



Nonprofits may count volunteers differently for different needs. The following are methods organizations may use to estimate how many people they connect with opportunities to serve annually:

Direct Connection:

- Contact with known individuals, referred and/or managed.
- Number of referrals by telephone, e-mail, or personal interviews
- Number of people who participate in Days of Service/Days of Caring
- Number of employees and families reached through work with businesses
- Number of volunteers for programs/projects
- Number of volunteers who work in the office
- Number of board members of the organization

Indirect Connection:

- Made information publicly available
- Number of hits on Web sites
- Number of people reached through the distribution of publications/directories
- Number of people who learn about opportunities at volunteer fairs/festivals/events
- Number of people reached through public speaking engagements
- Number of people reached through print and electronic media

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