# February 2022 Volunteer Pulse Survey

## Introduction

To help achieve the strategic objectives of volunteers feeling valued, recognised and supported, the Volunteering team recently launched quarterly check-in surveys to gain more insight into the volunteer experience with RNIB. February saw the second pulse survey go live, with a theme of skills development and training to ensure relevant support and training is in place for volunteers.

## Method

### Data Collection

The online survey was open for just over two weeks from Wednesday 9 February to Friday 25 February 2022. The survey link was shared with volunteers in the Volunteer News on Wednesday 9 February. The link was also shared with volunteer managers to promote amongst their volunteers via Matt’s weekly message, the Volunteer Manager News, and posts on Workplace.

### Sample

A total of 46 completed responses were received. Responses were received from volunteers across several different teams, in particular Fundraising (24%) and Technology for Life (22%). Unfortunately, sample sizes are too small to allow analysis and comparisons across the teams that respondents volunteer with.

## Results

### Skills Development and Training

* 83% of respondents are able to utilise the skills they already have into their volunteering role. Over one-third (37%) of respondents strongly agree with this statement.
* 78% of respondents have been provided with the training and information they need to carry out their role.
* 46% of respondents are volunteering with RNIB to learn new skills and/or develop existing ones.
* Only 11% of respondents are volunteering with RNIB to gain experience for employment or to further their career. Two in five respondents strongly disagree with this statement.
* Respondents would most like to access volunteering training at RNIB through e-learning (59%) and training from their volunteer manager (40%). Group learning sessions, both face-to-face (33%) and live virtual sessions (30%) are also popular.

Respondents were given the opportunity to share any gaps or other training that RNIB should offer to volunteers. Comments include leadership, communication, development, an opportunity to shadow or buddy up with other volunteers and having an updated people database. A few comments also highlighted barriers to training, such as the limited delivery throughout the Covid-19 pandemic and the time needed to complete volunteer training.

### Volunteer Experience

* 96% of respondents feel comfortable being themselves whilst volunteering. No respondents disagree with this statement.
* 89% of respondents feel like they are making a difference in the lives of others by volunteering with RNIB. This is an increase of 4% since December 2021.
* 85% of respondents feel valued for the time and effort they donate to RNIB. Nearly half (48%) of respondents strongly agree with this statement.
* 83% of respondents would recommend volunteering with RNIB to others.
* 83% of respondents feel supported in their role.
* 76% of respondents strongly agree or agree the expectations they had for the volunteering experience have been met. 11% disagree or strongly disagree with this statement.
* 76% of respondents strongly agree or agree RNIB is a great place to volunteer, an increase of 11% since December 2021.
* 72% of respondents are extremely satisfied or satisfied with the communication they receive from RNIB about their volunteering role. 11% are dissatisfied or extremely dissatisfied. Satisfaction with communication has decreased by 5% and dissatisfaction has increased by 4% since December 2021.

### 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 February 2022 pulse survey is +18. Although this is below the target of +20, this is a five-point improvement from the baseline measure taken from the first volunteer pulse survey in December 2021.

### 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 February pulse survey is 83. This is a four-point increase from the December 2021 survey, largely driven by an 11% increase in RNIB being a great place to volunteer.

### Volunteer Comments

Volunteers were given the opportunity to share any further comments on their volunteering role or experience with RNIB in a text box. Comments include respondents feeling like they are making a difference, however there were a few negative comments referencing the recognition of volunteers and a lack of communication and information about their role. A few quotes have been shared below to compliment the quantitative data.

“I really enjoy my volunteering: it makes me feel useful and increases my knowledge as I am asked to read books that I would otherwise not have come across.”

“I have been trying for 6 months to get my DBS sorted now my contact at RNIB doesn’t respond to me. I offered my services to media and PR and received no call back”

“The support and guidance received has increased considerably in recent years”

“I have not been able to do my volunteering work during the pandemic and, while being kept informed was excellent at first, I have heard very little from anyone for months about what is going on, and how soon I might return to what I was doing.”

## Discussion

The findings indicate a positive volunteer experience where respondents feel supported, valued and are making a difference in their roles. Majority of the core questions have seen an increase from the December 2021 survey, particularly volunteers feeling valued, making a difference and overall satisfaction measured through a Net Promoter Score. The 11% increase in RNIB being a great place to volunteer also pushes the volunteer engagement score to climb four-points to 83, exceeding the target of 80. Satisfaction with the communication volunteers receive about their role has seen a decrease since December, however this is likely due to differences in survey samples as February saw a 61% open-rate of the Volunteer News, the largest since April 2021.

This survey saw the introduction of the statement ‘I feel comfortable being myself volunteering’ which no respondents disagreed with. This measure of inclusion will be included in the core questions that will be embedded into all volunteering surveys in the future. It replaces the statement ‘I feel I belong at RNIB’ that was included in the December 2021 pulse survey.

## Next Steps

The key survey findings presented above will be shared with volunteers and volunteer managers to generate a feedback loop and communicated to senior leaders detailing recommendations for the future. 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 in April 2022 with an emphasis on recognition.

Document ends.