

Top Tips - How to Conduct a Volunteer Engagement Survey

Are you looking for an effective way to survey your volunteers? Looking to find out what is great about volunteering for your organisation and where improvements could be made? Do you want to gain a better insight into what motivates them? If so, then it might be time to carry out a volunteer engagement survey.

Why conduct a volunteer engagement survey?

- Find out what is important to your volunteers and what motivates them to give their time.
- Identify any issues your volunteers may have which may lead to them leaving if unaddressed.
- See the bigger picture: Identify trends and patterns across your volunteer workforce and any changes to these if you have previously conducted similar surveys.

What to include:

- The [NCVO Time Well Spent Report](#) (which surveyed 10,000+ people involved in volunteering) may be a useful reference, helping you to come up with questions that are relevant to the roles of your volunteers.
- Be aware that if you have previously surveyed your volunteers, it may be difficult to effectively compare results if the questions are different.
- Keep the layout and questions very clear to get the best response possible.
- Include a comments section under each question to allow volunteers to have say what they think in their own words.
- Consider keeping your survey anonymous to increase participation and receive the most honest response.