

CASE STUDY

IOWA VALLEY HABITAT FOR HUMANITY & GIVEEFFECT

EFFECTIVE VOLUNTEER MANAGEMENT WITH GIVEEFFECT





INTRODUCTION

IOWA VALLEY HABITAT FOR HUMANITY

Iowa Valley Habitat for Humanity is a 501(c)(3) non-profit organization that works to provide affordable housing solutions. Habitat for Humanity brings people together to build homes, communities, and hope. Their ultimate goal: a world where everyone has a decent place to live.

Iowa Valley Habitat for Humanity was founded by a small group of volunteers in 1992. From devoted volunteers to committed staff members, they exist to serve low-income residents of Cedar, Iowa, Johnson, and Washington Counties. After two years of work, they proudly built their first home in 1994.

To date, Iowa Valley Habitat for Humanity has supported more than 150 families working to improve their living situations.

HABITAT FOR HUMANITY INTERNATIONAL

"Seeking to put God's love into action,
Habitat for Humanity brings people together to build homes,
communities and hope."

Habitat for Humanity International was founded in 1946 by Linda and Millard Fullard with the goal of addressing poverty housing issues around the globe. The concept centered on those in need of adequate shelter working side by side with volunteers to build decent, affordable houses. The houses are built at no profit. New homeowners' house payments are combined with no-interest loans provided by supporters and money earned by fundraising to create "The Fund for Humanity," which is then used to build more homes.

Habitat relies on volunteer labor in order to construct simple and affordable homes with its partner families, as well as to build community and civil society in the areas in which it works. Many corporations, businesses, churches and other houses of worship sponsor houses and provide a large amount of the volunteers from their congregations.

CHALLENGE

Founded by a group of volunteers, Iowa Valley's volunteers are vital to the success of the organization. Loyal volunteers can devote hundreds of hours to your organization and make a valuable impact on your cause. That being said, it is important to ensure that volunteers are treated well and have the tools they need to succeed to help advance their mission.

FORMER SOFTWARE

CRM - Bloomerang
Volunteer - Volunteer Hub, Excel
Email Marketing - Constant Contact
Online Donations - Network for Good
Fundraising - Huterra

Prior to using Giveffect, Iowa Valley used a time-consuming, labor-intensive software platform requiring tons of manual data entry. Volunteers completed applications online but were unable to sign the volunteer waivers. Waivers were signed on-site and tracked in an antiquated, accordion file folder. Hours worked, skills, and interests were tracked in Excel spreadsheets. With volunteers as the lifeblood of their organization, attracting and keeping volunteers was essential. However, when no streamlined program is in place, volunteers are likely to lose motivation and quit.

It was vital for Iowa Valley to modernize its volunteer process and streamline their efforts into an effective program. Beyond modernizing their volunteer management software, Iowa Valley had a wishlist of additional improvements:

GOALS

To enhance the user experience
Better leverage volunteer skills, interests, and experience
Improve their on-boarding experience

SOLUTION

IMPROVING ON-BOARDING EXPERIENCE

Establishing a solid volunteer on-boarding process is key to increasing an organization's number of volunteer and retention rates. An on-boarding process for volunteers sets the foundation for a fruitful relationship with your organization, making it less likely that they will leave. Communication is fundamental in the on-boarding process. At the start, it was important for Iowa Valley to communicate their mission, programs, what work volunteers help with, and how to track their volunteer duties and hours. As Iowa Valley found, when you explain what volunteers are helping you achieve, they are more inclined to participate.

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METRICS TRACKED

- Hour worked
- Donation History
- Job Rating
- Assignments/Regular Assignments
- Availability
- Skills, Interests & Experience
- Contact Information
- Emergency Contact Information

Because of our email marketing and database integration, Iowa Valley can more effectively communicate with volunteers and build faster connections. Our software provides outreach tools to contact those who've volunteered for upcoming events, set regular assignments, set ratings volunteers, and track responses or availability.

LEVERAGE VOLUNTEER SKILLS, INTERESTS, & EXPERIENCE

Volunteers bring unique skills, experience, and interests to your organization. Though VolunteerHub was able to capture some skills and interests, Giveeffect enhances the collection of data by allowing organizations to customize forms with skills and interests that are most relevant to their organization's volunteer work. By allowing the organization to input skills and interests options, it also eliminated opportunities for user error and unclear data. Thus, Iowa Valley can pull more specific reports on volunteer skills enabling them to better assign roles and responsibilities.

ENHANCE USER EXPERIENCE

Using spreadsheets and handwritten calendars can slow productivity and reduce efficiency. With our effective, centralized web-based system, prospective volunteers can self-manage their account and relieve the responsibility of maintaining excess paperwork or documents outside of the software. Volunteers can easily track their volunteer activity, sign up for jobs & shifts, and contact staff members. With our automated and centralized volunteer calendar, Iowa Valley can instantly publish volunteer events online.

Our platform acts as an automated volunteer manager, organizing important information into an intuitive user dashboard. The interactive calendar simplifies the registration process for prospective volunteers, as they can easily review upcoming events and access event information, and streamline the management process for staff members. Staff members and volunteers can log in any time and review which events require more volunteers.

"I think we've got a really good handle on it now and it does save time. It's really on the backend when we want to follow up or we need to get ahold of somebody to discuss their opportunity, to track the hours the group has put in. I think the reporting aspect of it has certainly saved us a lot of time because we're not manually entering and then following up with a spreadsheet that we're trying to keep track of. It's nice to be able to use all of the capabilities."

-Heath Brewer, Executive Director

Tasks

Contacts

Donations

Volunteers

Search

Wealth

Members

Campaigns

Opportunities

Add a Custom Sheet

Individuals

Roles

Interests

Skills

Certifications

Groups

Jobs

Shifts

Assignments

Regulars

Reservations

Schedule

Basic Search

Advanced Search

Search found 1 results.

wendell

X

Search

Date

to

Contacts who have volunteered during this period

Volunteers

1

Donors

1 (100.0%)

Donations

695

Total

\$645,934.51

Assignments

1,267

Hours

6,177.59

ID

First Name / Last Name

Contact / Application Date

Roles

Interests

Skills

Certifications

Groups / Volunteer Groups

Donations

Total

Volunteer

Hours

Created / Updated

246

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Mentor

Fundraising Assistant

Mentorship

Programming

Website Design

Fundraising

Public Speaking

CPR

2017 Applicants

2017 Donor

2019 Applicants

2019 VIP Contacts

Alum

Annual statements only

Club Programming

Contacts to Screen

Dog Trainers

Enewsletter Donor

Event Participants

Event Volunteers

Food Bank Clients

Guest Families

JAN-MARCH DEVOTIONAL

K&W Major Donors

Lecture Attendees

Membership

Monthly Pantry Program

Prospects

Race 2018

VIP Diamond

VIP Donor

VIP supporters

Volunteer

2018 event volunteers

Administrative Team

AM Food Sorters

AM floor sorter

Bank of America

BKFS

Build team

car washer

Certified

Construction

Corporate

Court-appointed volunteers

Court order volunteers

December VIP volunteers

Event Volunteers

Fixit Dude

Food Pantry Volunteers

Food Sorter

Front Desk Group

GE Recruiters

GiveEffect Group

Housekeeping

Level 1

Meal Server

Outreach

Registration

ReStore Volunteer

Shelter Volunteers

Soup Kitchen

Summer Group Volunteer

VIP

VIP Volunteer

Volunteer Group

Volunteers Who Have Donated

Walkers

Women Build

695

\$645,934.51

1267

6177.59

Aug 28, 2014

2 minutes ago

RESULTS

Since adopting Giveeffect, Iowa Valley Habitat for Humanity has seen a significant increase in the number of volunteers. With all of the data in one backend database, Iowa Valley receives a full 360-degree view of their volunteers' interactions with their organization. It helps organizations stay in touch with their supporters with automated, personalized communication options. As volunteers make an impact, Iowa Valley could better communicate their appreciation and recognition of the volunteers, strengthening the volunteers' connection to the organization.

By understanding the strengths of each individual, each volunteer is given a relevant task, maximizing their effort and impact on the organization. Furthermore, Iowa Valley volunteers feel more invested working in an area where they can be most valuable.