

Leveraging Data to Support Sustainability

ACTIVITY 4: COLLECTING AND LEVERAGING COMMON OUTCOMES DATA

Background

It is important to analyze outcomes and performance measurement to create compelling stories, gain support from potential partners, and ensure the sustainability of your program in the long run. The outputs and outcomes you measure may be unique to your program or similar to those of other nonmedical volunteer assistance programs. Regardless, measuring your impact requires appropriate data collection strategies, both qualitative and quantitative, that produce actionable results and take into account your organizational capacity and other relevant factors. While developing and implementing a data collection strategy may require time and resources, the benefits to your value proposition are worth the effort.

Introduction

Nonmedical volunteer assistance programs could focus on evaluating their programs based on various metrics and outcomes. These typically include volunteer motivations, caregiver stress, care recipients' social isolation and loneliness, and unmet assistance needs. This exercise prompts you to consider the potential benefits of collecting such data for use in your value proposition.

Instructions

1. What is your program's approach to addressing loneliness, social isolation, unmet needs for assistance, or caregiver stress? Please brainstorm and narratively describe how your program influences one or more of these outcomes to prepare for using your organization-specific survey data in a value proposition.

2. A common validated tool to assess volunteer motivations is the Volunteer Functions Inventory, which categorizes volunteers' motivations as:
 - Protective Motives: volunteering helps address negative feelings (e.g., volunteering reduces loneliness).
 - Values: express one's altruistic, humanitarian values (e.g., because of a concern for the population served).
 - Career Aspirations: improve career prospects (e.g., volunteering to get a resume bullet).
 - Social Connections: develop and strengthen social ties (e.g., volunteering because friends do).
 - Increased Understanding: gain knowledge, skills, and abilities (e.g., volunteering to get a new perspective)
 - Self Enhancement: help oneself feel better (e.g., volunteering to feel important).

Hypothesize which of these is a strong motivator for your volunteer corps and write a brief value proposition to appeal to potential volunteers who might be motivated by that factor.