

UNITED WAY CONSUMER INVESTMENT STRATEGY FOR VOLUNTEER DEVELOPMENT

Definition of consumer population:

Individuals in the community who are interested in doing volunteer work with a nonprofit organization;

Nonprofit organizations that need volunteers.

Desired outcomes as a result of investing in services for this population:

- More volunteers are placed/matched in nonprofit organizations and their participation is tracked over time
- Social Service nonprofits that need volunteers get effective assistance with recruitment, placement and tracking to meet their volunteer staffing needs.

United Way's Volunteer Development Investment Strategies:

- A. **Volunteer development programs:** Programs that recruit, place, track and/or train volunteers and that support the entire local nonprofit community. Priority will be given to programs that serve or focus on the social service sector.