

ENGAGING VOLUNTEERS WITH STRATEGIC MARKETING LENSES

Increasing and engaging volunteers has been a key challenge for Social Service Agencies (SSAs), especially during the COVID-19 pandemic. Leveraging different approaches used by experts from a variety of organisations may hold the key to attracting new interests and firing up the passions of volunteers across the social service arena.

THE VOLUNTEER JOURNEY

(Credits to Ms. Jean Loo from Rainbow Centre)

STRANGER

VISITOR

FRIEND

PARTNER

ADVOCATE

ENGAGE

1. Educate

Conduct training workshops to equip volunteers with helpful skills and knowledge

2. Design a Catered Experience

Map out the volunteering journey at each step from stranger to advocate

"Focus on the 'customer' journey for volunteers, and ensure the process is as seamless as possible so it's easy to volunteer."

- Ms. Karen Ngui, Group Head of Strategic Marketing and Communications, DBS Bank and Board Member, DBS Foundation

3. Build Relationships

Co-create a collaborative culture with volunteers

"Invest time and effort in crafting a digital engagement strategy to build stronger relationships with volunteers."

- Ms. Jean Loo, Deputy Director, Advocacy and Community Engagement, Rainbow Centre

#Tip of the day

Instil a sense of belonging by addressing your volunteers as a cohort of camaraderie.

- Adapted from 'One Size Does Not Fit All - A Volunteer Management Guide' by NVPC

CHALLENGES & HOW TO OVERCOME THEM

Challenge #1: Simulate In-person Experiences

- **Build connections!** Find common topics to spark the initial connection
- **Be creative with online tools!** Explore different channels to make your online engagements more interactive and fun

Challenge #2: Core Values and Vision Alignment

- **Walk the talk!** Attract volunteers through storytelling; live out your values and vision to create authentic and sustainable relationships

RECRUIT

1. Leverage Digital Platforms

Increase brand outreach with social media channels, podcasts, and media partnerships

2. Clear and Targeted Approach

Understand the purpose, needs, interests and objectives of your audience

3. Strive for Excellence

Consistent and quality-driven branding attracts volunteers with a shared purpose

"Excellence attracts excellence. People are attracted to people who do things well."

- Mr. Martin Tan, CEO of The Majority Trust

4. Word of Mouth Marketing

Don't shy away from events and talks. Put your brand at the forefront of consumers' minds

Did you know?

To remain relevant, organisations should stay connected with the meanings and motivations for volunteers across the phases of their lives.

- 'One Size Does Not Fit All - A Volunteer Management Guide' by NVPC

RETAIN

1. Empower

Create a connection by giving volunteers a voice in the organisation

2. Appreciate and Acknowledge

Make volunteers feel valued by sharing their stories to inspire others

3. Create a 'Holding Space'

Create a "homelike" community for volunteers to foster a sense of belonging

"Volunteers join because of the cause, the community, and the desire to contribute."

- Mr. Martin Tan, CEO of The Majority Trust

Did you know?

Research has shown that people are 4.6 times more likely to feel empowered to perform their best work when they feel that their voices are heard.

- Salesforce Research, 2018

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