# April 2022 Volunteer Pulse Survey

## 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 recognition.

## Method

### Data Collection

The online survey was open for two weeks from Wednesday 6 April to Wednesday 20 April 2022. The survey link was shared with volunteers in the Volunteer News on Wednesday 6 April. Volunteer managers were also encouraged to promote and share the survey link amongst their volunteers through the Volunteer Manager News and posts on Workplace.

In an attempt to increase engagement and response rates, tailored reporting was piloted for this survey. As teams with high numbers of volunteers, Community Connection, Fundraising and Transcription teams were offered a bespoke report if at least 30 responses were received from their volunteers.

### Sample

A total of 83 completed responses were received, 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 Fundraising (48%), Community Connection (18%) and Transcription (17%). Five respondents are unsure of the team they volunteer with. A bespoke report will be produced for fundraising volunteers but unfortunately, sample sizes are too small to allow comparisons across different teams.

## Results

### Recognition

* 40% of respondents feel recognised for the volunteering they do from blind and partially sighted customers. For 37% of respondents, it is important or very important to receive recognition from this audience, whereas 36% say it is not important. However, this is largely skewed by fundraising volunteers who may not have direct contact with RNIB’s customers.
* 93% of respondents feel recognised for the volunteering they do from their manager. Nearly one-third (31%) of respondents say it is very important to receive recognition from this audience.
* 69% of respondents feel recognised for the volunteering they do from the RNIB Volunteering team. 46% of respondents say it is important to receive recognition from this audience, with a further 13% saying it is very important.
* 62% of respondents feel recognised for the volunteering they do from RNIB as an organisation. Over half of respondents (55%) say it is important or very important to receive recognition from this audience.
* The forms of recognition respondents would value the most are: verbal thanks from their manager (52%), information about the impact of their work (51%), and feedback from the customers they have supported (47%). Written thanks from their manager (34%) and from the organisation (32%) were also popular.

Respondents were given the opportunity to share any examples of other organisations making their volunteers feel recognised that RNIB could learn from. Comments include badges and certificates at milestones, for example volunteering for five years, vouchers, and training not related to their role, such as Word and Excel.

### Volunteer Experience

* 92% of respondents feel comfortable being themselves whilst volunteering. No respondents disagree with this statement.
* 90% of respondents feel supported in their role. This is an increase of 7% since February’s survey.
* 88% of respondents feel valued for the time and effort they donate to RNIB.
* 85% of respondents would recommend volunteering with RNIB to others.
* 80% of respondents are extremely satisfied or satisfied with the communication they receive from RNIB about their volunteering role. This is an 8% increase from February. 11% are dissatisfied or extremely dissatisfied.
* 77% of respondents feel like they are making a difference in the lives of others by volunteering with RNIB. This is a 12% decrease since February 2022.
* 76% of respondents strongly agree or agree the expectations they had for the volunteering experience have been met.
* 76% of respondents strongly agree or agree RNIB is a great place to volunteer.

### 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 the April 2022 pulse survey is +21. This is above the target of +20 and is a five-point increase from the last pulse survey in February 2022.

### 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 the April pulse survey remains unchanged at 83.

### 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 include enjoyment for the role and supportive managers and teams, however there were a few negative comments referencing the application process, a lack of communication and difficulty in collecting Sooty boxes. A few quotes have been shared below to compliment the quantitative data.

“I am very satisfied with the effort my managers have made to stay in touch during the Covid lockdowns and the way they have developed ways to enable me to keep working from home.”

“I have completed initial training and am still waiting for a manager to contact me about any further training required and/or to get me something to do with my time. I have followed this up myself with no response back from RNIB. Supporting those with sight loss is close to my heart but I'm starting to feel that there must be other organisations which would actually make use of the time I am offering.”

“Full of admiration for how the Ivybridge transcription team have kept things running over the past two years and have involved the volunteers as much as possible under the different circumstances we have all been experiencing and maintained the previous high standards as best as physically possible.”

“I have found all the people I have dealt with at the volunteering and transcription team of RNIB very kind, supportive, helpful and understanding. The only slight drawback was the extremely lengthy and somewhat bureaucratic process before my volunteering application was eventually approved”

“I think that fundraising volunteers are not fully appreciated by RNIB. Most communications about volunteers ignore fundraisers. Whilst I accept that we are not "hands on" volunteers, I do think that we deserve some recognition. At times I wonder if RNIB is even aware that we exist.”

## Discussion

The findings indicate a positive volunteer experience where respondents feel supported, valued, and are comfortable being themselves whilst volunteering. Nearly all respondents feel recognised by their manager for the work they do, but more could be done to increase the proportion of volunteers who feel recognised by RNIB as an organisation. Alongside verbal thanks from their manager, understanding the impact of their work and receiving feedback from customers is important for respondents to feel recognised for their contribution.

Majority of the core questions have remained stable or seen an increase from the last survey in February 2022, in particular satisfaction with communication which increased by 8% and feeling supported which rose by 7%. Making a difference to the lives of others through volunteering saw a 12% decrease from 89% in February to 77% in April, likely skewed by the high response rate from fundraising volunteers where only 73% feel they are making a difference.

It is important to note that volunteer experience data has been skewed by the high response rate from fundraising volunteers (48%), particularly with regards to recognition. Forty percent of all respondents state it is important or very important to receive recognition from blind and partially sighted customers for the work they do, however this increases to 58% when fundraising volunteers are removed from the analysis. Even though the Net Promoter Score increased from the previous quarter, it would have risen further to +28 with the exclusion of fundraising volunteers.

Although the volunteer engagement score remains above target at 83, RNIB being great place to volunteer continues to bring this score down. For this quarter’s survey, this measure is skewed by the high response rate from fundraising volunteers where only 65% agree RNIB is a great place to volunteer. However, the increase of remote volunteering and decrease in RNIB office spaces may also be influencing this rather than a decrease in satisfaction, particularly if respondents associate the word ‘place’ with a physical location, as the proportion of respondents recommending volunteering at RNIB remains high. For all future volunteering surveys, this statement will be changed to ‘RNIB is a great organisation to volunteer for’.

## 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 recognition work, particularly around Volunteers Week in June. These short pulse surveys will be conducted on a quarterly basis to regularly monitor, evaluate, and report on key areas of the volunteering experience. The next pulse survey will go live on 6 July 2022 with an emphasis on volunteer wellbeing.

Document ends.