



Volunteer Program Outreach Assessment Tool

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Use this tool to assess how well your organization is doing in using the following outreach mechanisms to maximize your ability to publicize the work of your organization’s volunteers.

Outreach Tools	Description	We do NOT do this at all	We do this, but not well	We do this fairly well, but there’s room for improvement	We are great at this	Any next steps needed?
E-NEWSLETTER	We have a regularly sent e-newsletter using a formal tool like MailBuild or Constant Contact that always includes at least one element of our volunteer program					
MAILED NEWSLETTER	We have a regularly mailed newsletter on a set schedule sent to our entire mailing list that always includes at least one element of our volunteer program					
WEBSITE	We have a regularly-updated website outlining all aspects of our work, including the volunteer program (sign-up, photos, stories, impact articulation, etc.)					
BROCHURES	Our organizational brochures talk about volunteering and a brochure has been created specifically for attracting volunteers that uses stories, photos, etc.					
MEDIA	Our organization regularly seeks to publicize the work of volunteers through paid and earned media outlets including interviews, press releases, letters to the editor, ads, and news stories					
DATABASE	We enter all volunteers into an organizational database and use it to track critical volunteer information (contact detail, hours logged, other stats)					
VOLUNTEER APPLICATIONS & INTERVIEWS	We have a formal volunteer application process to glean volunteer information and use interviews to get to know volunteers (and for them to know us)					

NAMETAGS	We create and use nametags for our volunteers					
GRANT APPLICATIONS	We maximize the use of volunteer stories, contributions, and hours in our grant applications					
THANK-YOU NOTES	We send thank you notes to our volunteers both randomly and for special occasions					
VOLUNTEERS	We train and encourage our volunteers to be out in the community as ambassadors of our organization, recruiting new volunteers and attracting donors					
COMMUNITY PRESENTATIONS	We maximize the use of volunteer stories, contributions, and photos in all our community presentations					
DONOR MEETINGS	We maximize the use of volunteers and their stories, contributions, and photos in as many donor meetings as possible					
COMMUNITY CONNECTIONS	We maximize the use of volunteer stories, contributions, and photos in our daily interactions with the public					
SPECIAL EVENTS	We maximize the use of volunteers and their stories, contributions, and photos in gatherings such as annual dinners, outreach booths, and other events					
STORIES	We have a formalized mechanism for listening for, collecting, and using the stories of our volunteers in our organizational work					
PHOTOS	We have a formalized mechanism for watching for, collecting, and using photos of our volunteers in our organizational work, including head shots and action shots					
GOOD PLANNING	We have strong planning at our organization that allows us to plan ahead to maximize volunteer experiences and our use of volunteers to spread our message					
LETTERS TO THE EDITOR	We regularly use letters to the editor (from staff, board, clients, and volunteers) to publicize the great work and stories of our volunteers and their impact on our work					
ANNUAL APPEALS	We maximize the use of volunteer stories, contributions, and photos in our annual appeal letters					