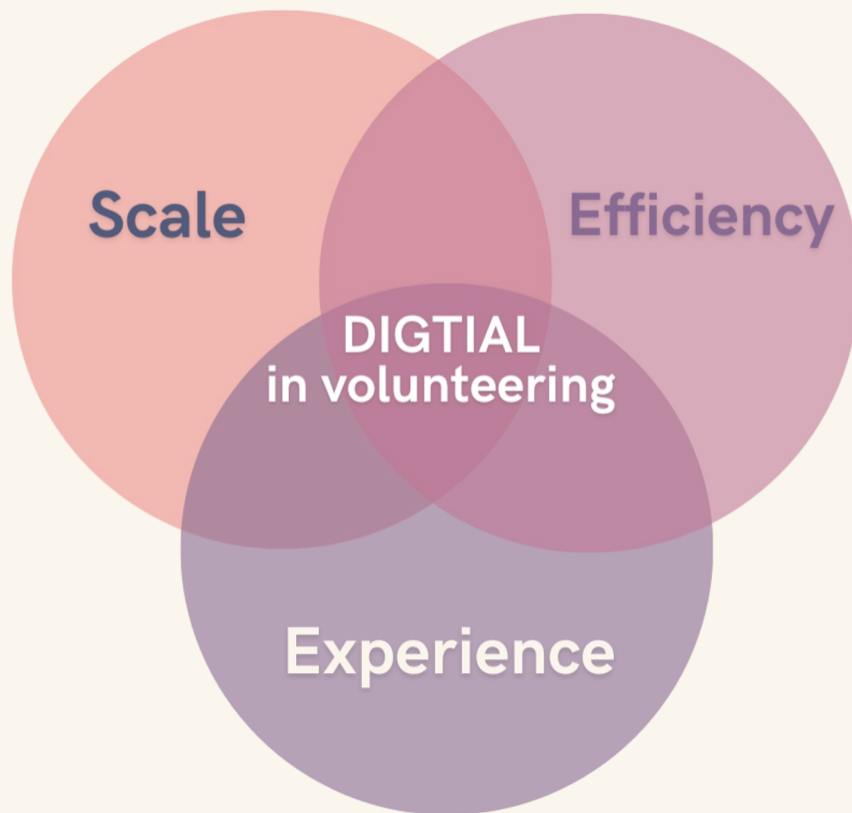
Why digital in volunteering?



- **Scale:** growing your programme
- **Efficiency:** internal improvements
- **Experience:** putting volunteers at the heart of your efforts



Exercise: defining your digital objectives



- Define an objective for your volunteering programme under each category
- Rank them in order of priority for you
- Outline the key challenge, so you see it that may limit success



What's coming? Parts 2 & 3 of the Digital in Volunteering TOOLKIT

#2 Developing your practice

Bitesize, step-by-step guides to some of the most common use cases for digital in volunteering:

- Marketing and communication tools
- Digital for inclusion and accessibility
- Connectivity and interoperability
- Brokerage and Task allocation
- Incentives, recognition and reward
- Monitoring, quality and compliance
- Digital approaches for infrastructure and membership bodies

#3 Considering the future

Interviews, podcasts and thought pieces from those reimagining the future of digital in volunteering

- AI and its applications in volunteering
- What an open data revolution could mean for volunteering
- Passports and Passporting - niche fad or part of the new digital mainstream?
- The limits of digital - what it can't (and perhaps shouldn't) replace
- Developing a growth mindset - what can volunteering learn from tech industries?



Developed and supported by



TeamKinetic

Designed by



Exercise:

Applying a growth mindset to your priorities in volunteering

- Using priorities from the first exercise
- Creating an ideal volunteer persona
- Mapping the journey
- Identifying 'sludge' and 'nudge' factors



The Toolkit is designed to be self serve
BUT if you learn better with others,
we're developing a training offer that
might be right for you...

Community of Practice

- **Learning:** sharing knowledge and experience, peer support
- **Influence:** mobilising our voice, shaping the market, contributing to national agendas
- **Access:** priority access to Parts 2 and 3, first to hear about training opportunities

Hosted by AVM, content developed by GW/RBL/TK

A 'vendor-neutral' suite of products

Training Offer: in development

- For those who prefer to learn in groups, with peers
- Informed by Toolkit content and ongoing feedback
- Delivered by Ruth Buchanan Leonard and Gethyn Williams

Developing your digital vision in volunteering

Developing a growth mindset in volunteering

Join the Community of Practice to be the first to see details

Digital in Volunteering: want more?



teamkinetic.co.uk/digitaltoolkit



- Download the **Toolkit**
- Sign up to the **Community of Practice**
- Training offer 2025:
 - *Developing your digital vision for volunteering*
 - *Developing a growth mindset in Volunteering*



Gethyn
Williams



Ruth
Leonard

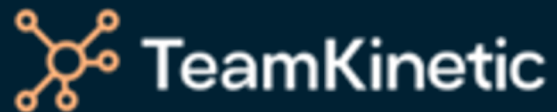


Chris
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Find out more



<https://volunteermanagers.org.uk>



<https://teamkinetic.co.uk>



<https://www.gethynwilliams.net>

