



Volunteer Engagement 2.0: Ideas and Insights Changing the World

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VolunteerMatch taps expert knowledge from today's volunteerism professionals to help nonprofits take a more inventive approach to volunteer engagement

Volunteer Engagement 2.0: Ideas and Insights Changing the World shows you many of the innovative approaches to engaging volunteers that are reshaping nonprofits, volunteer programs, and communities around the world — and how you can bring these changes to your own organization. Curated and edited by VolunteerMatch, the Web's most popular volunteer engagement network, these transformative strategies and practices are already being used by innovative nonprofit, government, and business sector leaders in volunteering — and they represent many of the future trends in volunteerism. This insightful collection contains actionable advice on strengthening volunteering at your organization as well as broader explorations on the nature of opening organizations to volunteers to show you how to create a new volunteerism model that supports your organization's mission and programs. Among other things, you'll learn how to attract millennials and baby boomers to your cause, the best ways to partner with corporate and pro bono volunteer programs, why micro volunteering may be the future of online giving, what's new in national service, why your supporters are a largely untapped goldmine of fundraising success, and what trends will drive volunteering in the future.

For more than 15 years VolunteerMatch has had unprecedented access to leading innovators in the nonprofit, government, and corporate sectors. In this book, you'll share that access as you explore the ideas, strategies, and insights that will boost volunteer engagement today and in the future.

- Learn what trends and ideas are reshaping volunteer engagement today
- Reconsider your volunteer model to reflect your organization's mission
- Find out what the leading thinkers predict will drive volunteering in the future
- Optimize volunteer recruitment, screening, orientation, and training
- Understand and cater to the motivations of your volunteers

The world of volunteering is changing and there has never been a better moment to engage the time and talent of those who support your cause. How will your nonprofit grow and thrive with the help of volunteers? *Volunteer Engagement 2.0: Ideas and Insights Changing the World* provides the innovation and inspiration, you just need to supply the action.

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