



# Safety in numbers.

Influence and hired help in  
Volunteer Impact Assessment




You spoke,  
we listened

**Volunteers**  
Inspiring connections



# Why am I here?

7 years of volunteer evaluation

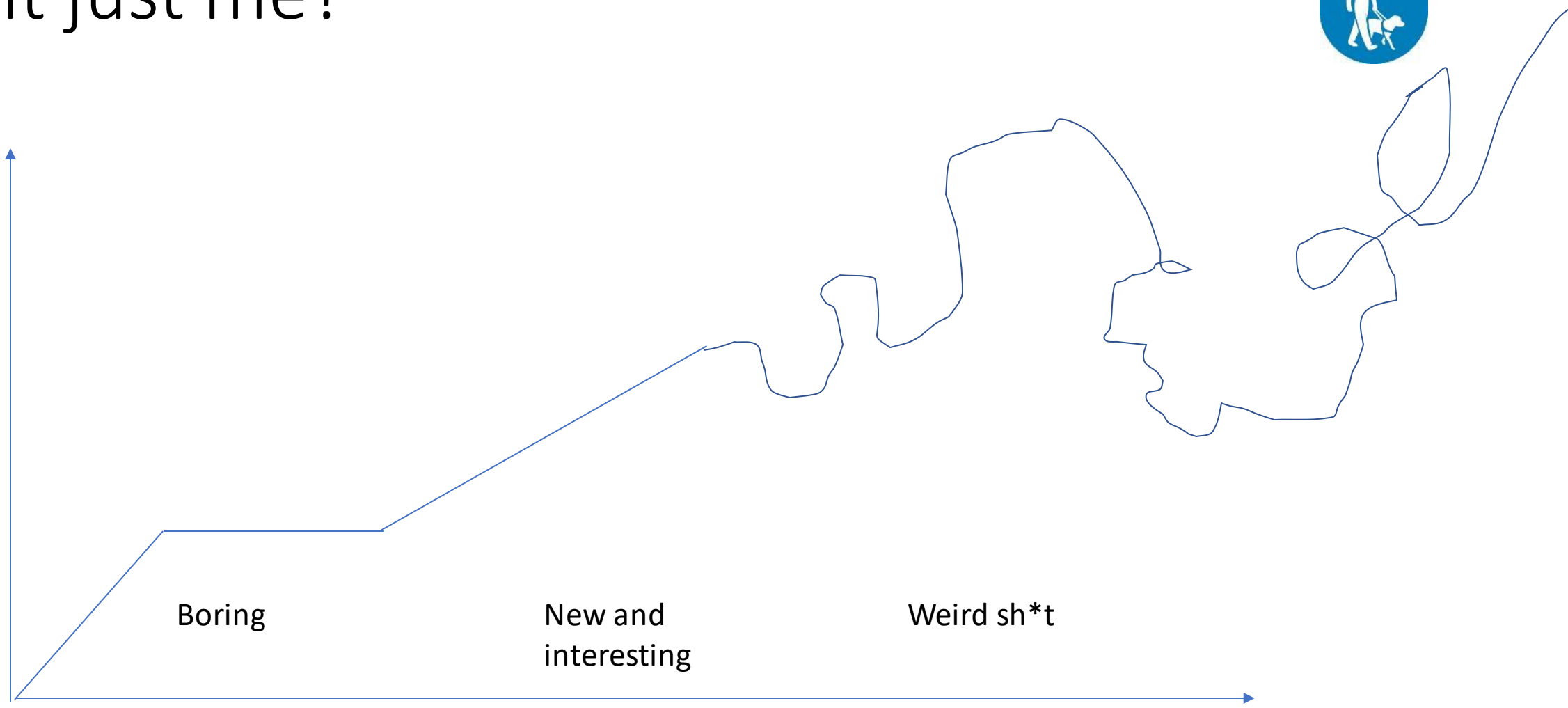
- Share – 360° Influence - Structuring the project to get most influence
- Share – Time - Sourcing support 
- Learn - Emperor's new clothes





# Is it just me?

Interest



Boring

New and interesting

Weird sh\*t

Experience

# Choose your own adventure





# Guide Dogs Volunteer Impact Assessment

- Single project
- Create model of delivery
- Blank page to complex
- Volunteer co-design

# Guide Dogs Volunteer Impact Assessment



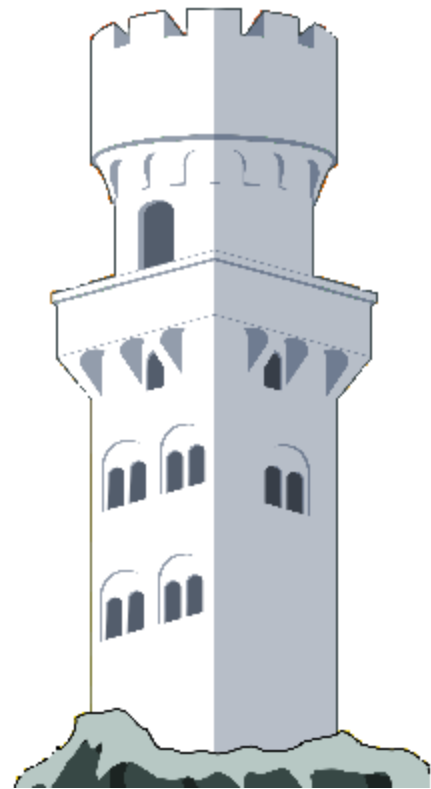
“Go – evaluate”



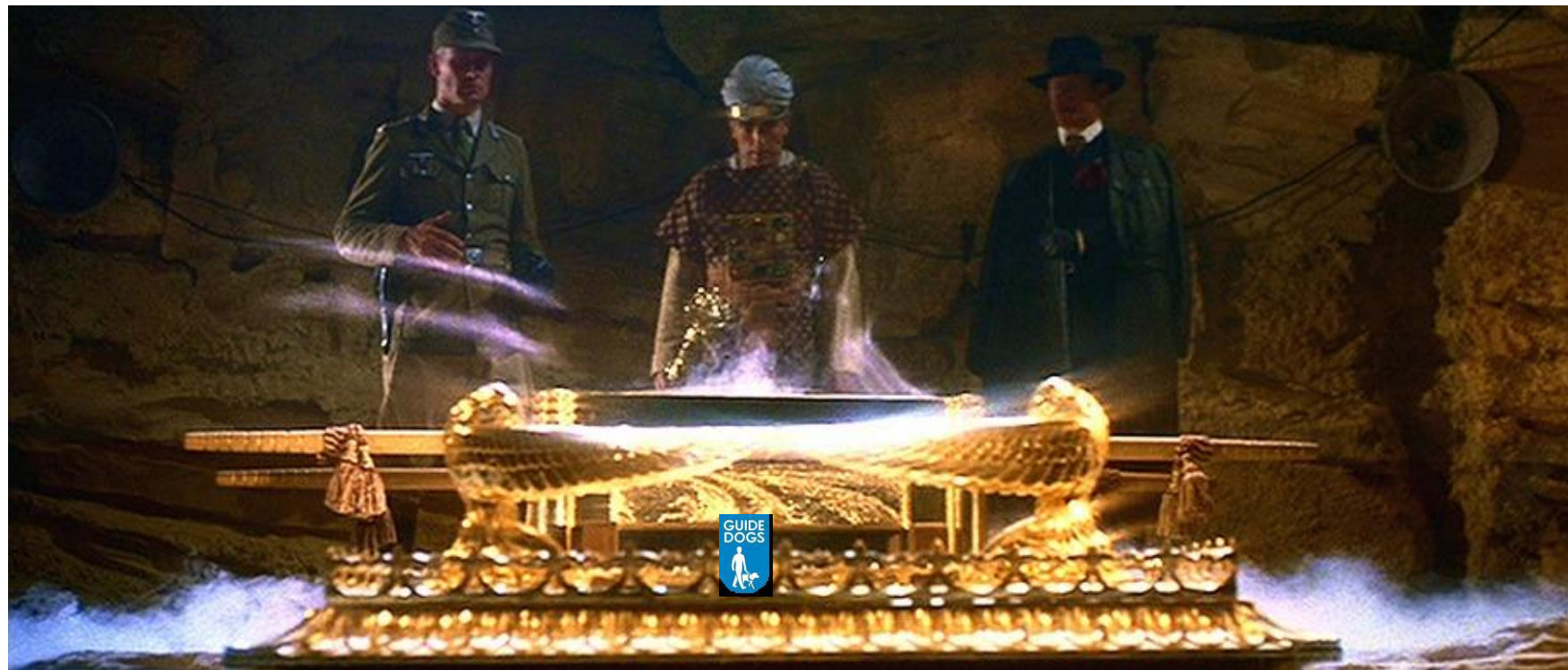


# What to evaluate

- “...Everything.”



# The impact of zero influence...







# Lesson 1 – Steering group

- Influencers from each function
  - INFLUENCE: [Ownership] ‘This is my evaluation’





# Lesson 1 – Steering group

- Influencers from each function
  - INFLUENCE: [Ownership] ‘This is my evaluation’
  - TIME: ‘Go scope’ [Delegation]
- SME – Statistical consultant





# Lesson 2: Get help

- Private
- Civil service Analytical Volunteering Programme (Autumn)
- Scottish government scheme - Analytical Exchange programme (Spring)
  - 2019:
    1. Steering Group
    2. Results analysis – Drivers of engagement
    3. Results analysis – Local team variation
    4. Fieldwork



# Lesson 1 – Steering group

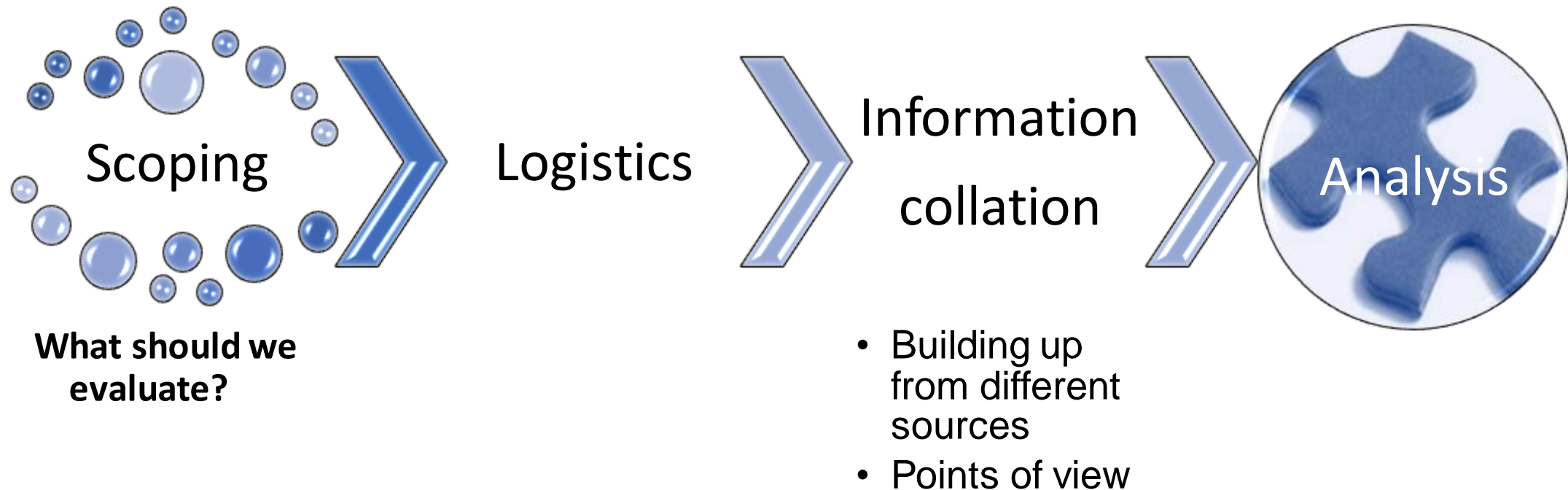
- Influencers from each function
- SME – Statistical consultant
- External point of view – Salvation Army
- Volunteers (!)
- Service user



# Steering group


Purpose *ensure that I don't gather information I don't need or*

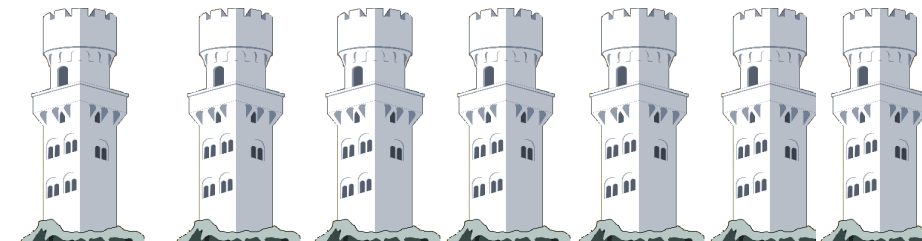
- Identify the best way to scope for their situation
- Do NOT choose what to evaluate, simply prioritise all the suggestions.





# Lesson 3 Scoping

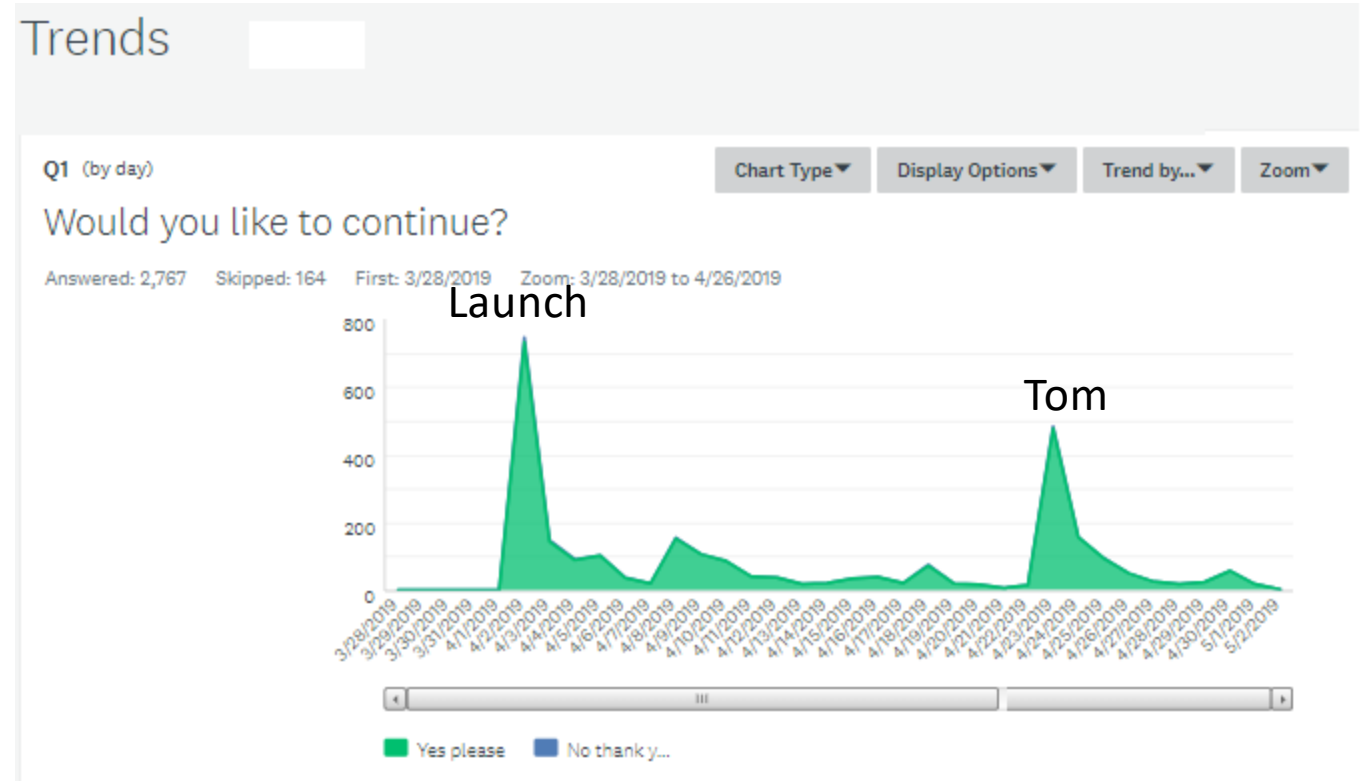
- 360° bottom-up and side-to-side 
- ...Including volunteers
  - Keep simple – Vol Voices case study
  - Listen to influence ‘All I want’
  - SME – e.g. SU impact (or not) – people don’t always want to know what they think they want to know.



# Lesson 4: Sponsor



- Awareness of senior managers
- Trustees
- Single programme
- Culture
- Figurehead





# Networking

- Introduction + dream sponsor
- Composition of current or potential steering group.
  - Ideas covered/not covered
  - Barriers





# Vote now – gather/process/present

## 1. Fulfilment – how we collected data

- Survey platform
- Skip logic and prizes
- Evaluating ‘multi-role’ volunteers

## 2. Analysis

- Response and margin of error to influence
- Pro-bono analysis: How to assess Impact and Drivers of Engagement





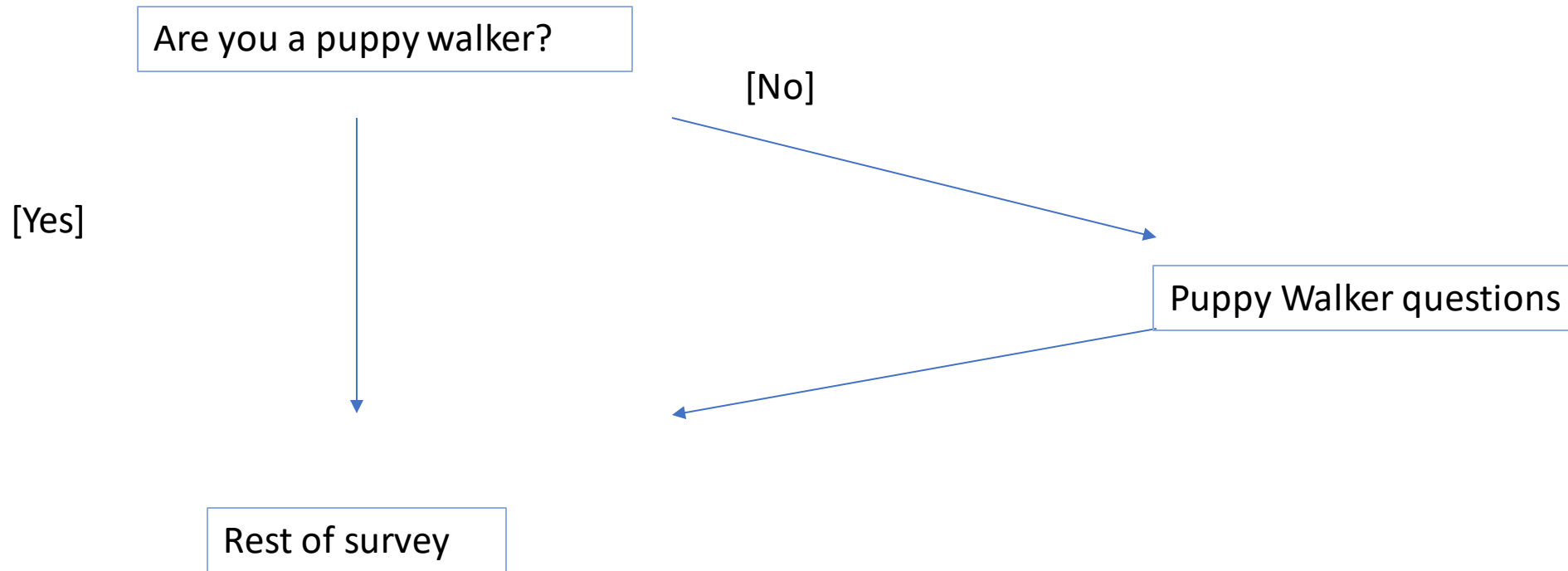
# Collecting information



- Survey Monkey + Guide Dogs branding
- Staff and Volunteer mirror questions
- Question verification – internal/external.
- “20 minutes”
- Anonymity
- Indirect questions
- Incentives – £100 shopping voucher; ‘Dog’
- Accessibility – guidance or phone interview
- Skip and answer-dependent

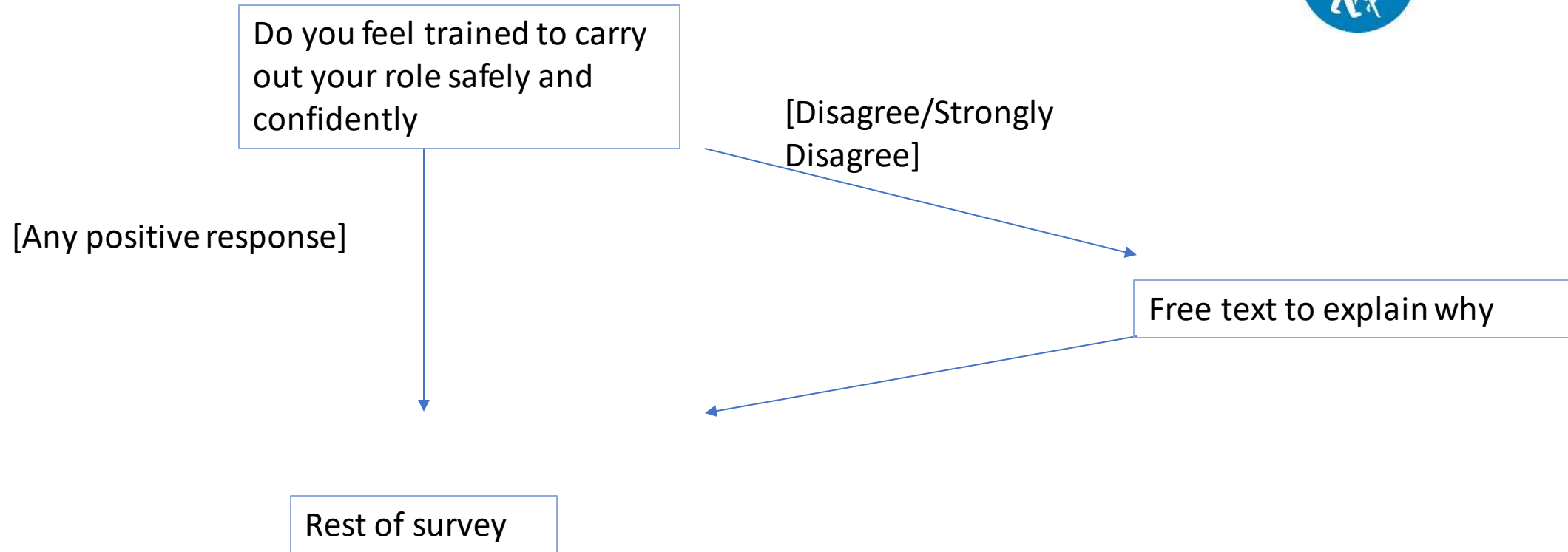


# Skip logic



- Fewer questions for people to complete
- Avoids the 'only answer this if you are a Puppy Walker'

# Skip logic



- TIME: Saves time/clearer analysis



# Multi-role volunteers

- Categorise roles
- 'Golden questions' – role-related asked for each category
- People questions – asked once
- Influence.





# Vote now – gather/process/present

## 2. Analysis

- Response and margin of error to influence
- Pro-bono analysis: How to assess Impact and Drivers of Engagement

## 3. Distribution

- Live survey reporting
- Navigable data





# Vote now – gather/process/present

## 3. Distribution

- Live survey reporting
- Navigable data

## 4. Results: Engagement model and what we found



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DOGS







# Analysis

## Influence through representation

- Response rate: Responses as proportion of population
  - 18% of volunteer responded
- Margin of error
  - 71% would strongly recommend their volunteering +/- 1.6%
  - 69.4-72.6% would strongly recommend





# Analysis

- Impact and drivers of Engagement



- Define engaged
- SME analysis
  - 'More Engaged' and 'Less Engaged'
  - Compare response to stimuli
  - Chi-Square test
  - Driver or Impact



- Results (influence)

- Engaged volunteer give more time and want to do more
- Less engaged volunteers are not interested in additional opportunities
- Driven by personal gain, support/training, recognition, and influence



# Vote now – gather/process/present

## 1. Fulfilment – how we collected data

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# Vote now – gather/process/present

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# Distribution



- Analytical reports – national/local
  - Pro-bono analysis



- LIVE reporting [Influence]

<https://www.surveymonkey.net/results/SM-XD7Q8LVT/>

# Diversity Monitoring Survey

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → **ANALYZE RESULTS** → PRESENT RESULTS **NEW!**

**EXPORTS**

No data exported

Exports allow you to download complete survey data, any saved view, or a single question summary. Exported data files will appear here for 14 days. To get started, click "Export All" below.

[Learn more »](#)

**Export All**

FILTERED: 734 of 2,621 respondents

**QUESTION SUMMARIES** INSIGHTS AND DATA TRENDS **NEW!** INDIVIDUAL RESPONSES

**SAVE AS**

- Shared data link
- New View
- Export file

All Shown Pages

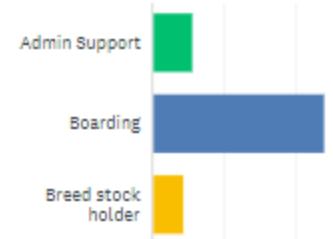
Page 2: Your role

Q1

Customize Save as

## ROLE

Answered: 734 Skipped: 0





# Distribution

- Analytical reports – national/local
- LIVE reporting [Influence]

<https://www.surveymonkey.net/results/SM-XD7Q8LVT/>

- Navigable raw data





# Vote now – gather/process/present

3. Fulfilment or Analysis (if missed)



4. Results: Engagement model and what we found



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# Dynamic Engagement

## **Past**

- Guide Dogs has consistently treated me well
- I feel able to say no to requests made to me

## **Present**

- Guide Dogs has consistently treated me well
- I feel able to say no to requests made to me

## **Future**

- I understand the connection between my work and Guide Dogs' aim to get more blind and partially sighted people mobile
- Intent to leave

Volunteer Engagement capital	2019: 83%
Past	80%
Present	87%
Future	81%



# Drivers of Engagement

- Personal gain
- Support
- Recognition
- Influence
- Development and training.



<b>Comparison of personal gain factors</b>	<b>More Engaged group</b>	<b>Less Engaged group</b>
<b>Sense that I am making a useful contribution</b>	90%	76%
<b>Confidence</b>	69%	57%
<b>Physical health and well-being</b>	59%	46%
<b>Mental health and well-being</b>	64%	51%
<b>Understanding of the impact of sight loss</b>	88%	80%
<b>Range of friendships</b>	75%	69%



<b>Comparison of support, recognition and influence factors</b>	<b>More Engaged group</b>	<b>Less Engaged group</b>
<b>Feeling recognised and valued</b>	<b>79%</b>	<b>43%</b>
<b>Feeling encouraged to share their thoughts and views</b>	<b>68%</b>	<b>36%</b>
<b>Feeling able to influence decisions</b>	<b>42%</b>	<b>15%</b>
<b>Feeling all volunteers receive equal recognition</b>	<b>71%</b>	<b>44%</b>



# Impact of Engagement

<b>Comparison of discretionary effort</b>	<b>More Engaged group</b>	<b>Less Engaged group</b>
<b>Donate an Hour</b>	4%	3%
<b>Occasionally helping out at collections</b>	33%	26%
<b>Getting friends and family involved</b>	25%	20%
<b>Regularly talking to people about Guide Dogs</b>	63%	50%





# Impact of Engagement

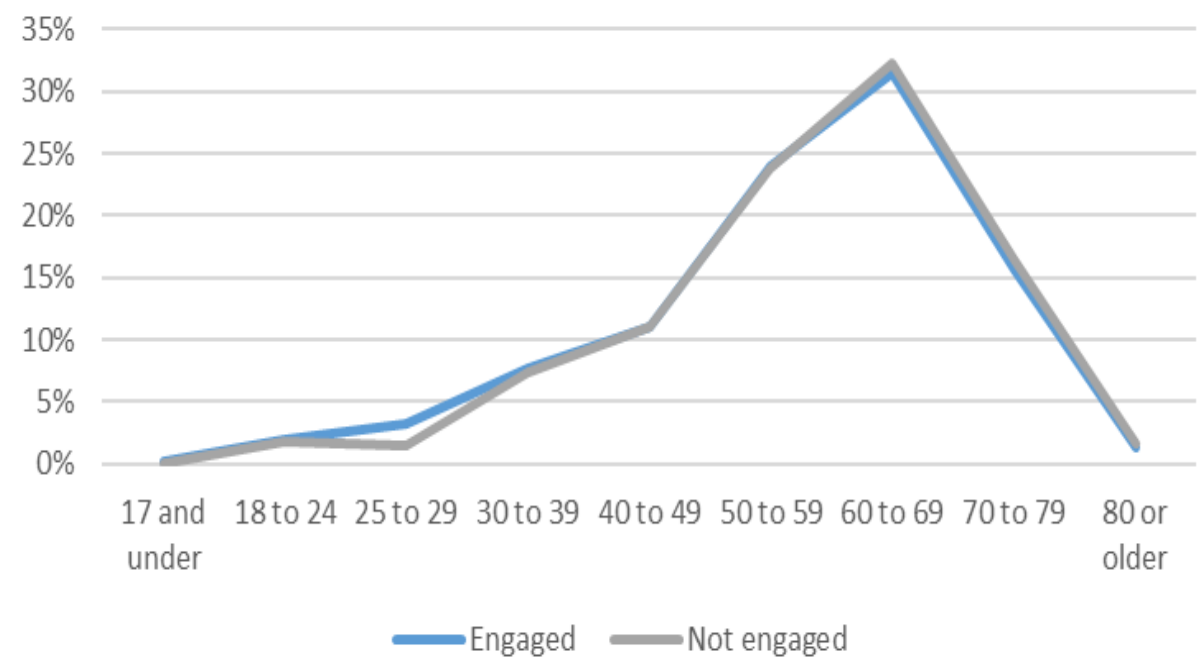
- 6% more aware of additional opportunities
- More likely to want to do more in current role
- However, others in this group are more likely to have a busy life, and have no more time to give.



# Characteristics

- Age, sex, not affect engagement
- Service length slightly

Age distribution of both groups



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# Legacy

## Culture change

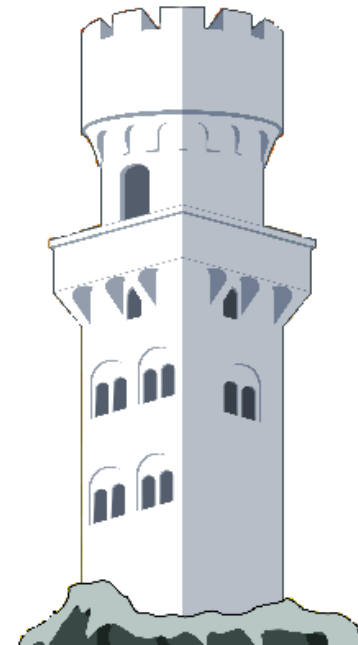
- Organisation-wider common measurement
- Publish measures – literature, strategy
- Library of data
- Local/national business planning [Source: VIA3]



# A good place?

“Better spelling in communications. Especially this questionnaire.” –  
Volunteer survey 2019

“Very good in depth questionnaire thank you” – Volunteer Survey 2019





# Thank you!

Everyone loves a good survey...

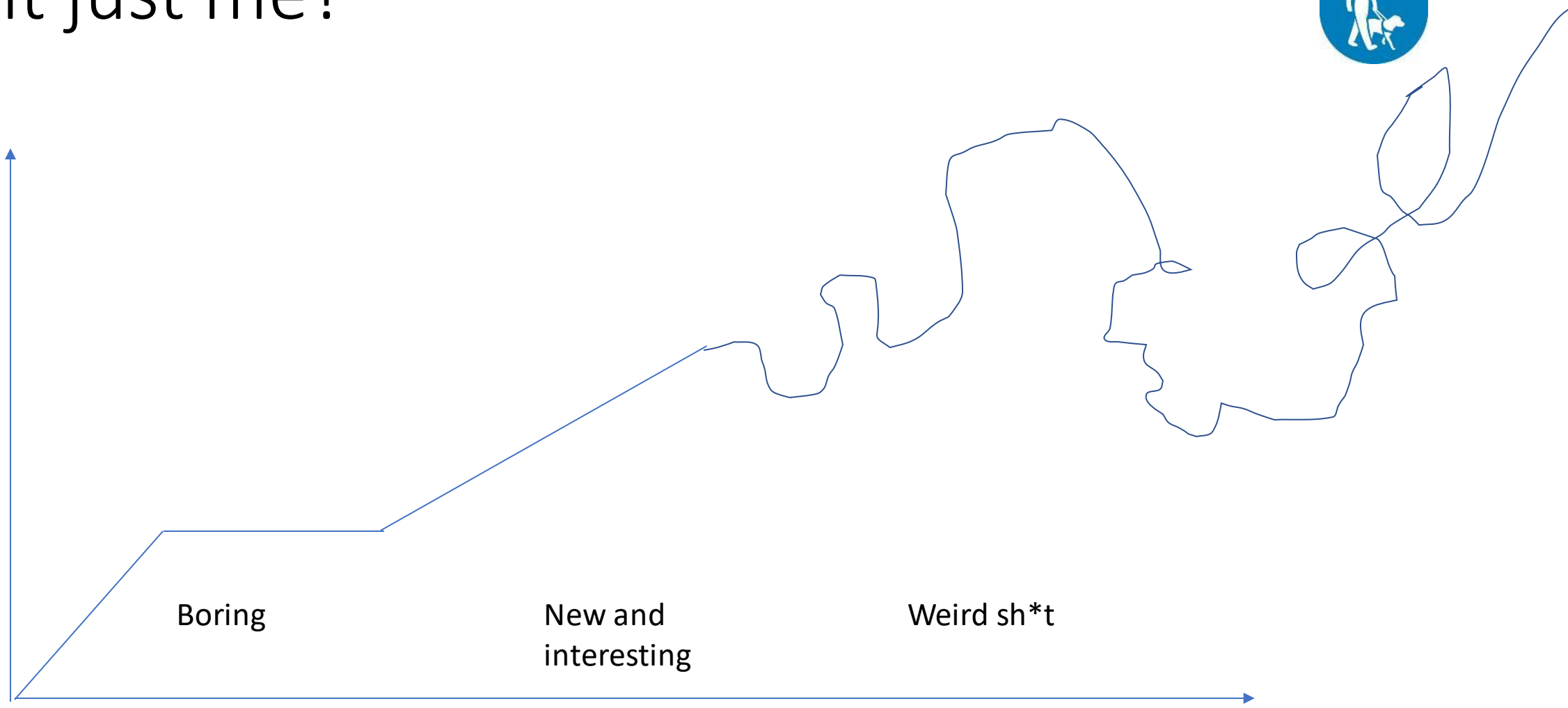
- ✓ Structure: Steering Group and scoping
- ✓ Tools: Margin of error, navigable data, live reporting
- ✓ Influence: Sponsor and embedding of useable figures
- ✓ Support – Employee volunteer analysts





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