# 2022-23 Quarter 2 Volunteer Pulse Survey

Author: Hannah Baguley

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## Introduction

To help achieve the strategic objectives of volunteers feeling valued, recognised and supported, the Volunteering team recently launched quarterly pulse surveys to gain more insight into the volunteer experience with RNIB. This quarter’s survey saw an emphasis on volunteer wellbeing.

## Method

### Data Collection

The online survey was open for two weeks from Wednesday 6 July to Wednesday 20 July 2022. The survey link was shared with volunteers in the Volunteer News on Wednesday 6 July. Volunteer managers were also encouraged to promote and share the survey link amongst their volunteers through the Volunteer Manager News and posts on Workplace. Teams were offered a bespoke report if at least 30 responses were received from their volunteers.

### Sample

A total of 107 completed responses were received in this quarter’s survey, the highest number of responses received since volunteer pulse surveys were introduced in December 2021. Responses were received from volunteers across several different teams, in particular Technology for Life (33%), Community Connection (19%), lived experience volunteers (10%) and Fundraising (9%). Four respondents are unsure of the team they volunteer with. A bespoke report will be produced for technology volunteers but unfortunately, sample sizes are too small to allow comparisons across different teams.

## Results

### Wellbeing

* 84% of respondents agree that understanding the impact of their contribution increases the satisfaction of their volunteering role.
* 72% of respondents feel a sense of wellbeing through volunteering at RNIB.
* 69% of respondents disagree that volunteering at RNIB is becoming too much like paid work. 8% agree with this statement.
* 68% of respondents feel their wellbeing is prioritised in their volunteering role at RNIB.
* 59% of respondents feel a sense of connection to RNIB and other volunteers.

Respondents were asked how useful they find resources in supporting their wellbeing.

* Of respondents that have regular contact with their volunteer manager, 87% find this useful.
* 41% of respondents are unaware of the Volunteer Keeping in Touch (KIT) sessions. 23% are aware of this resource but have not used it. Of the volunteers that have attended KIT sessions, 60% found them useful.
* 39% of respondents are unaware of the Volunteer Hub and 30% are aware of this resource but have not used it. Of the volunteers that have used the Volunteer Hub, 57% found it useful.
* 34% of respondents are unaware of RNIB’s Employee Volunteer Assistance Programme (EVAP). 42% are aware of this resource but have not used it. Of the volunteers that have used EVAP, 54% find it useful.
* 31% of respondents are unaware of signposting to external resources and 24% are aware of this resource but have not used it. Of the volunteers that have been signposted to external resources, 75% find it useful.

Respondents were given the opportunity to share what RNIB could do to better support volunteer wellbeing and engagement. 59 comments were received which mainly centred on improved communication with volunteers, particularly from volunteer managers. Other themes include the opportunity to meet other volunteers, the closure of Ivybridge, and updating RNIB databases. A few quotes have been shared below.

“Volunteer managers need to take the role seriously some managers are excellent but some never touch base at all which makes it very difficult when you have a problem and makes you feel under valued. Staff need to make time for volunteers and not view them as a task to complete if there is time”

“Regular events for all the volunteers together (when safe and possible), to organise/plan and meet other lovely humans.”

“I think there could be better engagement in keeping in touch with volunteers - e.g. acknowledgement of receiving emails even if matters cannot be sorted immediately. Very often I have been left for weeks without an answer and I have to email again before having a response. This is very frustrating.”

### Volunteer Experience

* 91% of respondents feel comfortable being themselves whilst volunteering.
* 88% of respondents feel like they are making a difference in the lives of others by volunteering with RNIB.
* 81% of respondents feel valued for the time and effort they donate to RNIB.
* 81% of respondents would recommend volunteering with RNIB to others.
* 78% of respondents feel supported in their role.
* 74% of respondents strongly agree or agree RNIB is a great organisation to volunteer with.
* 70% of respondents are extremely satisfied or satisfied with the communication they receive from RNIB about their volunteering role.
* 70% of respondents strongly agree or agree the expectations they had for the volunteering experience have been met.

### Volunteer Satisfaction

A Net Promoter Score (NPS) is a standardised measure of customer loyalty and satisfaction and will be embedded into all volunteering surveys moving forward. NPS scores are measured with a single question and reported with a number from -100 to +100, with a higher score being desirable. More information on the NPS measure and how to calculate it can be found [here](https://www.hotjar.com/net-promoter-score/).

The Net Promoter Score for this quarter’s pulse survey is +24. This is above the target of +20 and is a three-point increase from quarter 1.

### Volunteer Engagement Score

The volunteer engagement score is a key performance indicator that is reported into the organisational scorecard with a target of 80. The engagement score is an average of the percentage of volunteers who agree with four volunteering statements. The four statements are presented below:

* I feel supported in my volunteering role
* RNIB is a great place to volunteer
* I feel like I am making a difference in the lives of others by volunteering at RNIB
* I would recommend volunteering with RNIB to others

The engagement score for volunteers is 80. This is a 3% decrease from the survey in quarter one.

### Volunteer Comments

Respondents were given the opportunity to share any further comments on their volunteering role or experience with RNIB in a text box. Comments from volunteers include enjoyment for the role, however there were a few negative comments referencing a lack of communication, volunteers not being used and the closure of Ivybridge. A few quotes have been shared below to compliment the quantitative data.

“Volunteering with the RNIB has really changed over the last few years and more and more is being asked of us. Often we are doing tasks that are equal to a paid role with very little acknowledgment or thanks. It is also very disheartening when you are discouraged from volunteering because you are an old volunteer and it is felt that you need to step aside to give new volunteers a chance to volunteer. This is not communicated in a very nice or friendly way and can be extremely hurtful to ones feelings.”

“I volunteer for RNIB in a few varying roles but on the main I am very satisfied when dealing with managers, other staff and volunteers. I feel I am kept up to date with my various roles and I feel very happy to continue as long as the support I receive as a volunteer remains high.”

“I just feel that we should have a little more communication with staff in regards what's going on and about any changes in staff members.”

“I volunteer in a few differing roles for RNIB and must admit I have enjoyed all of them and feel supported in all areas. During lockdown I felt that being a volunteer for RNIB exceeded previous volunteer roles as it helped me cope with being alone during lockdown and being able to support others like me was extremely gratifying and made me feel worthwhile and not on my own either. It helped to keep me motivated, centred and that my mental wellbeing was also good.”

## Discussion

The findings indicate a positive volunteer experience where respondents feel valued, are comfortable being themselves, and are making a difference through volunteering.

However, more needs to be done to increase the awareness of resources that are available to support volunteer’s wellbeing. This is particularly true for the Keeping in Touch (KIT) sessions as survey comments highlight a demand for interaction with other volunteers, but two in five respondents are unaware of these sessions. Majority of respondents who have accessed the resources available find them useful. Understanding the impact of their work continues to be important for volunteers as 84% agree it increases the satisfaction of their role. The previous quarter’s survey highlighted that understanding impact was also important for volunteers to feel recognised for their contribution.

Majority of the core questions have seen a decrease from the last quarter’s survey, particularly feeling supported and satisfaction with communication, which decreased by 12% and 10% respectively. This is likely skewed by the high response rate from technology volunteers where only 60% are satisfied with communication. Making a difference to the lives of others through volunteering saw a 11% increase from 77% in quarter one to 88% in quarter two, likely due to the high response rate of fundraising volunteers in the previous quarter’s survey. The volunteer engagement score saw a three-point decrease, but this is likely due to the decrease in volunteers feeling supported rather than overall satisfaction as the NPS increased by three points from the previous quarter.

## Next Steps

Survey findings will be shared with volunteers and across the organisation to generate a feedback loop and increase the visibility of volunteering insight. The insights gained through this survey will be used to inform future work around volunteer wellbeing, particularly around the awareness of resources and support available. These short pulse surveys are conducted on a quarterly basis to regularly monitor, evaluate, and report on key areas of the volunteering experience. The next survey will be our annual volunteer survey which will go live on 5 October 2022.

Document ends.