

VOLUNTEER SURPLUS: KNOWING WHAT TO DO WHEN YOU HAVE TOO MANY

IUCG assists a local non-profit to streamline its volunteer management and engagement process, while advising strategy on a shifting national standard for homeless shelters.

Client's Challenge — Address volunteer relationship issues and increase strategic outlook for new ventures

- Inefficient volunteer sign-up process
- Untapped volunteer potential
- Increasing standards for shelter

IUCG's Solution — Improve process efficiency through low cost alternatives by:

- Implementing a customer relationship management database that will allow the client to efficiently and effectively manage their shelter volunteers
- Developing a new group volunteering program to utilize otherwise missed volunteer engagement while creating potential to procure donations and awareness
- Creating a three year plan to put chronically homeless individuals into permanent housing

Business Impact — Recognize full potential of volunteer base through special initiatives and recommend strategy for permanent housing and case management service offerings through the Housing First Initiative

- New templates of fundraisers and awareness campaigns utilize a different volunteer base to raise funds and help spread the message of this non-profit
- The Housing First Initiative was recommended as a feasible option for the client to enter a new market and would enable them to fulfill their mission of eradicating chronic homelessness through permanent housing and case management services for their current and prospective clients

"It was such a relief to have [Client's Name] Team approach us and help with some of our most complicated and important needs. We are very excited to implement SignUp Genius and we believe that it will significantly help the organization and utilize our volunteer force. The Initiatives project gave us a great platform for which group volunteers can raise awareness and funds for [Client Name]. In addition, the Board is very eager to know more about the housing first research and we are excited about the possibility of actually moving forward and getting people of need into more permanent housing. Overall, I was very impressed by the quality of their work on each of the three core projects."

- Executive Director of Local Non-Profit

Client's Challenge:

IUCG partnered with a local non-profit whose long-term mission is to end homelessness. The client runs a shelter for homeless guests for the winter months of the year, and wanted to explore options for establishing a new volunteer base and a new way for community members to volunteer for the shelter. The client also wanted to explore a new continuation of their mission, with a new Housing First Initiative that would offer guests long-term housing.

IUCG was tasked with creating a new volunteer coordination system and researching an effective way to implement a Housing First Initiative.

IUCG's Solution:

IUCG focused on creating a new volunteer coordination system. The client previously used a manual system in which potential volunteers email a staff member with their availability. The system involved a lot of back-and-forth and was prone to human error. The team suggested using SignUpGenius as an automated scheduling and relationship management system. SignUpGenius allowed the client to easily manage volunteers and provides valuable data about their volunteers. The new system will be implemented in the 2015-2016 season.

The second portion of the team's recommendation involved creating an alternative volunteer system for large groups, such as clubs and sororities. IUCG created a series of templates

explaining fundraisers and awareness campaigns the groups can complete. These fundraisers and awareness campaigns aim to help the client reach a different volunteer base to raise funds and spread their message.

The team's final challenge was to research the feasibility of a Housing First Program. IUCG researched the best course of action to add a Housing First Program for their client. Their research focused on analyzing the outcomes of previous Housing First Initiatives and assessing the client's resources. The client has taken their research under advisement and plans to use the team's findings to better understand what their next step should be.

Impact on client's business:

The implementation of SignUpGenius reduced the labor hours needed to coordinate volunteers. Additionally, the number of volunteers for each session will be standardized so there will no longer be an excess or shortage of volunteers. The alternative volunteer programs provide a method for large organizations to contribute to the client's overall goal. These programs utilized the excess supply of volunteers and provided another way to connect with the community. The research completed on the Housing First Initiative aims to help move the client into an entirely new market.