

# Unleashing the Power of Volunteers!

*How to Transform Volunteers into Lifelong Supporters*



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# Today's Session

- The State of Volunteering
- Why Volunteers Matter and How They Can Supercharge Your Mission
- How to Create a Volunteer-to-Donor Journey
- Answer Your Questions

# SPEAKERS



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# Poll: Do You Currently Engage Your Volunteers as Donors?

# The State of Volunteering

# Volunteering Has Changed

- Volunteers expect more from the organizations they support.
- Volunteers want to know that their time and resources are making a difference.
- They expect a personalized, authentic connection with your cause.
- Most nonprofits struggle to make a personal connection.

# Generosity Crisis

- Nonprofits are losing 'everyday donors'.
- Fundraisers are becoming more dependant on large gifts, grants, and lack revenue predictability.
- Volunteers can be the missing piece to solving this crisis.

# Why Volunteers Matter and How They Can Supercharge Your Mission 🚀



# Let's Chat About Volunteers

- Volunteers are **2x** more likely to donate than non-volunteers.
- **50%** of donors have volunteered with the nonprofits they support.
- Why? They're already committed and dedicated to your cause.

# Why Transforming Matters

- **67%** of volunteers donate to the organizations they serve.
- It creates a consistent revenue stream for your nonprofit – either as monthly, quarterly, or annual donors.
- It helps strengthen their alignment with your mission and values.

# Crafting a Volunteer to Donor Journey

# The Volunteer-to-Donor Cycle

- **Awareness:** informing volunteers about financial opportunities.
- **Engagement:** personalizing and deepening relationships.
- **Transition:** making the ask!
- **Retention:** building loyalty and lasting relationships.

# Strategies for Engagement

- **Personalized Communications:** Use personal details, reference participation, and use their name!
- **Recognition and Gratitude:** Celebrate milestones, create exclusive experiences for volunteers, and thank them authentically!
- **Leverage Technology:** Use tools to track engagement, participation, and help automate your communications.

# Making the Ask!

- Timing is key!
- Frame the ask with clear, compelling, and personal language.
- Connect the ask to their volunteer role and experience.

# Stewarding Lifelong Support

- Keep your new volunteer-donors engaged with regular updates, impact reports, and more.
- Continue to engage personally and authentically.
- Automate what you can!

# Measuring and Optimizing Your Strategy

- The cycle never ends!
- Ask for feedback to help refine your strategies.
- Keep learning and testing your strategies.





**Ask Your Questions!**



## GET IN TOUCH

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**Thank You!**