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Why Just 50 Volunteers Make a BIG Difference

Nonprofits with Volunteers Surpass Their Counterparts

June 24, 2010, (New York, NY) – New research from management consulting firm [TCC Group](#) confirms that nonprofit organizations that engage 50 or more volunteers and manage them well significantly outperform those without volunteer assistance. This new insight into service and organizational effectiveness can improve volunteerism programs nationally and will help nonprofits advance to become:

- More financially sustainable
- Better led and managed
- Able to rapidly assess and respond to internal and external change

TCC Group believes that its analysis of volunteer management, which will be presented to nonprofits from around the country at the [National Corporation for Volunteer Service's national conference](#) in New York City June 28-30, will contribute to changing the nonprofit sector. The research shows that over 50% of the nonprofit organizations in TCC Group's national nonprofit database retain the service of 50 or more volunteers on an annual basis, but only 11% manage them well.

“Talent management matters to nonprofits because engaging volunteers leads to cost-effective scaling of success,” says TCC Group Senior Vice President and Director of Research [Peter York](#). “Although half of the nonprofits we studied use more than 50 volunteers, most don’t receive or invest the resources to create the types of volunteer management practices that benefit organizational effectiveness.

“Further analysis of the data indicates that nonprofit organizations with strong volunteer management also have strong human resource management,” says York. The correlated HR practices that seem to predict operational effectiveness include:

- Developing robust hiring and on-boarding policies
- Implementing staff development and retention strategies
- Establishing realistic expectations around performance and workload
- Providing formal, consistent, and frequent feedback
- Measuring skills and behaviors volunteers need to achieve successful outcomes to benefit those that depend on their efforts.

It is time for the philanthropic and nonprofit sectors to intentionally invest time and money toward the development of volunteer-based nonprofit organizations by empowering these organizations to more effectively support those they serve.

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About TCC Group

Formed in 1980, TCC Group provides strategic planning, program design, implementation, evaluation, and grantmaking services to nonprofits, foundations, and corporate giving programs worldwide. For more information, visit www.tccgrp.com.