

City of Edmonton
Community Services and Volunteer Edmonton

**2007
NEEDS SURVEY
OF
EDMONTON'S VOLUNTEER GROUPS**



January, 2008

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1.0 INTRODUCTION

1.1 Background and Approach

This report presents the results of a survey conducted with volunteer groups in Edmonton. The survey was commissioned by Edmonton Community Services and Volunteer Edmonton to examine a set of issues that affect the operations of volunteer-based organizations.

The survey questionnaire was developed by Edmonton Community Services and Volunteer Edmonton. Hargreaves & Associates Ltd. was commissioned to field the survey, compile the results and prepare a report.

Survey respondents were identified from an Excel data file provided by the Edmonton Chamber of Voluntary Organizations. The file contained approximately 4,300 entries. These were names of organizations that had used volunteers. Only names were included and no telephone numbers or other contact information. Hargreaves & Associates Ltd was responsible for conducting hard-copy and online searches to identify contact information. Through this process it was discovered that many of the entries were for groups that either had no contact information, no longer existed, had multiple names for a single organization, or were part of other organizations. It was estimated that up to 70% of the 4,300 names were not useable but this left approximately 1,300 potential contacts. Using these as a basis, the survey team was tasked with conducting a minimum of 350 interviews between November 15, 2007 and December 5.

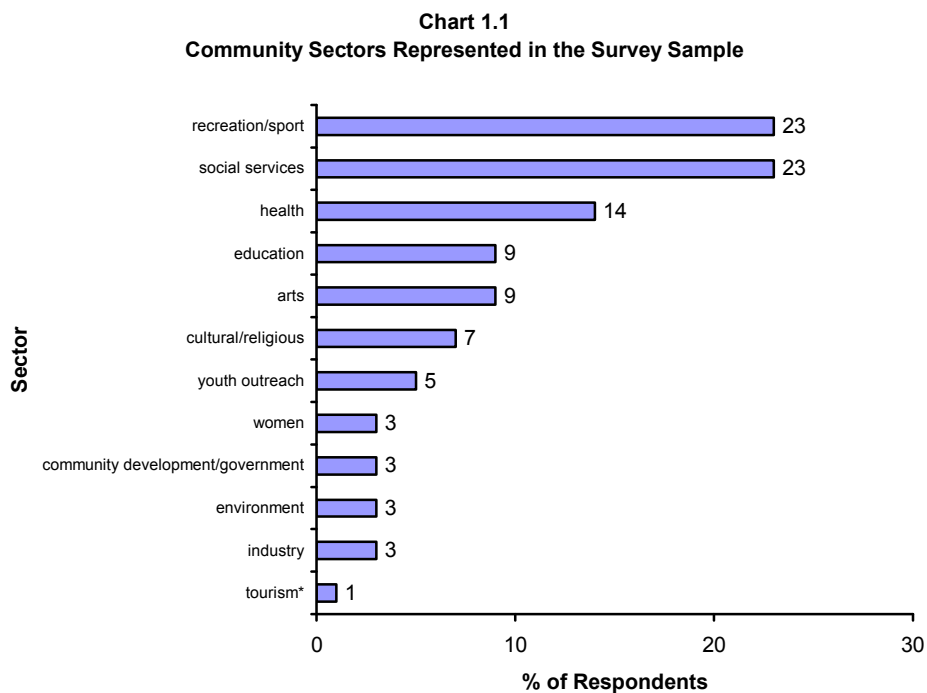
With 1,300 potential groups to contact, a randomized process was employed that drew an initial sample of 300 names. This was a simple random draw and no stratification criteria were employed. The interview team was instructed to contact each organization up to five times before eliminating from the survey those that could not be reached. Once the initial 300 groups had been attempted an additional 200 names were drawn. This process was continued until the cut-off date was reached. By the time the cut-off date of December 5 was reached, a total of

374 interviews had been completed. A sample of this size for the effective population 1,300 organizations produces results that can be interpreted with a statistical margin of error of $\pm 5.1\%$, 19 times out of 20.

The survey data was managed using SPSS software. All data coding was developed by Hargreaves & Associates Ltd.

1.2 Respondent Profile

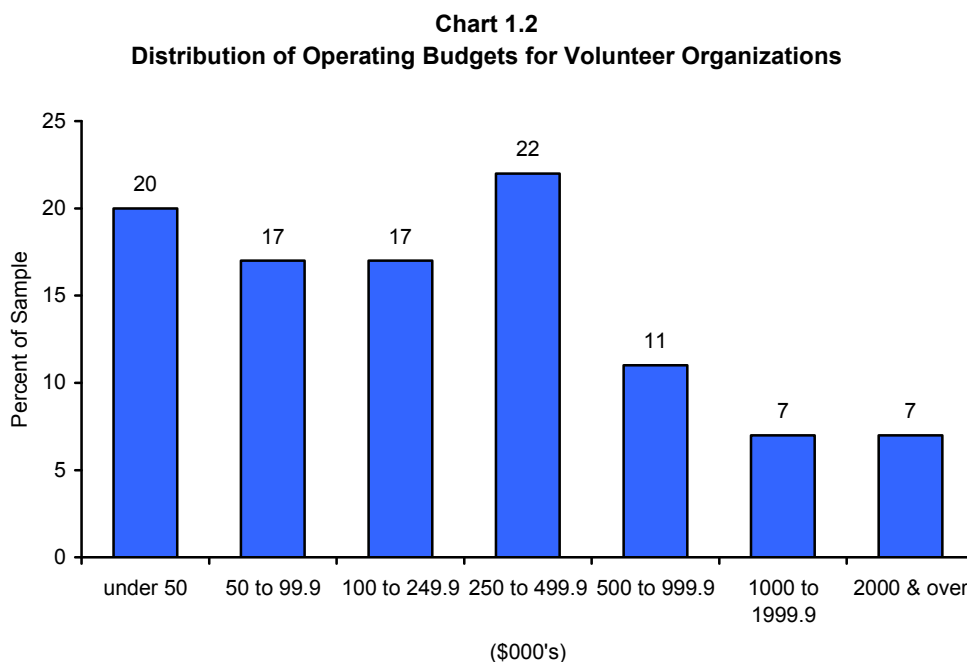
The sample included representation from a variety of community sectors, as Chart 1.1 shows. Social service and recreation/sport organizations represent almost half (46%) of the sample. These two categories include such organizations as seniors groups, community sports, community social help groups and sport-specific groups.



Health-related organizations accounted for a further 14% of the sample. A smaller number of respondents represented women's organizations, the environment, community development and industry.

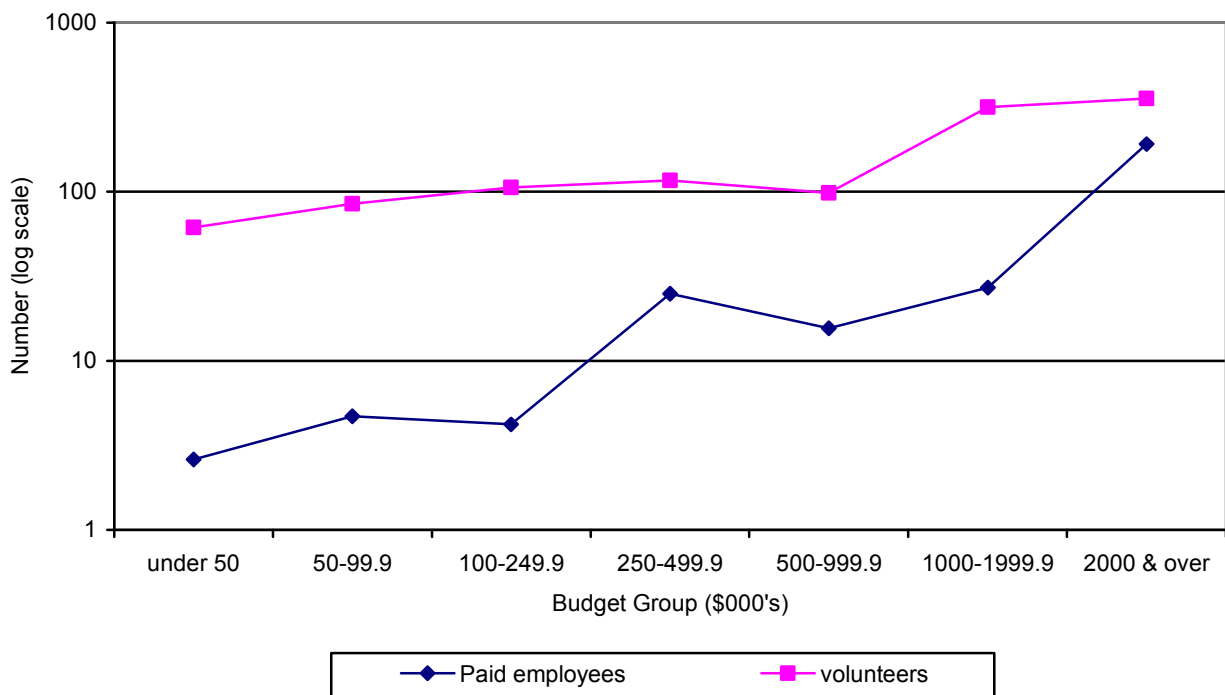
On average, respondents reported to having 128.9 volunteers and 29.1 paid staff. By themselves, these numbers are skewed by the larger organizations who responded to the survey as revealed by the respective medians of 4 paid employees and 50 volunteers.

Due to the range in size of organizations represented in the sample, it is also helpful to understand the range of operating budgets that respondents reported. Chart 1.2 shows that the distribution is reasonably even across the seven categories that were used for the survey.



The relationship between levels of operating budget and the number of paid employees and volunteers is summarized in Chart 1.3. In both cases there is a positive correlation such that as the reported operating budget increases so does the number of paid employees and volunteers. Of further note are the particularly sharp increases for those respondents with budgets above \$500,000.

Chart 1.3
Number of Paid Employees and Volunteers
by Budget Category



The questionnaire also recorded the number of years organizations had been in existence. On average, organizations had existed for 31.5 years and for a corresponding 29.3 years in Edmonton. The median number of years was 26, with the range for all responses being from 1 to 200 years.

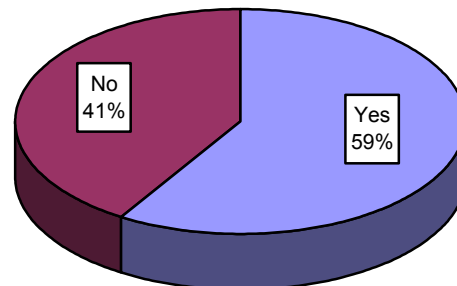
2.0 Use of Volunteer Orientation and Policy Manuals (Q4, Q5)

2.1 Awareness, Adoption and Implementation

Typically, organizations that have policy manuals in place also have a workable structure to guide and govern an organization's affairs. In the volunteer sector, the diversity of experience and operating environments sometimes means that these tools do not become established.

Question 4 of the survey asked respondents whether they had a formal Volunteer Orientation and Policy Manual in place. Just over half (59%) of respondents indicated that they did have such tools and that almost all of these respondents (96%) made them available to all staff and volunteers (Chart 2.1)

Chart 2.1
Use of Volunteer Orientation and Policy
Manual

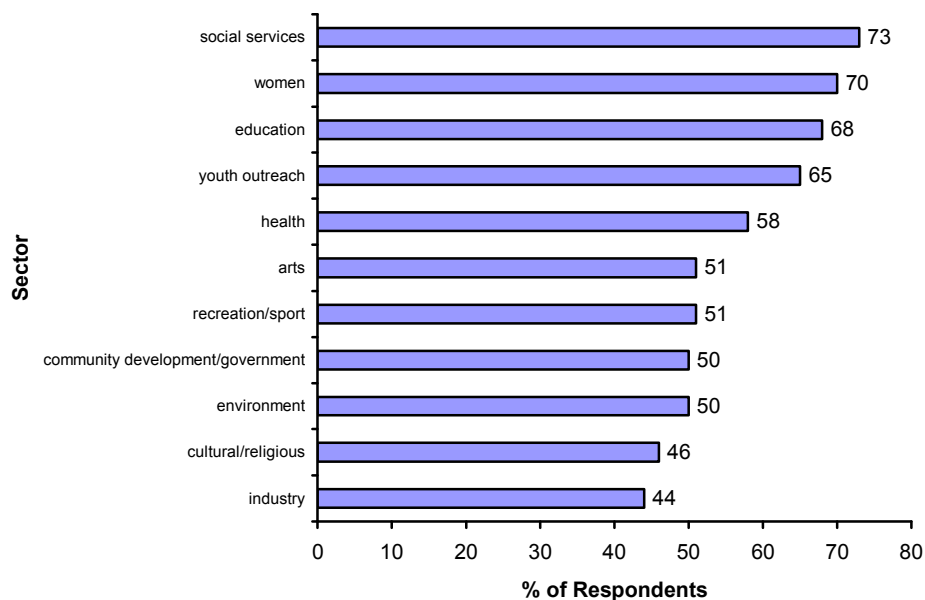


A comparison between the use of the manual, the type of organization and the number of volunteers shows that those who use this tool tend to have more volunteers on average than those who do not. Those who have the manual have over twice the number of volunteers

(167.4) as those who do not (75.3) volunteers. There is also a much greater likelihood that those with the Manual are from groups in the following sectors:

- Social services
- Women
- Education
- Youth outreach

Chart 2.2
Use of Volunteer Orientation Policy Manual by Sector



The results to Question 5 show that 37% of respondents are aware of the Canadian Code for Volunteer Involvement and of this group, 58% have adopted it. Among those who have adopted the Code, almost all (96%) have implemented it and two-thirds of these organizations report that it has made a difference to the effectiveness of their organization. While the value of the Code for those who have implemented is clear, it is equally as evident that there is a need to boost awareness and adoption.

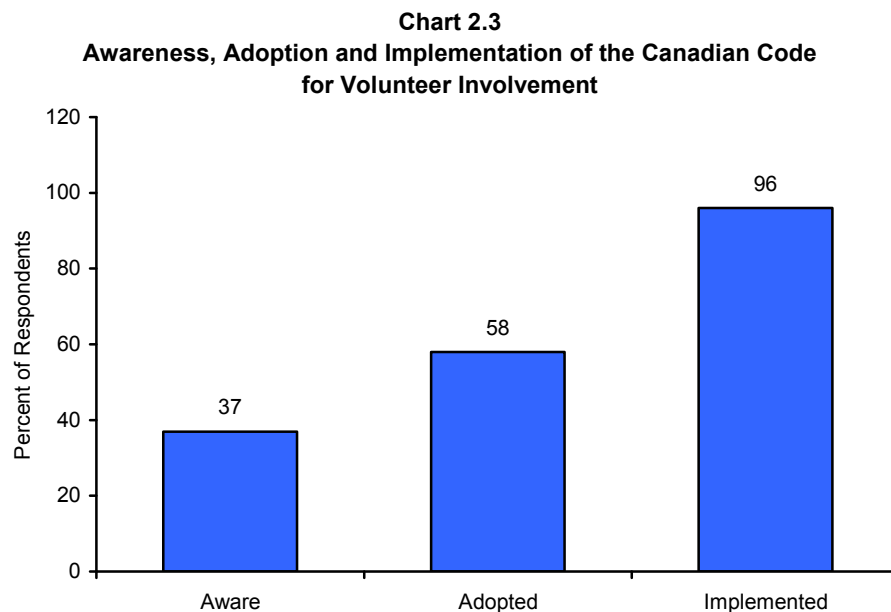
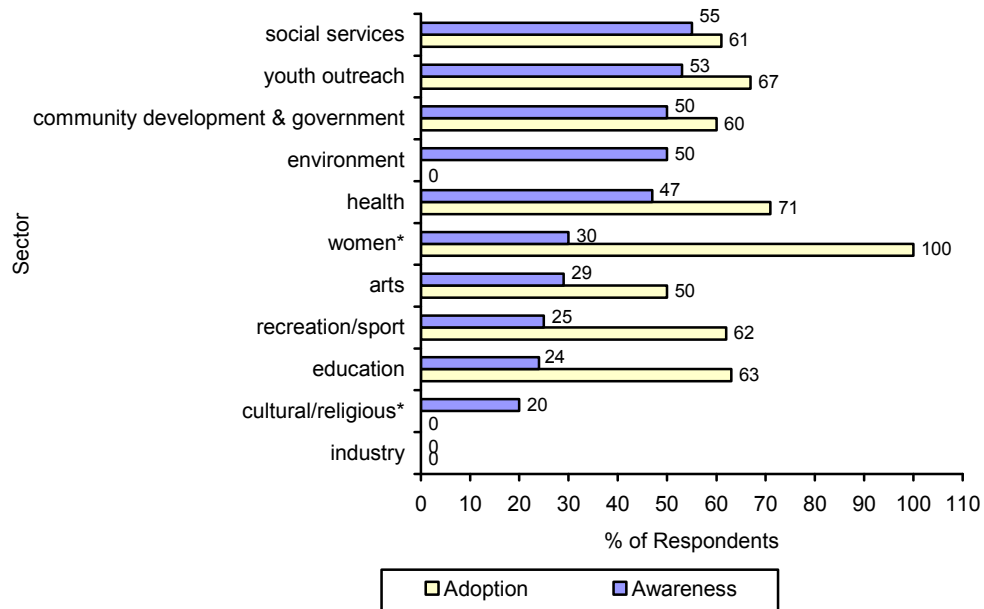


Chart 2.4 show the sectors represented by respondents who are aware of the Code and who have adopted it. For those groups with the highest rates of awareness, adoption rates are between 60% and 66%, so about two-thirds. Education related groups and recreation groups have similar adoption rates while the best appear to be for the health sector where 71% of those who are aware have adopted the Code. We can also note that Chart 2.4 shows that each of the three groups representing women’s issues in the sample have adopted (100%) but this is a small sample size from which to draw firm conclusions. No adoption was reported by groups in the environmental or cultural/religious sector.

Chart 2.4
Awareness and Adoption of the Canadian Code of Volunteer Involvement by Sector



Notes:
 Percentages for adoption are calculated within percentages for awareness
 *less than 5 respondents

2.2 Effectiveness of the Code

Table 2.1 summarizes the reasons that respondents reported for how the Code has or has not made a difference to their organizations. The Code has contributed to improving the understanding roles within those organizations that say it has made a difference, as well as setting standards of practice and establishing structure. Those who feel the Code has not made a difference believe that they have no need for it, based on an opinion that the Code simply repeats the strategies that these organizations have previously implemented.

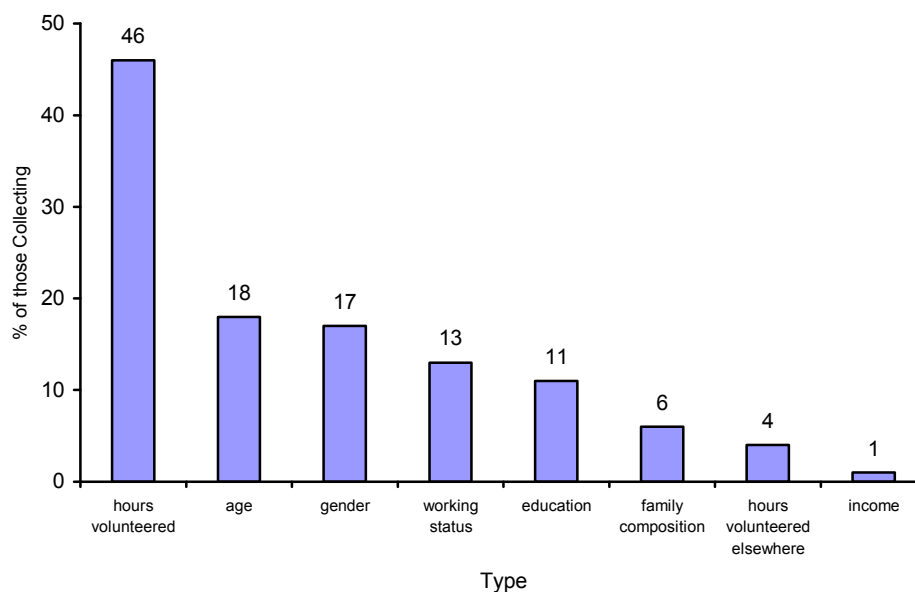
Table 2.1
Reasons the Code Made a Difference

<u>Reason</u>	% Made a Difference (n=35)	% No Difference (n=16)
Better understanding of roles	43	0
Sets standards and practice	26	0
Structure	14	13
Volunteers more involved	9	0
Provides direction	9	0
New person/group	0	19
Unsure of details/unfamiliar	0	6
No need	0	38
No difference	0	6
Take information from elsewhere	0	6
Generally follow issues	0	6
<i>Total</i>	<i>101</i>	<i>101</i>

3.0 Use of Background Information (Q6)

Exactly one-half of respondents reported that they collected statistical information about their volunteers. Among these respondents, 46% reported keeping records of the hours volunteered for their organizations (Chart 3.1). The age of volunteers was recorded by 18% of respondents, gender by 17% and working status by 13%.

Chart 3.1
Statistical Information Collected by Volunteer Groups



On average those groups who collect volunteer statistics tend to have more volunteers (162.3) than those who do not (95.5). The types of organizations most likely to collect this information are those representing social services and youth outreach (Chart 3.2). Over half of the arts groups (54%) also collect this information as do 52% of health-related groups. At 11%, industry groups are the least likely to collect volunteer statistics.

Chart 3.2
Collection of Volunteer Statistics by Sector

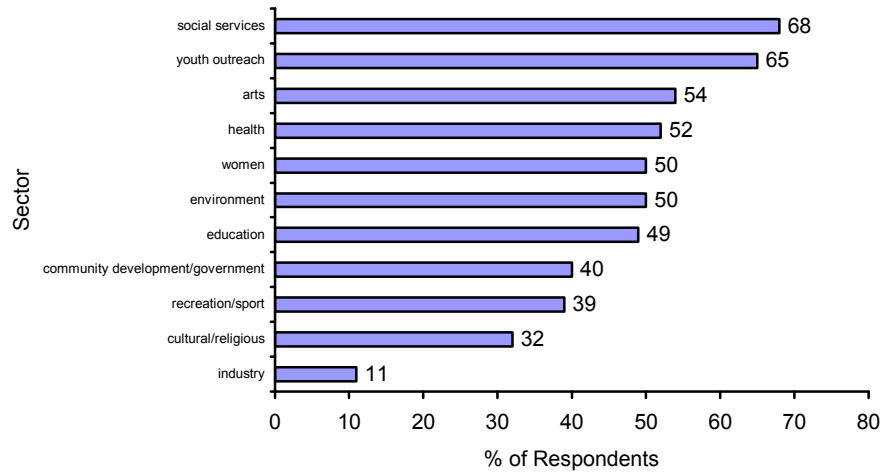
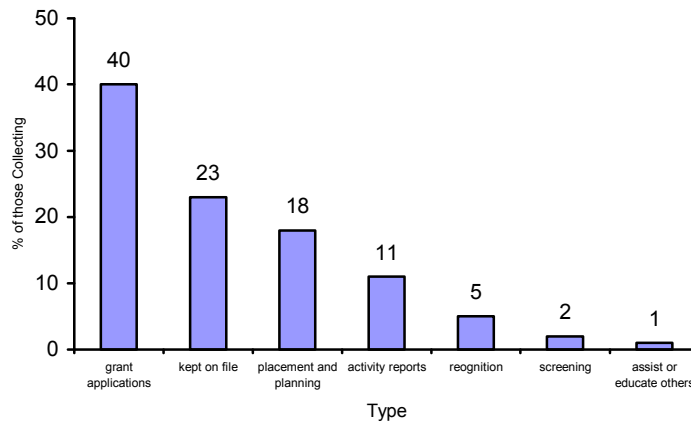


Chart 3.3 shows that the information is used the most as part of grant applications (40%) but often is simply filed for later reference (23%). A further 18% mainly use the information for placement and planning purposes for their volunteers.

Chart 3.3
Main Use of Statistical Information



Forty-two percent of those groups that report collecting the number of hours volunteered for their organizations do so to support grant applications (Table 3.1). This compares to 32% of those that collect work status information, 29% of those who collect gender and 27% who collect education.

Table 3.1
Reasons for Collecting Statistical Information
By Type of Information Collected

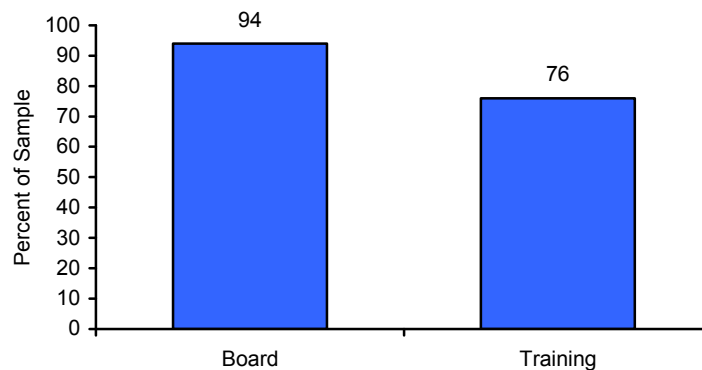
<u>Reason</u>	% Age (n=69)	% Gender (n=63)	% Income (n=5)	% Education (n=41)	% Hours Volunteered (n=171)	% Hours Elsewhere (n=13)	% Work Status (n=47)	% Family Status (n=22)
Placement & planning	28	24	*	34	19	31	32	23
Activity reports	13	10	*	7	12	7	6	9
On file	28	31	*	29	19	31	26	46
Assist others	-	-	*	-	1	9	-	-
Recognition	4	5	*	-	5	7	2	-
Screening	2	2	*	2	2	-	2	5
Grant applications	25	29	*	27	42	23	32	18
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

* Sample size of 5 or less is too small for analysis

4.0 Board of Directors (Q7)

Almost all respondents reported that their organizations had a Board of Directors and 76% of these respondents believed that additional training would be beneficial. (Chart 4.1)

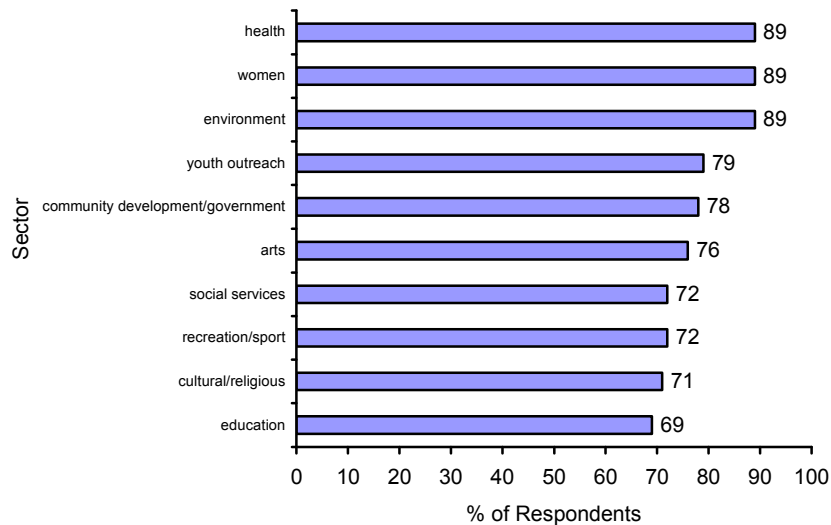
Chart 4.1
Existence of Boards of Directors and Need for Training



Those respondents who saw a need for Board level training were found to have an average of 136.3 volunteers compared to the average of 96.7 volunteers for those who saw no need. Those groups that were most open to this help were found to be those from the health, women and environment sectors (Chart 4.2)¹. Groups in the youth outreach and community development/government sectors also expressed a higher need than the rate of 76% reported for the total sample.

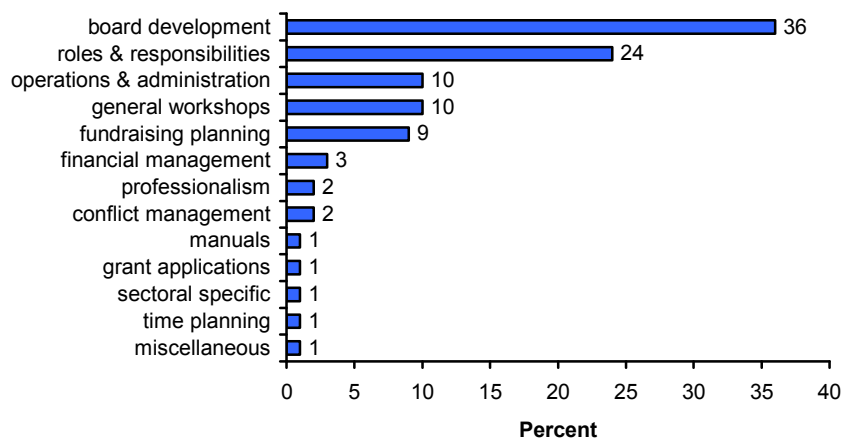
¹ The industry and tourism sectors had less than 5 respondents which is too few for reasonable analysis

Chart 4.2
Need for Board-Level Training by Sector



When asked about the types of training that would be beneficial, a range of options were offered (Chart 4.3). The leading suggestions were for board development/leadership training (36%), training around the roles and responsibilities of boards and volunteers (24%), grant application preparation (10%) and general workshops on volunteer issues (10%).

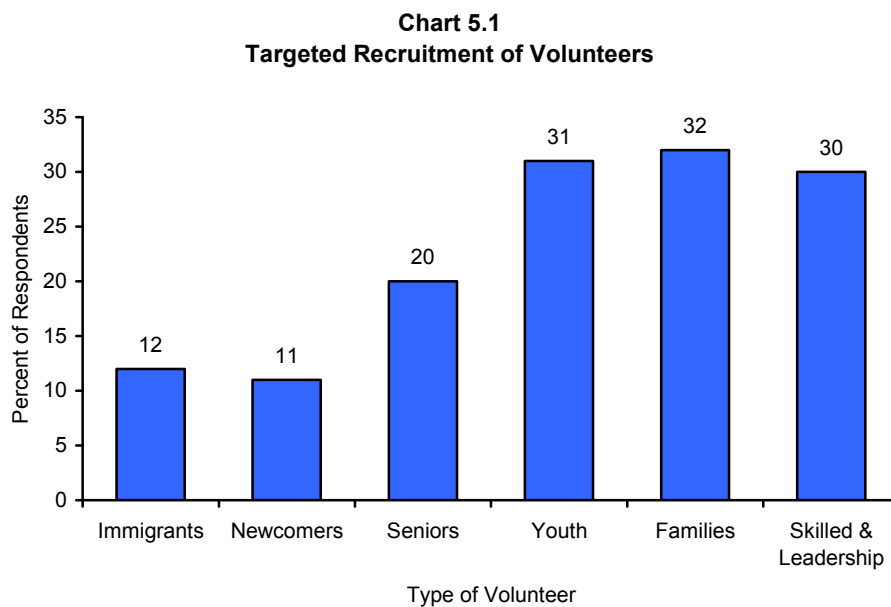
Chart 4.3
Suggested Types of Training



5.0 Targeted Recruiting (Q8)

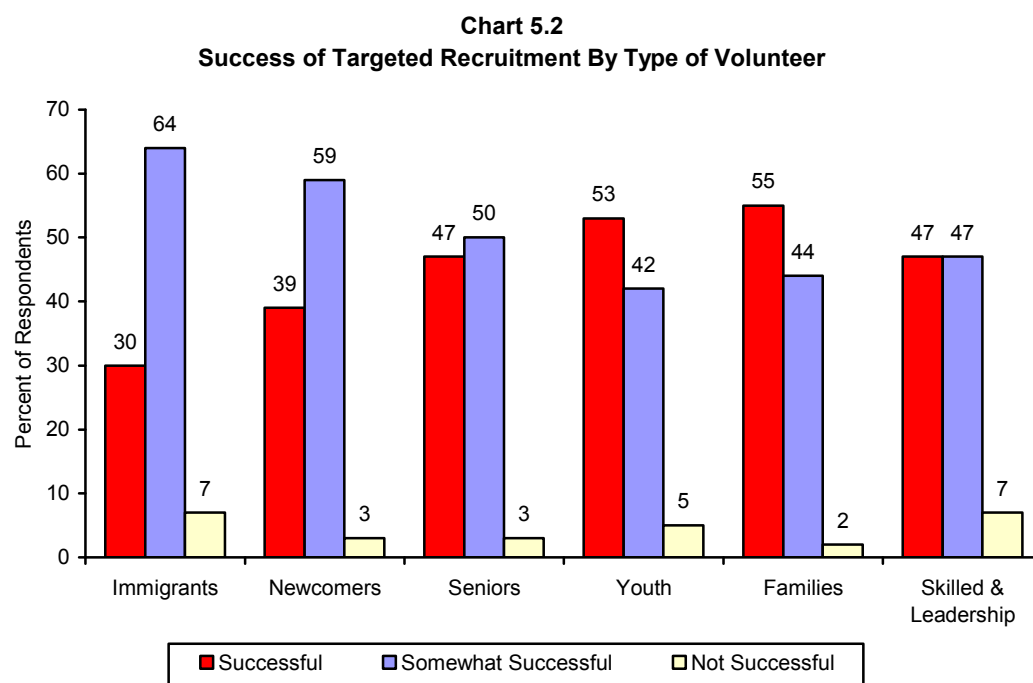
5.1 Use of Strategies

Question 8 on the survey asked respondents whether they used targeted recruitment strategies for several types of volunteers. Chart 5.1 shows that strategies are used by close to one-third of respondents when it comes to finding youth (31%), family (32%) and skilled/leadership (30%) volunteers. This means, of course, that the majority of respondents are not using a strategic approach to recruitment which may explain comments elsewhere on the survey about the need for help with finding volunteers.



5.2 Success of Group Recruitment Strategies

Those respondents who indicated that they were using strategic recruitment were asked about the relative success of their efforts. Chart 5.2 shows the highest rate of success was reported by those groups who target families (55%) and youth (53%). Close to half of those who target seniors (47%) and highly skilled volunteers (47%) also report success.



Those who target newcomers (39%) and immigrants (30%) report the relatively lowest levels of successful recruitment. Of further note is that the combination of percentages for somewhat and very successful responses shows that over 90% of respondents have experienced some degree of success with their strategies

5.3 Reasons for Success

A variety of reasons were offered to explain the success of recruitment strategies. Table 5.1 summarizes these reasons by the groups targeted. For those respondents who actively recruit immigrants, the main reason for success was reported as the availability and dedication of volunteers (24%). This reason was identified among the top three for each of the other targeted groups and was ranked first for groups recruiting seniors (24%) and those that recruit youth (19%).

Advertising and outreach (29%) was identified as the first ranked reason for success among those respondents who target newcomers to Edmonton. This was followed by the relationship of the service to the community (21%) ahead of availability and dedication (14%).

While those who target seniors report that success reflects the availability and dedication of volunteers (24%), these respondents also reported word of mouth (18%) and involvement of all (15%) as the next most important factors. Those who target youth reported the same three reasons with involvement of all (16%) ranked second ahead of advertising/outreach (14%) but behind availability and dedication (19%).

Involvement of all (58%) is by far the key factor for groups that recruit families. These groups also place importance on availability and dedication (11%) which ranks second but also identified the value of assigning volunteers based on their experience (8%) as the third most important reason. Experience in the way of special skills (23%) was also the most important reason for success among those respondents that target highly skilled/leadership volunteers.

Table 5.1
Reasons for Successful Recruitment by Targeted Groups

	% Immigrant (n=13)	% Newcomers (n=14)	% Seniors (n=33)	% Youth (n=58)	% Families (n=64)	% Highly Skilled (n=48)
Assign by experience	8	7	9	5	8	4
Involve all		7	15	16	58	13
Ongoing process	8			3		6
Dedication/availability	24	14	24	19	11	8
Interest/engagement	8	7	3	5		4
More people			6	2	2	
Use of training						4
Word of mouth	8		18	3		2
Professional skills				2	2	23
Advertising/outreach	8	29	9	14	2	2
Flexibility				2		
Relationship to community		21	3	3	5	4
Networking	8	7	3	7	2	10
Screening				2		6
Match skills to need	8	7	3	3	2	6
Incentives			3	2	3	
Lack of time						
Plan/focus	8		3	3	2	6
Fun				3	5	
Competition	8					
Close to clients served				2		
Reputation	8			3	2	
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

5.4 Reasons for Lack of Success

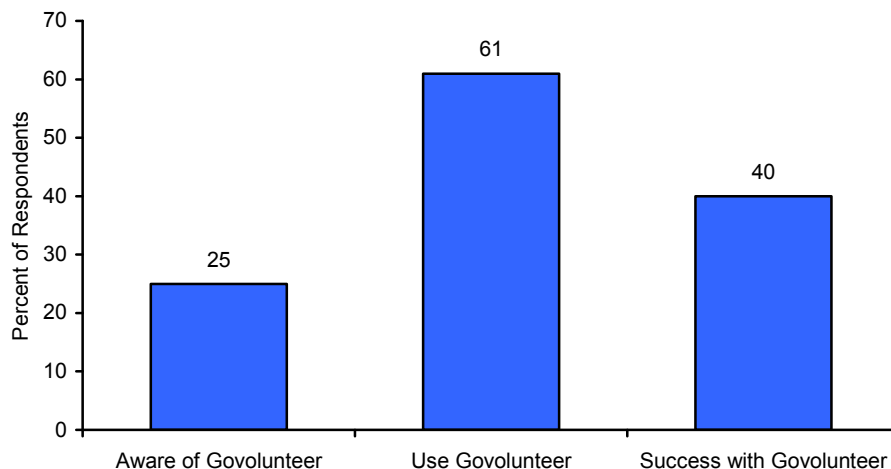
Those respondents who reported targeting certain groups of volunteers and who also reported not having success were asked for the reason they felt their strategies had failed. The variety of reasons was quite limited and because of this there are not enough to report valid percentages. However, in qualitative terms, it is apparent that lack of understanding of an organization's needs is critical as this reason was reported for four of the six target groups. Key reasons by target group were:

Immigrants:	lack of understanding of volunteer needs difficulties with transportation and access
Newcomers:	lack of understanding of needs
Seniors:	lack of time
Youth:	lack of time lack of understanding of needs
Families:	lack of time
Highly skilled:	professional skills screening competition lack of understanding of needs

5.5 Govolunteer (Q9)

Govolunteer is a process that links organizations seeking volunteers with individuals who have expressed interest in volunteering. In the survey, 25% of respondents reported being aware of Govolunteer and of this group 61% indicated that they had used it (Chart 5.3).

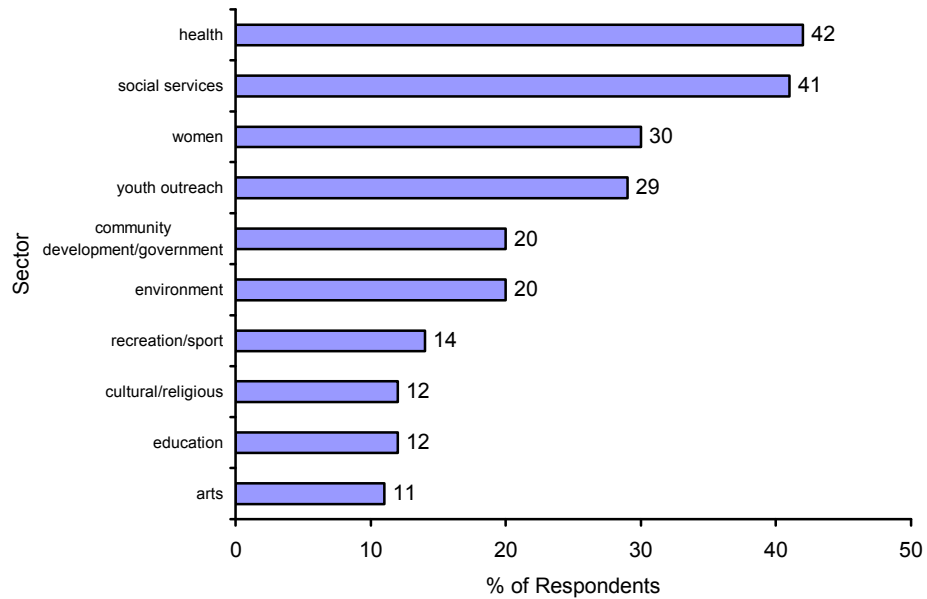
Chart 5.3
Awareness, Use and Success with Govolunteer



While these results suggest that there is a need to increase awareness and convert awareness to use, it is also apparent that with 40% reporting being successful, more needs to be done to increase the rate of positive outcomes.

On average, those who are aware have 207.5 volunteers, over twice the average for those who are unaware (102.5). Chart 5.4 shows that respondents from the health sector had the highest rates of awareness at 42% closely followed by those from the social services sector at 41%. That awareness is lowest in the arts, education and cultural/religious sector points to a need to help groups from these areas with developing their volunteer base.

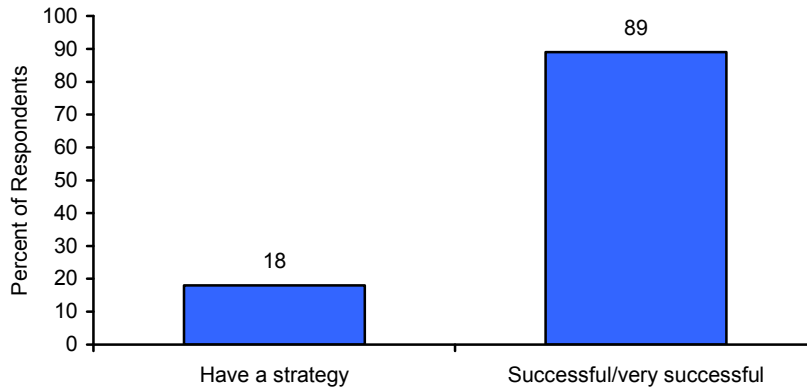
Chart 5.4
Awareness of Govolunteer by Sector



5.6 Corporate Targeting (Q10)

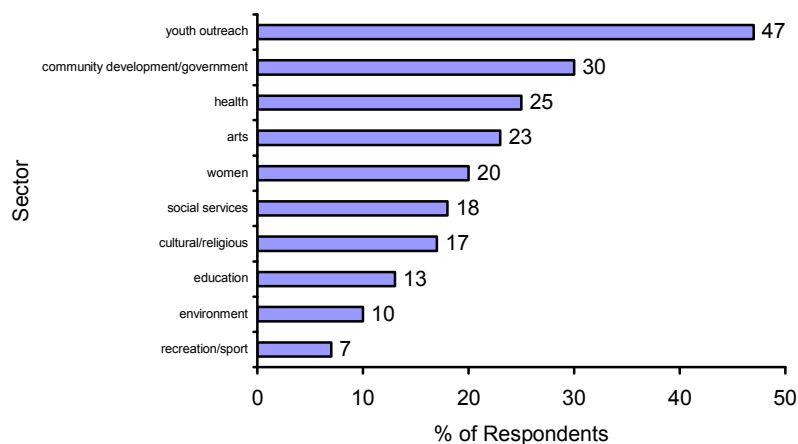
Eighteen percent of respondents reported that they have a strategy that specifically targets recruitment from the corporate sector and 89% of these respondents believe that they have been successful or very successful with their efforts.

Chart 5.5
Use and Success of Corporate Targeting



Those with a strategy for the corporate sector have, on average, over two times the number of volunteers than those who do not: 233.3 compared to 107.6. The youth outreach sector appears as having the highest rate for using corporate recruiting at 47%, followed by the community development/government sector at 30%. The environment sector (10%) and the recreation/sport sector (7%) reported the lowest rates.

Chart 5.6
Use of Corporate Recruiting Strategies by Sector

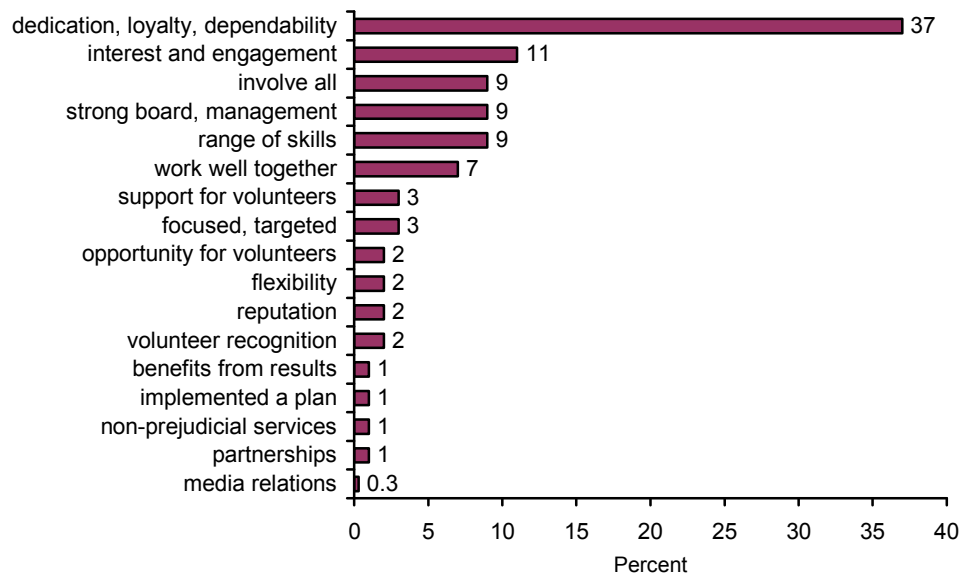


6.0 Strengths and Challenges (Q11 & Q12)

6.1 Key Strengths

Chart 6.1 shows the main strengths identified by 342 respondents who provided an answer. Leading the way is the dedication/loyalty/dependability of volunteers. These responses accounted for 37% of all comments. It is followed by comments referring to the interest/engagement (11%) volunteers have with the things they do. Three further comments accounted for 9% of all comments: involvement of everyone, having a strong board and management process, and the range of skills available among the volunteer group. That volunteers work well together is a comment that represents 7% of all comments. Taken together these leading comments suggest that volunteer organizations are at their strongest when they can instill dedication, by engaging volunteers within a well-managed environment where variety of skills supports effective working relationships.

Chart 6.1
Main Strengths of Volunteer Groups

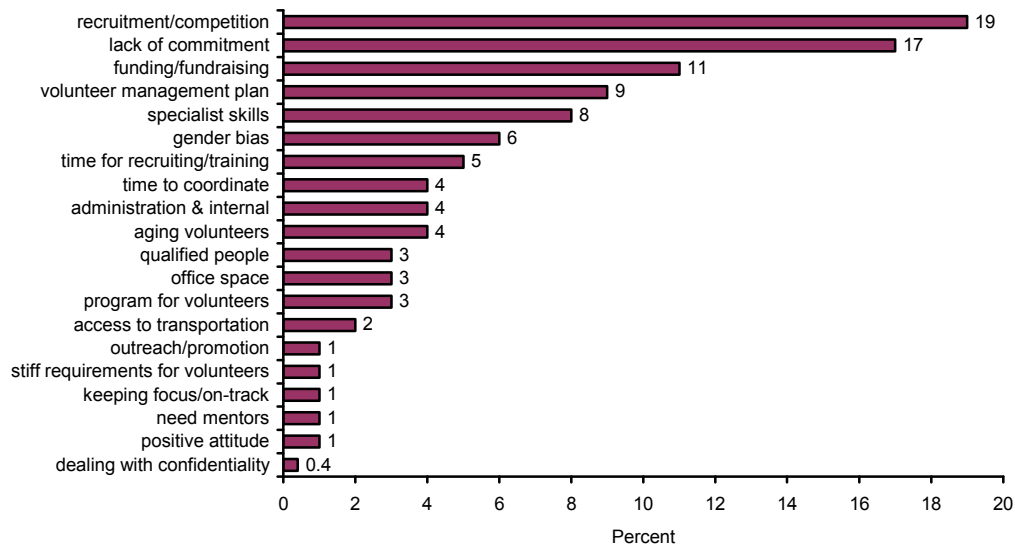


6.2 Key Challenges

On the opposite side to strengths are the challenges faced by volunteer groups. Respondents were asked to name a challenge that was facing their volunteer program, other than the recruitment of enough volunteers. There were 20 types of response among the comments received from the 280 respondents who answered.

Despite being asked to exclude this reason, recruitment was still mentioned and accounted for 19% of all comments (Chart 6.2). This is closely followed by the commitment of volunteers (17%). The third most reported challenge was funding/fundraising (11%), followed by a need to have a volunteer management plan (9%) and not having certain specialized skills available (8%).

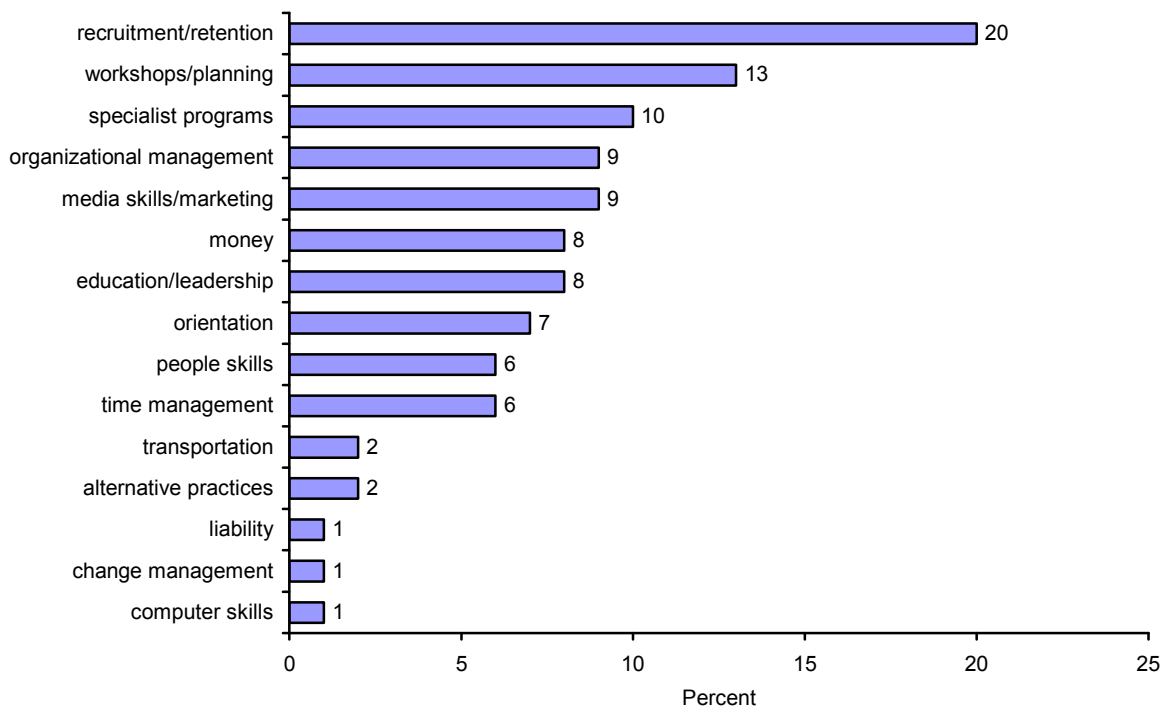
Chart 6.2
 Main Challenges Facing Volunteer Groups



Overall, it is apparent that volunteer organizations are faced with challenges when they lack structure, key skills and the ability to retain volunteers.

A follow-up question (Q12b) asked respondents about the type of training support they thought would be helpful in addressing the challenges faced. Fifteen types were offered (Chart 6.3) with help in recruiting and retaining volunteers the most frequently mentioned (20%). Next were comments about general workshops on planning (13%) and third was reference to specialist training programs (10%; e.g accounting skills, legal assistance, etc.). Also important was help with organizational management and media/marketing assistance (9% each).

Chart 6.3
Training to Address Main Challenges



6.3 Preferred Times For Training (Q13)

Respondents were asked to rank six possible times for when training support might be most conveniently provided. Not all respondents chose to answer. However, of those that did, the highest response rate was for weekday evenings. This option was answered by 283 or 76% of respondents (Table 6.1). Next was 'weekday days' with a response rate of 74% and third was 'Saturday days' with a response rate of 64%.

Table 6.1
Ranking of Preferred Training Times

	No. of Respondents	Response Rate	% Rank of 1	% Rank of 2	% Rank of 3
Weekday evenings	283	76	37	46	12
Weekday days	275	74	66	11	4
Saturday days	238	64	20	38	35
Sunday days	150	40	6	19	25
Saturday evenings	144	39	6	11	11
Sunday evenings	133	36	2	8	8

Two-thirds of those respondents who selected weekday days (66%) ranked this as their first choice. By comparison, weekday evenings was ranked first by 37% and Saturday days was ranked first by 20%.

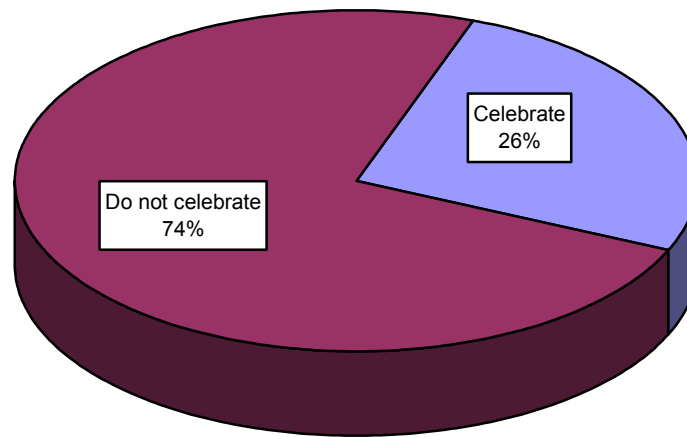
Weekday evenings was the preferred second choice being ranked this way by 46% of respondents. Saturday days was also more likely than the other options to be ranked second (38%) and was the most likely to be ranked third (35%).

From these results, then, it appears that weekday days are preferred, followed by weekday evenings and Saturday days.

7.0 National Volunteer Week (Q14)

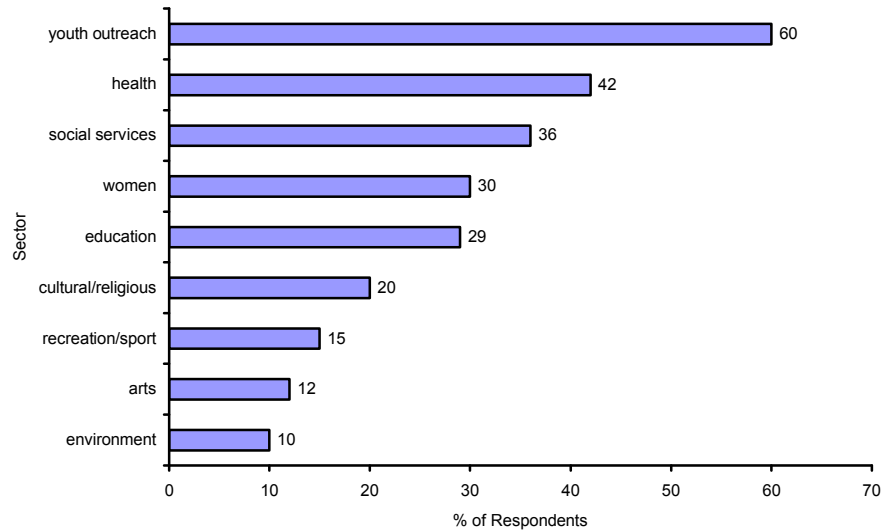
National Volunteer Week is celebrated or recognized by 26% of the survey sample.

Chart 7.1
Celebration of National Volunteer Week



Organizations from the youth outreach sector are the most likely to celebrate (60%). Over one-third of respondents from groups in the health sector (42%) and social services sector (36%) also reported celebrating National Volunteer Week.

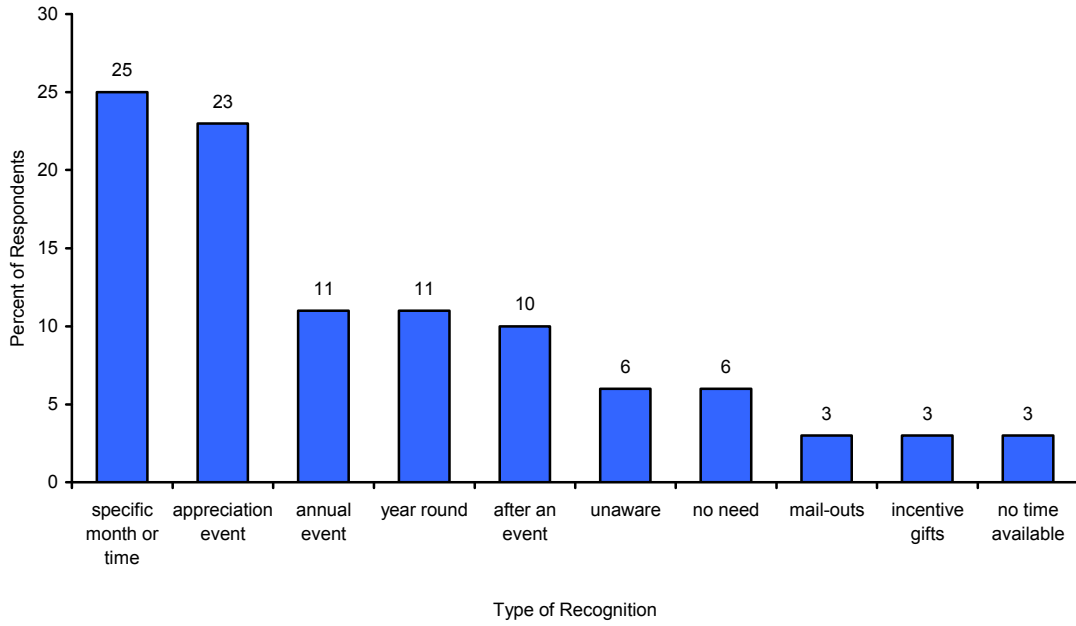
Chart 7.2
Celebration of National Volunteer Week by Sector



Of the 95 respondents who celebrate or recognize their volunteers, 73 indicated that the form of their appreciation was by a specific appreciation event (67%) such as a dinner or awards night, and 24 organized some form of mail-out, often using a newsletter for announcements.

Appreciation events were also popular among those respondents who do not celebrate National Volunteer Week. These ranked second to recognition events that take place at specific times that reflect the schedule of volunteer activities.

Chart 7.3
Recognition of Volunteer By Those Not Celebrating National Volunteer Week



8.0 Most Pressing Issue (Q15)

Overwhelmingly, concerns about recruitment and retention were identified as the most pressing issues facing volunteer-based organizations in Edmonton. Together, these concerns accounted for 58% of comments provided by respondents (Chart 8.1). A further 22% of respondents identified organizational challenges that included the need for a coordinator or paid staff (8%), finding the time to organize volunteers (7%) and the need for specialist skills (7%).

Chart 8.1
Most Pressing Issues Facing Volunteer Organizations

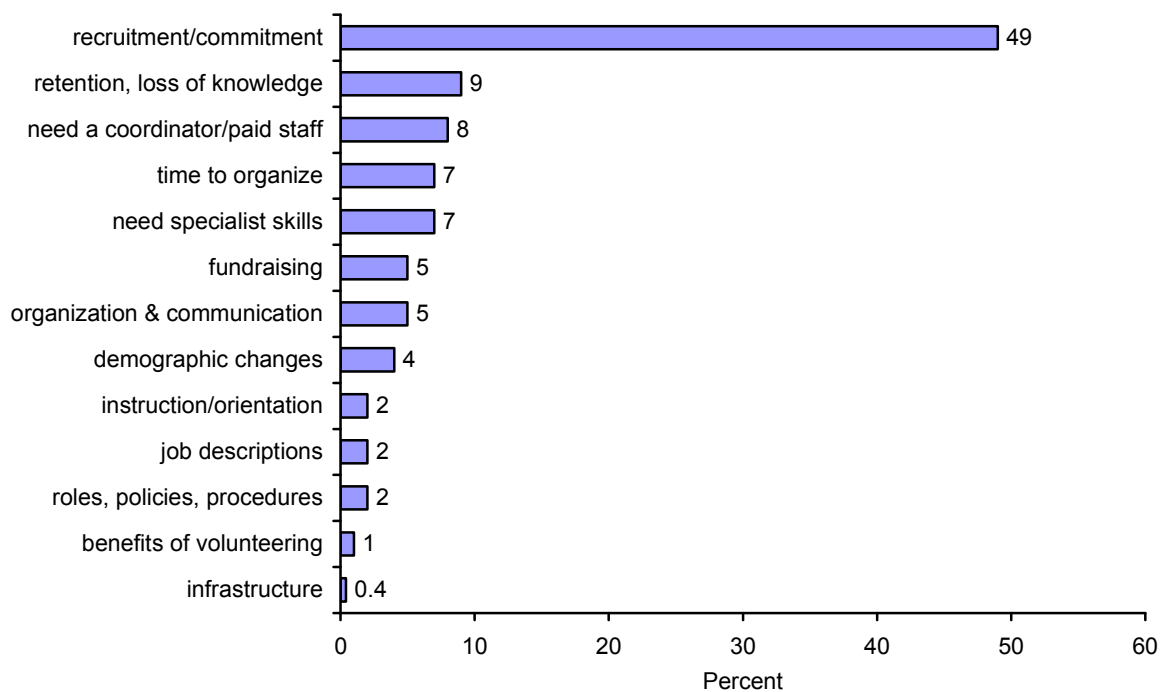
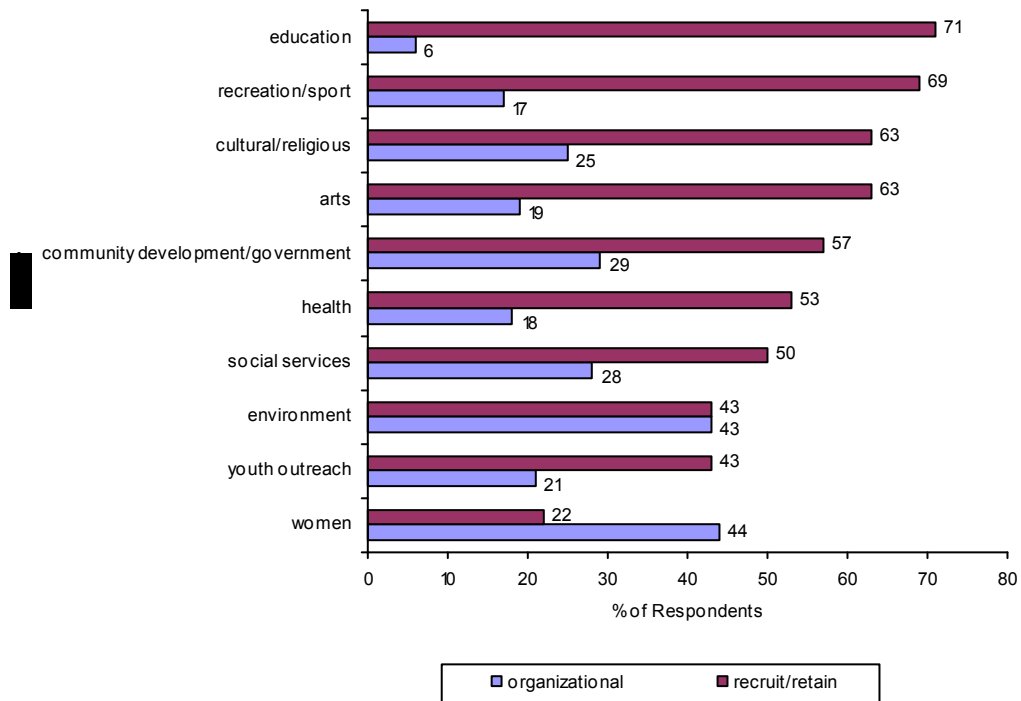


Chart 8.2 examines the two leading issues for each of the sectors represented in the sample. Recruitment is a particular challenge for groups in the education sector (71%) as well as the

recreation/sport (69%), cultural/religious (63%) and arts (63%) sectors. Organizational issues feature most prominently for women's groups (44%) and those in the environment (44%) sector.

Chart 8.2
Most Pressing Issues by Sector



9.0 Conclusions

The 2007 survey of Edmonton volunteer organizations has brought forward key issues and perceptions that are affecting their operations. Overall, the results of the survey indicate that those organizations with larger pools of volunteers are somewhat more structured and organized than those groups with fewer volunteers. Nonetheless, regardless of size there are still several key challenges which organizations face before they can claim to have reached an optimal operational level.

The survey results show that volunteer organizations are at their strongest when they can instill dedication, by engaging volunteers within a well-managed environment where variety of skills supports effective working relationships. While various tools are available to help them with building their organization, it seems from the survey results that the use of Policy Manuals, Codes for Volunteer Involvement, or Govolunteer have had limited take up. It is clear, however, that those groups who have used these tools have improved their operations and been successful, pointing to a need to build knowledge among all types of volunteer groups about the benefits of these types of tools. This need is further evident as respondents identified a need for training, especially at Board level, while facing challenges associated with a lack structure, limitations on the availability of key skills, and the ability to retain volunteers.

Overall, the key issue facing organizations is finding and keeping volunteers. To do this requires direction and those groups who have employed recruitment strategies have experienced some degree of success. The survey has demonstrated that groups need help with setting direction and implementing and managing initiatives to achieve the associated goals and this represents the key priority for Volunteer Edmonton.

APPENDIX

SURVEY QUESTIONNAIRE

Volunteer Edmonton Survey

1. **What is your title?** _____
2. **Is managing volunteers the only role you perform at your organization, or do you have other responsibilities?**
1=Only role
Other Duties (explain):

3. **What roles do volunteers have in your organization? (READ)**
1=Board Member
2=Fundraising
3=Work directly with clients
4=Special Events
5=Administration
Other: _____
4. **Does your organization have a formal Volunteer Orientation and Policy Manual in place?**
1=Yes → Is it available to all staff and volunteers? 1=Yes 2=No
2=No
- 5a. **Are you aware of the Canadian Code for Volunteer Involvement?**
1=Yes 2=No (go to Q6)
- b. **If Yes, ask: Has your organization adopted the Code?**
1=Yes 2=No (go to Q6)
- c. **If Yes, ask: Have you implemented the Code?**
1=Yes 2=No → ask: Why Not? _____
(Go to Q6)
- d(i). **If Yes, ask: Has it made a difference to the effectiveness of the organization**
1=Yes 2=No
- (ii) **Why/Why not** : _____

- 6a. **Do you collect statistical information about the volunteers in your organization?**
1=Yes 2=No (Go to Q7)
- b. **If Yes, ask:**
Which of the following do you collect? (READ, check all that apply)
- | | |
|---------------|--|
| ___ Age | ___ Hours volunteered at your organization |
| ___ Gender | ___ Hours volunteered at other organizations |
| ___ Income | ___ Working status |
| ___ Education | ___ Family composition |

c. How do you use the information you have collected?

d. How do you report the information to the board and/or management?

7a. Does your organization have a board of directors?

1=Yes 2=No (Go to Q8)

b. Do you believe that additional training for your board members would positively impact their effectiveness as board members?

1=Yes 2=No (Go to Q8)

c. If Yes, ask: What specific training do you think would be most beneficial?

8. When recruiting volunteers for you organization, do you have targeted recruitment strategies focused on:

a. Immigrants

1=Yes 2=No (Go to b)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

b. Newcomers to Edmonton, (people who have recently moved to Edmonton from other parts of the province or country.)

1=Yes 2=No (Go to c)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

c. **Seniors** 1=Yes 2=No (Go to d)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

d. **Youth** 1=Yes 2=No (Go to e)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

e. **Family volunteers** 1=Yes 2=No (Go to f)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

f. **Highly Skilled / Leadership Volunteers** 1=Yes 2=No (Go to 9)

Would you describe your recruitment strategy as

1=Successful: What factors contributed to your success:

2=Somewhat successful

3=Not successful What do you think are obstacles in recruiting from this group?

9a. Have you heard of “Govolunteer” as a volunteer recruitment tool?

1=Yes 2=No (Go to 10)

b. If Yes, ask: Do you use govolunteer as a recruitment tool?

1=Yes: Have you experienced success with govolunteer as a method to recruit volunteers?

1=Yes 2=No

2=No: What prevents you from using govolunteer as a volunteer recruitment tool?

1=Yes 2=No

10a. Does your organization have a targeted corporate recruitment strategy?

1=Yes 2=No (Go to 11)

b. If Yes, ask: How successful has it been?

1=Very Successful 2=Successful 3=Unsuccessful 4= Very Unsuccessful

c. Would you agree to someone from Volunteer Edmonton contact you to learn more about your program? *Your name will not be associated with the answers to the survey*

1=Yes – Record Name and number.

2=No

11. What are the current strengths of your volunteer program?

12a. Aside from not being able to attract enough volunteers, what are the other current challenges facing you in your volunteer program?

b. (If challenges exist) What kind of training support do you require to address these challenges?

13. Please rate the following list in order from 1 to 6 where 1 is your first choice, 2 is your second, etc. If you were to take advantage of training or workshop opportunities, what times would be best for you?

___ Weekday evenings

___ Weekday days

___ Saturday evening

___ Saturday daytime

___ Sunday evening

___ Sunday daytime

14. National Volunteer Week occurs every April. Does your organization celebrate and/or recognize volunteers during this week?

1=Yes How? _____
What type of assistance would you find helpful during National Volunteer
Appreciation Week (please be specific)?

2=No Why not? _____

15. What is the most pressing issue concerning your volunteer program?

My last few questions are about your organization to help us group your answers with those provided by others who take part in this survey you work with.

16. What sector of the community does your organization mainly work within ? DO NOT READ

- 1=Health
- 2=recreation and sport
- 3=youth outreach
- 4=social services
- 5=arts
- 6=environment
- 7=industry/corporate
- 8=industry/employee relations
- other _____

17. How many people work at your organization?

Paid _____
Volunteer _____

18a. How long has your organization existed? _____years

b. How long in Edmonton? _____years

19. What is your organization's yearly budget?

- | | |
|--------------------------|------------------------------|
| 1=<\$50,000 | 5=\$500,000 to \$999,999 |
| 2=\$50,000 to \$99,999 | 6=\$1,000,000 to \$1,999,999 |
| 3=\$100,000 to \$249,999 | 7=> \$2,000,000 |
| 4=\$250,000 to \$499,999 | |

Thank you for your time and your candor in answering these questions.