

## Finance and Funding of Voluntary Sector 9 December 2011, Frankfurt



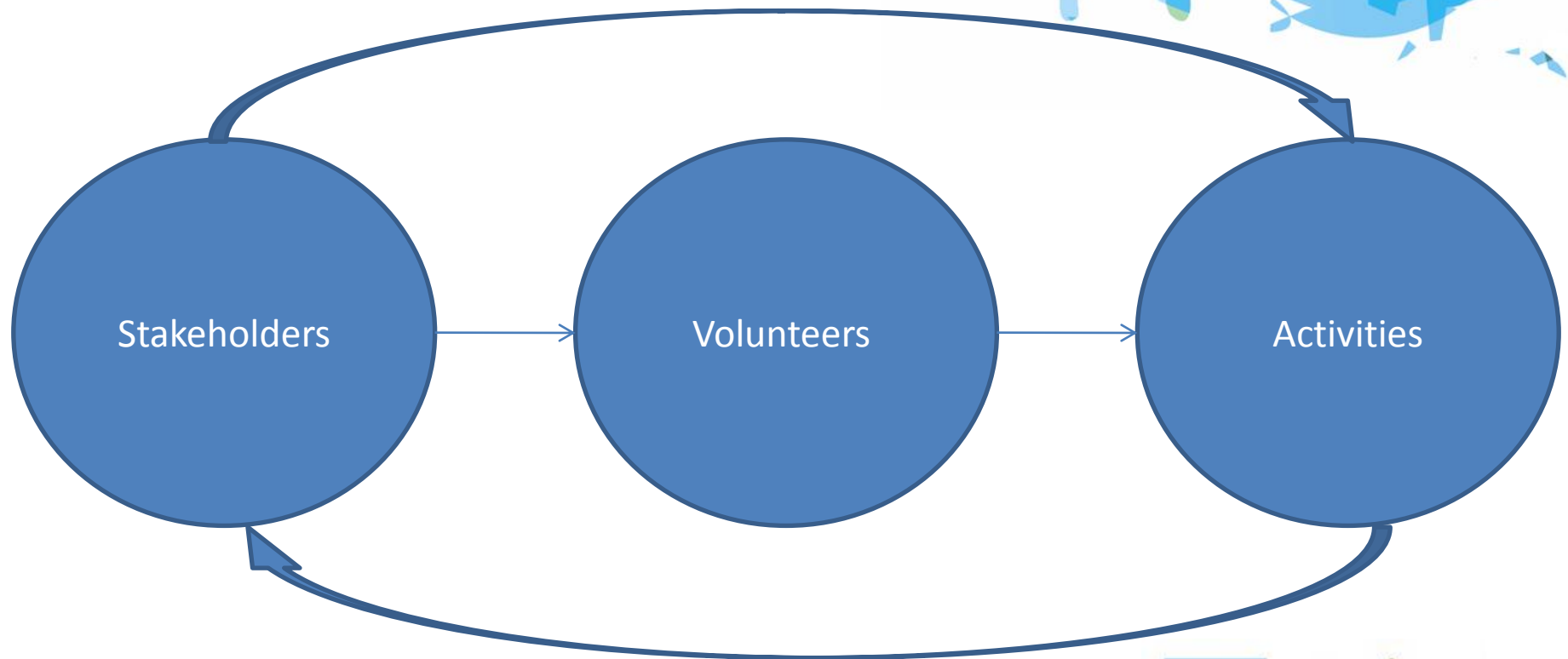
### Volunteers:

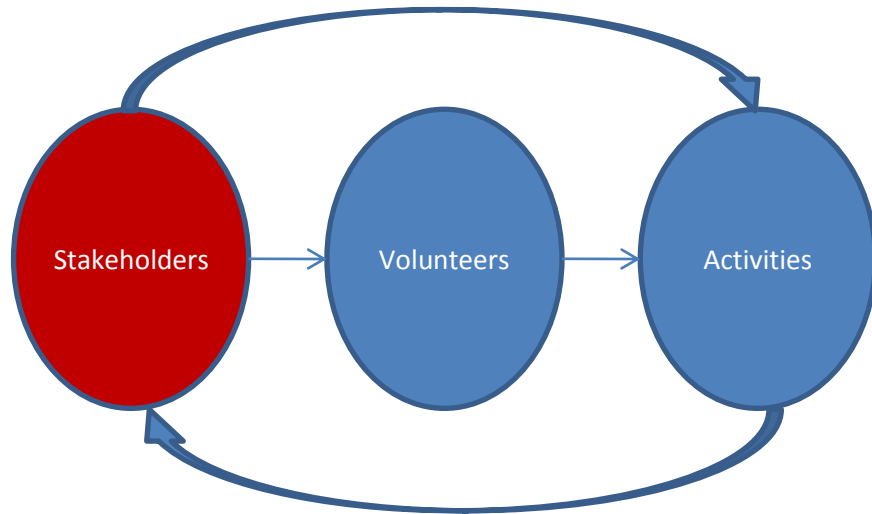
Can't be fired because  
they were never hired 😊  
We must embrace them  
with training and  
education to maximize  
their time with us.

Volunteers don't come  
cheap. Use their  
presence to attract  
expanded or new  
funding agreements.



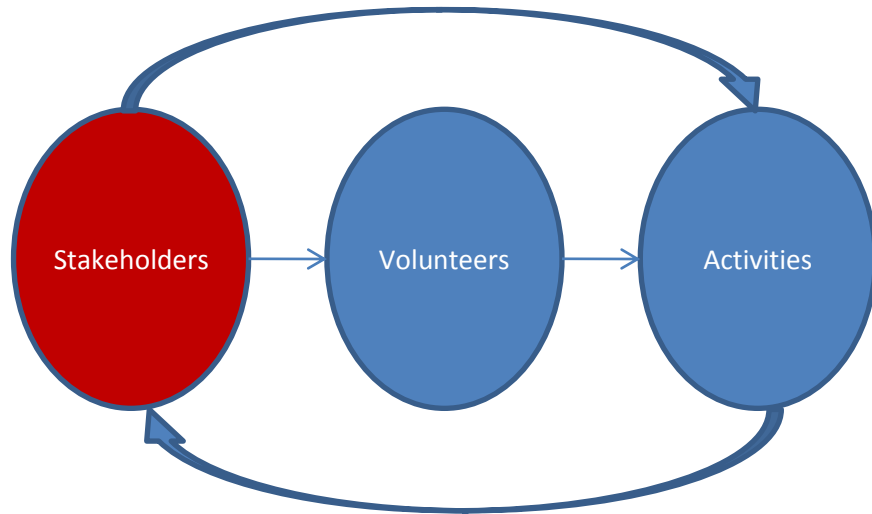
Finance and Funding of Voluntary Sector  
9 December 2011, Frankfurt





**Questions for small groups. 3 minutes to discuss. Followed by 90 seconds summary presentation.**

- Who/what are the current key stakeholders for volunteers/voluntary led activities in your organisation?
- Who/what are the potential stakeholders for volunteers/voluntary led activities in your organisation?
- What approaches/strategy can you use to sustain stakeholder interest and investment in your organisation?



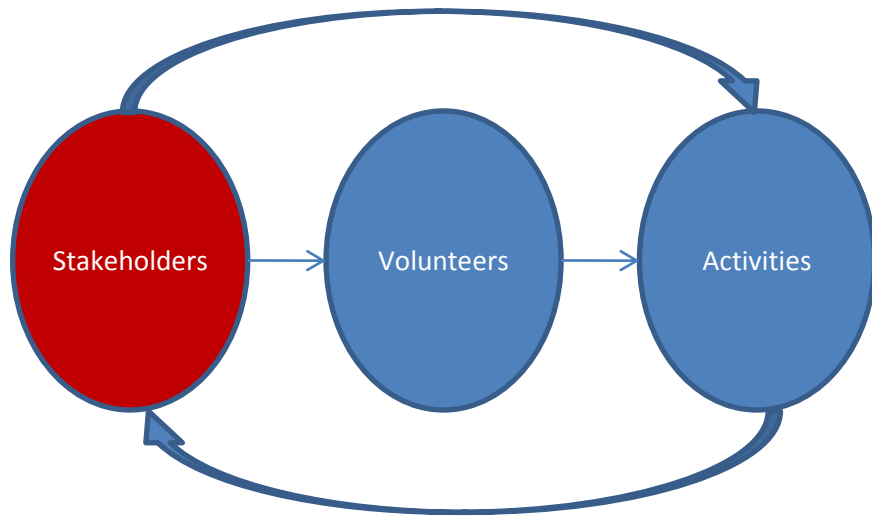
**Who/what are the current key stakeholders for volunteers in your organisation?**

**Who/what are the potential stakeholders for volunteers in your organisation?**

- National Voluntary Association (find contact via European Volunteer Centre [http://www.cev.be/9-cev\\_member\\_organisations-EN.html](http://www.cev.be/9-cev_member_organisations-EN.html) )
- Ministries of Education, Youth, Home Affairs,
- Mobilizing Points (such as supermarkets, large-scale employers such as manufacturers and governments)



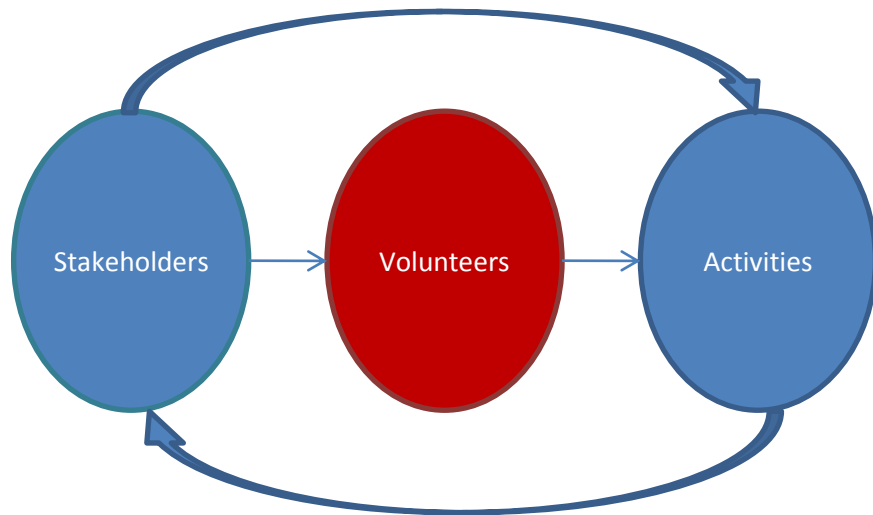




## What approaches/strategy can you use to sustain stakeholder interest and investment in your organisation?

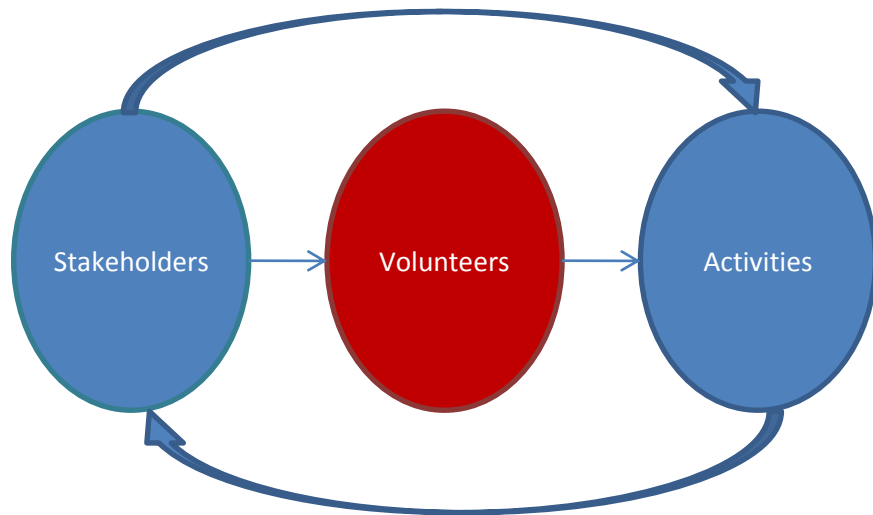
- Quarterly Research of stakeholders and update of the information profile that you maintain for each stakeholder. (review minutes of their leadership meetings; review publications such as newsletters, websites, magazines; monitor for changes in their strategy and focus, cross-check their leadership group with your volunteer database to identify personal relations and connections.
- Constant communication (both published/prepared and person-to-person contact. Communicate statistic based achievement, current status and outlook with all information customized to the stakeholder profile)
- Propose new cooperative initiatives at least annually (demonstrates your interest in continuing cooperation, willingness to try new approaches and capacity to address their updated priorities.)





**Questions for small groups. 3 minutes to discuss. 90 seconds summary presentation.**

- In what ways do volunteers contribute to your organisations?
- How can you get more from volunteers?
- In what ways do you recognize volunteers for their contributions?

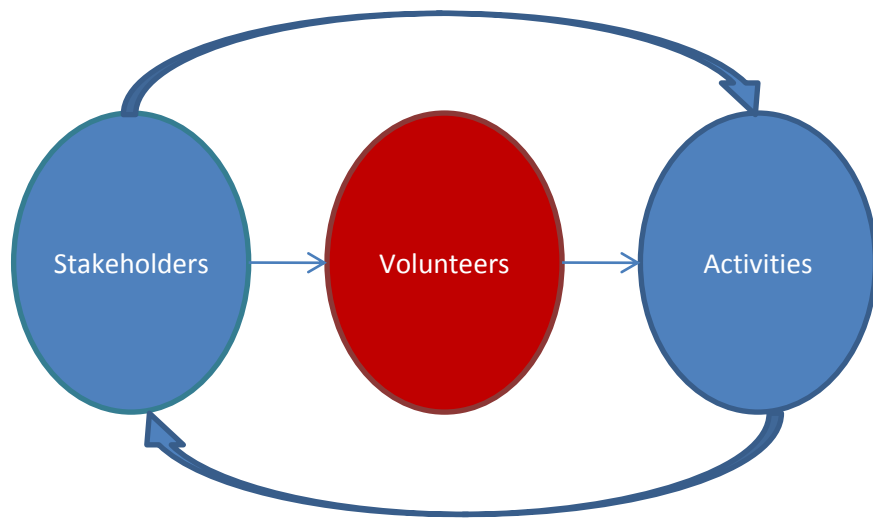


**In what ways do volunteers contribute to your organisations?**

- Time
- Expertise
- Contacts/Network
- Funding

**How can you get more from volunteers?**

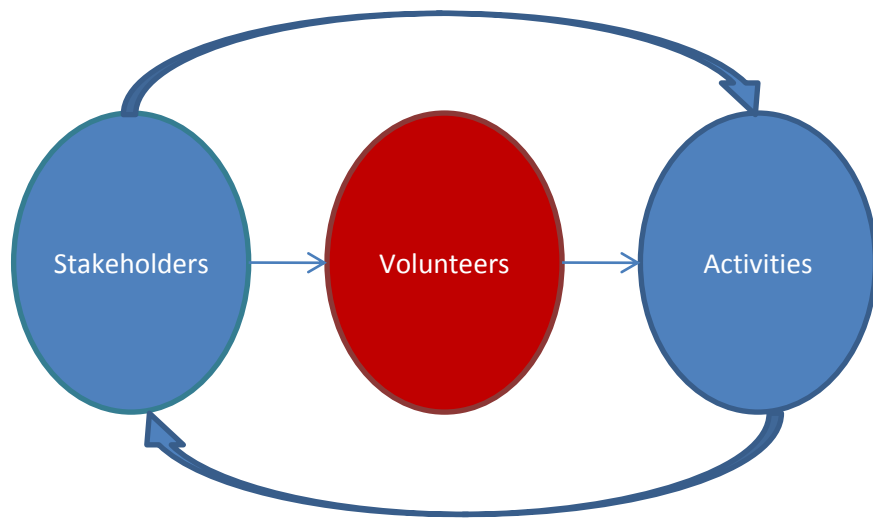
- Offers of training and education
- Leadership opportunities
- Network development
- Resume development
- Recognition
- ASKING!



## In what ways do you recognize volunteers for their contributions?

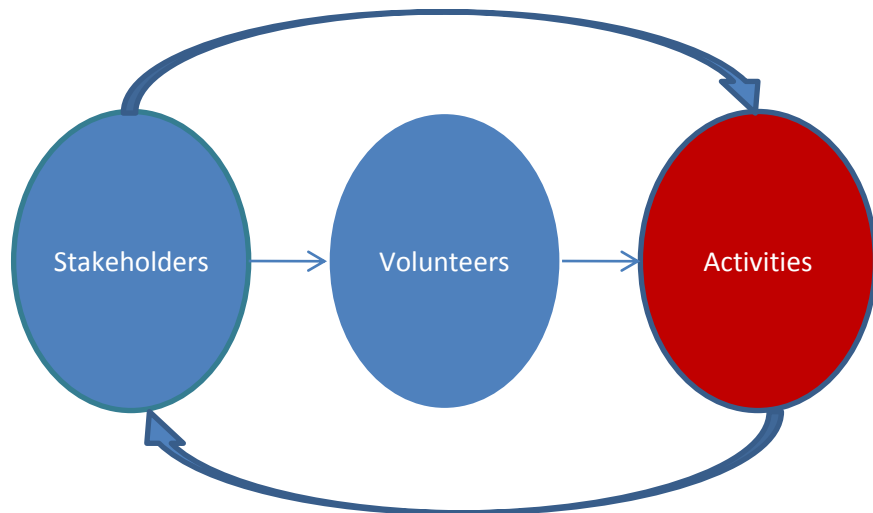
- Certificates
- Awards and volunteer only events such as 'Friday bar'
- Gifts (education vouchers, specially branded sports wear, tickets to high profile 'sister organisation' events)
- Articles in publications – tell their story!





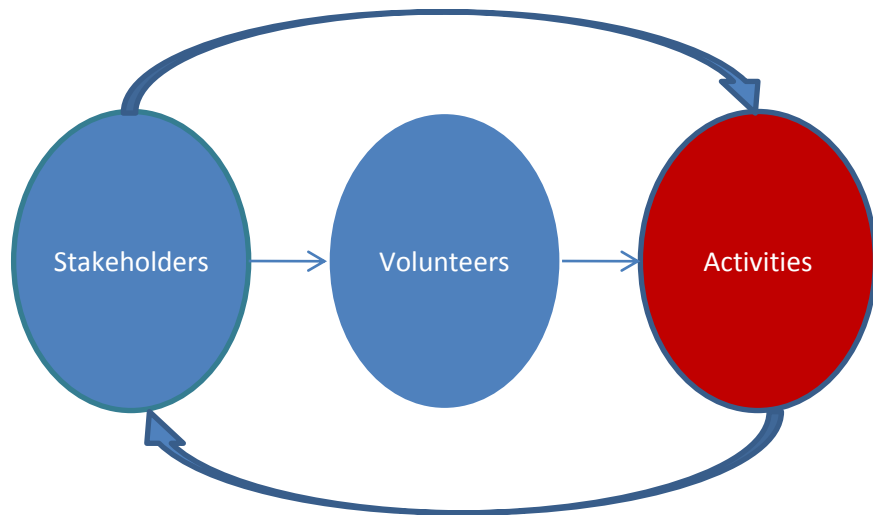
**Bonus consideration: Volunteers as donors? The primary barrier (besides cultural considerations) is lack of requests!**

- Identify long-term volunteers
- Collect information about assets, obligations and intent
- Communicate opportunities for individuals to make financial contributions or 'social investments' in your initiatives.



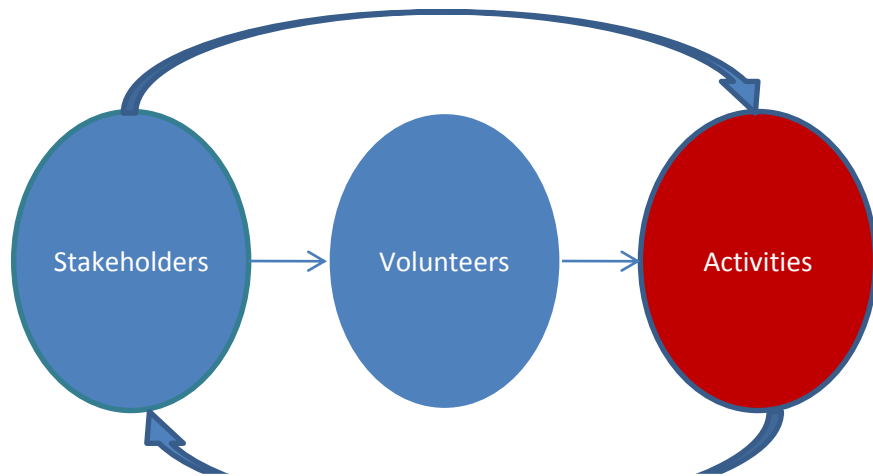
**Questions for small groups. 3 minutes to discuss. 90 seconds summary presentation.**

- What activities could generate income for the organisation?
- What are existing activities that you might partner with on a revenue sharing ?
- What are examples of how voluntary activities can be connected with financial stakeholders?



## What activities could generate income for the organisation?

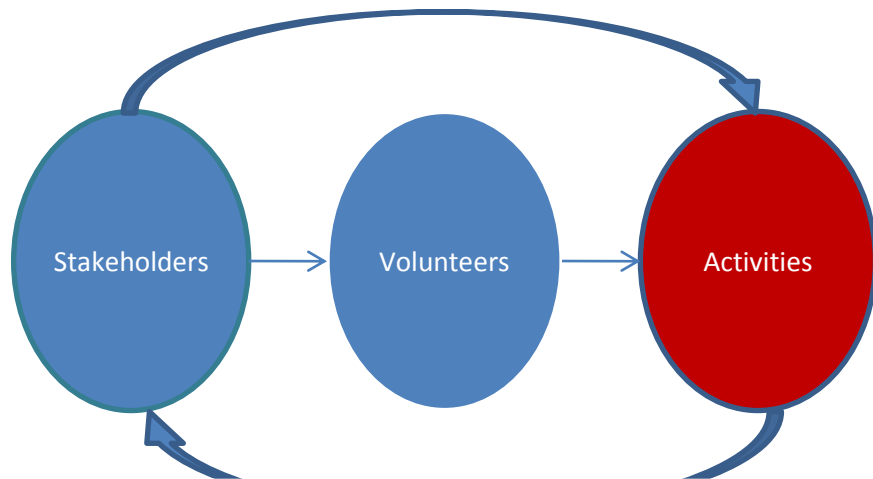
- Social enterprises such as volunteer led 'corporate trainings' and 'team building' activities
- 'fitness' spaces
- Rent income from existing but underused spaces



What are existing activities that you might partner with on a revenue sharing ?

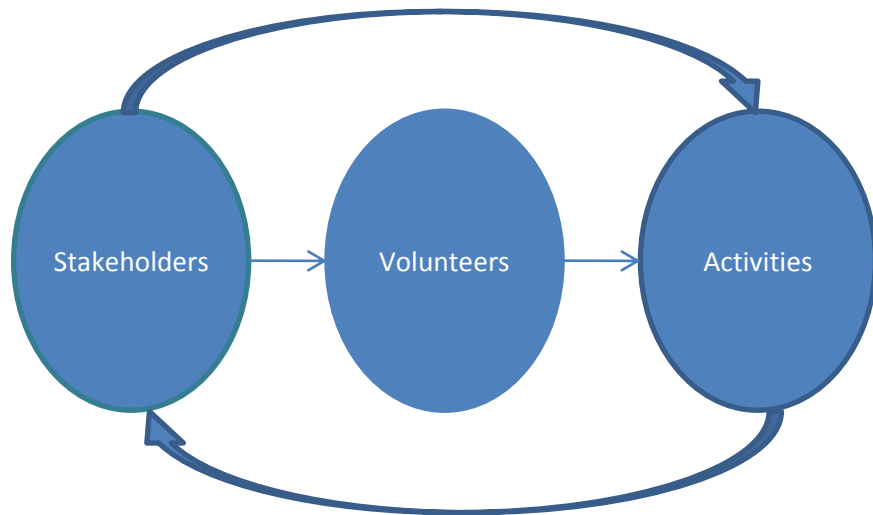
- Other federation events
- Chain schemes such as supermarket loyalty programmes





What are examples of how voluntary activities can be connected with financial stakeholders?

- Achievement of societal aims such as engagement of specific populations (women, migrants, children, etc.)
- Health/wellness education delivered by volunteers
- Democratic engagement of club/association members
- Other general values of local/national relevance

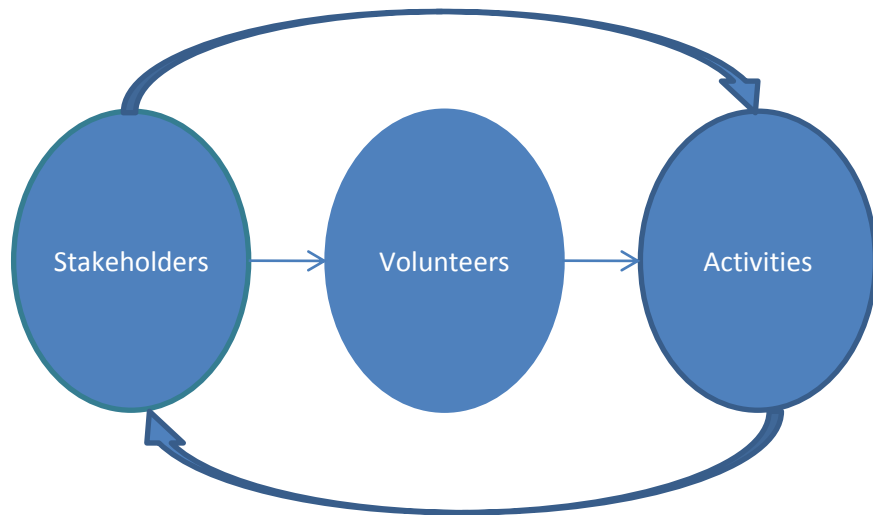


### Consider the relation between volunteers and stakeholders:

- Volunteers are 'leading' consumers (trendsetters for company products such as beverages, equipment)
- Volunteers are 'leading' citizens (government re-investment of tax generated revenue)

### Consider the relation between Volunteers and Activities:

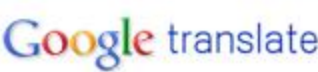
- Volunteers are 'experts' (their expertise can be important input to all aspects of organisational development)
- Volunteers can attract new members and activity users
- Volunteers can be the best recruiter of new volunteers



### Consider the relation between activities and stakeholders:

- Effective communication of activity outcomes can strengthen stakeholder relations
- Stakeholders can positively influence new activity development
- Stakeholders can negatively influence new activity development – risk analysis can be useful





http://www.sparta.dk/dhl

From: Danish To: English Translate



Copenhagen Marathon Copenhagen Women's 10K Race Motion Athletics Contact Press

- Race Overview
  - Race Overview
  - Nike Marathon Test 1
  - Nike Marathon Test 2
  - Nike Marathon Test 3
  - MINI City Run
  - Politiken Mini Marathon
  - Copenhagen Marathon
  - Copenhagen Women's 10K
  - Beach race
  - Änglamark race
  - MINI harbor entrance
  - DHL Relay Race**
  - Marathon Start Up
  - Änglamark Nytårsløb
  - Free fællestræning
  - Download PDF brochures
  - See Route Map

Original Danish text: Google  
DHL STAFETTEN 2011  
[+ Contribute a better translation](#)

### DHL Relay Race 2011



[See the press info here](#)

Five festive day in Fælledparken  
DHL Relay Race is the world's largest running event with over 125,000 participants over five festive days in the park.

DHL Relay Race 2011 takes place from Monday 29 August to Friday 2 September.

#### Relay Team

A relay team consists of five people, all running 5 km.

#### New classes

Team composition is indicated by enrollment, but may be subsequently revised.

- Class 1: 5 men
- Class 2: 5 women
- Class 3: Mix

#### Price

It costs £ 620 per relay team. The

#### Registration

The following subscription options

#### Online with credit card

Sign you online [here](#) and pay by c when selecting certain types of ca

#### Online with the invoice or EAN

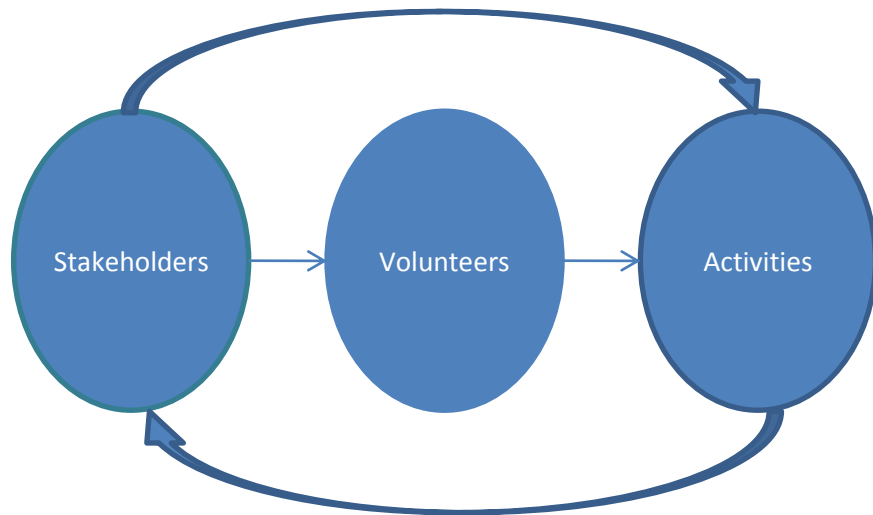
Sign you online [here](#) and pay with possible for public companies.

#### Check

Submit a check to the Sparta Race Space 11, 2100 Copenhagen Ø, a day, number of teams, contact, co email.

Approximately one week before th numbers and coupon in the mail.





### Why is DHL Staffeten run interesting?

- Participation is paid mostly by employers
- Cooperation between organisations, sponsors and municipality
- Enough income generated to finance the 'running' club of Copenhagen





- Invest in fundraising...
- You can't afford not to!

Thank you!

Marvin Radford  
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