

EVENT VOLUNTEERS, FRIEND OR FOE? NOOSA TRI CASE STUDY

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OVERVIEW

- Through the Noosa Triathlon Case study:
 - Risks of a powerful volunteer
 - How can a volunteer change your ROI of an event
 - Changing volunteer culture
 - Harnessing volunteer enthusiasm



VOLUNTEERS STATS

- 5.4 million adult Australians (34%)
- Slightly more women (36%) than men (32%)
- 44% of those aged 35 to 44 yrs volunteer
- QLD and the ACT have the highest volunteering
- Most common volunteering activity is fundraising (48%)
- To help others or the community (57%)
- Volunteering contributes approximately \$15.7 billion to the Australian economy



WHAT IS A VOLUNTEER

- 'A volunteer provides a service through a formal organisation, by choice, without financial remuneration and for the benefit of the community', The Centre for Volunteering



WHAT IS A VOLUNTEER AT HEARTKIDS QLD

- EVERYTHING! Or at least it has been...
- Heavy reliance on volunteers to 'do' operational work
- No proper definition & given too much power without boundaries



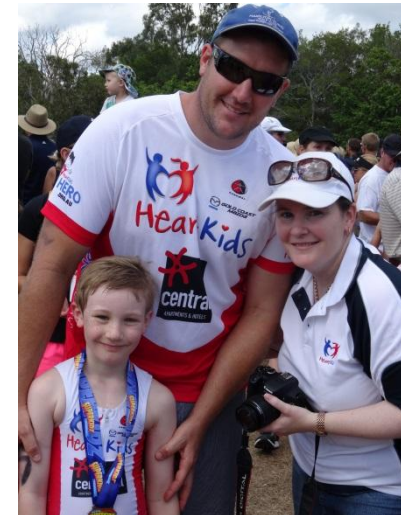
NOOSA TRI FOR HEARTKIDS QUEENSLAND

- One of the biggest events
- \$70,000 income in 2013
- Team of 58
- Actual event takes 2 staff 3 ½ days of work, plus months lead in time and participant support
- 'Volunteers' were used to secure sponsorship, host and run a fundraising BBQ and open up contacts for prizes and discounts



BACKGROUND INFORMATION

- Charity partnership was secured initially through 'volunteer'
- Noosa Tri 2013 wasn't properly project managed
Organisation of the event was left very late
- Needed 'volunteers' help with success



A POWERFUL VOLUNTEER = RISK



- Sponsorship gained
 - After date of finalisation
 - Changed pricing to suit
- Approached supplier direct to change sponsor logo positions
 - Changed artwork without approval
 - Delayed delivery date
 - Sponsor logo left off participant t-shirt
- Complaint made direct to Board when boundaries were set
 - Fundraising decrease
 - Negative vibe spread through some of participants



A VOLUNTEER CAN IMPACT OF ROI

- A loss of estimated \$5,000
 - Sponsorship
 - Fundraising income
 - Change of artwork costs from suppliers
 - Staff time and energy
- Changed ROI 3.5:1 to 3:1



CHANGING YOUR VOLUNTEER CULTURE

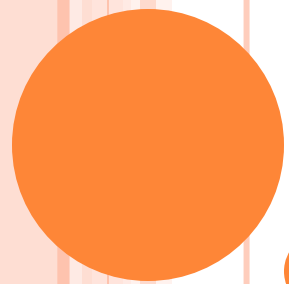
- Set boundaries (although it isn't easy) and put processes in place
- Define what a volunteer is
- Don't rely on volunteers – use them where the best fit is
- Don't work for histories sake
- Educate



VOLUNTEERS ARE...

- FRIENDS!
- Volunteer enthusiasm is needed - WoM is the best form of donor acquisition you can get
- Volunteers have great networks to open doors
- The more a volunteer is utilised the more they need to become like a member of staff





QUESTIONS??

CONTACT DETAILS

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DISCUSSION QUESTION

- What do you see your volunteer culture as? And are you using it to the best of your advantage or are you open to disaster?

