

Achieving Mutually Beneficial Volunteer Relationships Study Information for Potential Participants

What is this study about?

Decision to Volunteer had a considerable impact in advancing our understanding of volunteer opportunities from the perspective of what motivates members to want to be involved. The purpose of this survey is to address the institutional aspects of volunteer management. What components of a volunteer management program lead to mutual benefit between the association and the volunteer?

How can I participate?

In addition to the survey you've just received, this study includes several phases:

- Phase 1a:** We're in it! Phase one is a survey of association leaders about their volunteer management operations, providing us with a baseline of industry practices.
- Phase 1b:** At the end of the survey, you'll have a chance to let us know if you are willing to participate in an in-depth interview with one of our researchers so we can dig into the unique ways your association manages volunteers.
- Phase 2:** This is where we REALLY need your help! In this phase, we will need you to partner with us to send a common survey to YOUR members. We will ask them about their experience volunteering (or not) with your association. More on this phase below.
- Phase 3:** In this phase, we will select groups of associations in various phases of volunteer management success and conduct an in-depth audit of key performance metrics to validate the findings from Phases 1 and 2.

Tell me more about Phase 2

All associations participating in Phase 2 will distribute a common survey to their current, past, and non-volunteers. You will provide us (ASAE Foundation) with a list of contacts with express permission to distribute the survey via email on your behalf. We will handle every aspect of the survey process, from data-collection to analysis. In the end, you will receive a customized report of your findings benchmarked against the aggregate of all participating associations.

What's the timeline?

Phase 1 is in the field right now and will close in mid-November, with interviews ongoing through the winter. We will begin actively recruiting participants for Phases 2 and 3 in November as well, with final commitment required by mid-December. The survey to your members will deploy in January, and you will have results by spring.

How can I get involved?

If you'd like to take advantage of the huge benefits of participating in this research, get in touch with us ASAP at evaluations@asaecenter.org. If you have more information, call Chelsea Killam in the ASAE Foundation research department at 202-626-4848.