



Volunteer Engagement: Building Relationships Beyond the Pledge Card

Volunteer Engagement

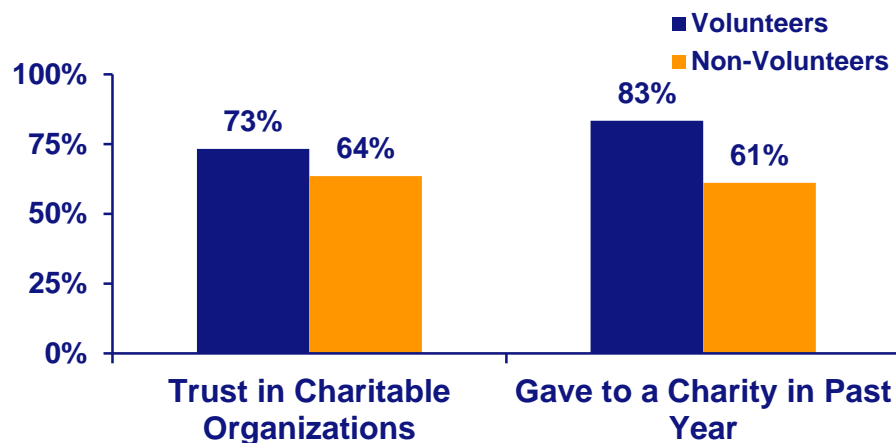


- There is a clear connection between volunteering and positive perception of charitable organizations, including higher rates of trust.
- One type of engagement can stimulate alternative connections and create champions for advocacy. People who volunteer are also significantly more likely to have given to a charity in the past year and are more likely to recommend the organization.
- People who volunteer with United Way show much stronger belief in United Ways' effectiveness in advancing the common good. They are also much more likely to give to the organization and consider volunteering, giving, or advocating in the future.

Trust and Giving

The 2013 National Brand Tracker study conducted by United Way Research found that individuals who volunteer are significantly more likely than non-volunteers to trust in charitable organizations. The difference between volunteers and non-volunteers who have given to a charitable organization in the past year is even more marked.

Volunteers are more likely to trust in and donate to charitable organizations

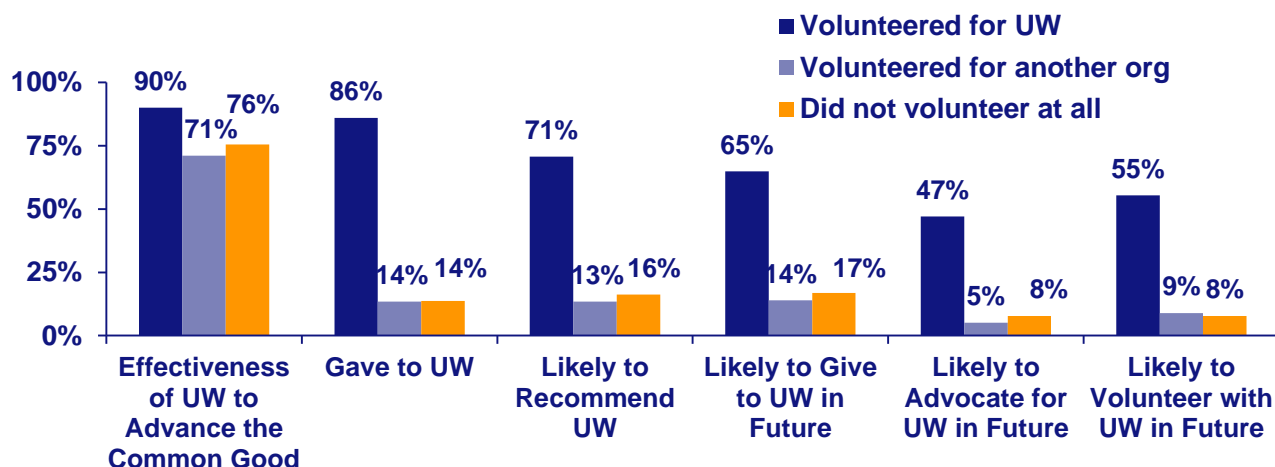


Source: 2013 United Way National Brand Tracker Study (phone)

United Way Engagement

Individuals who volunteered with a United Way were more likely to believe in United Way's ability to achieve its mission and to support United Way in other ways, such as donating or recommending United Way. They were also more likely to consider engaging with United Way in the future. However, individuals who volunteered with a different organization were no more likely than non-volunteers to support or engage with United Way.

Volunteering shows stronger returns on the organization that engaged the volunteer



Work and Media Awareness

United Way volunteers are also more likely to be aware of United Way's work, campaigns, and media. They were more than twice as likely to be informed of United Way's work in multiple areas of Education, Income, and Health, and to know about and correctly attribute the LIVE UNITED campaign to United Way. United Way volunteers are also more aware of United Way media than individuals who volunteered with other organizations.

Volunteers are more likely to know about an organization's work in various capacities

