

The Hidden Cost of Volunteer Recruitment



Activate Good helps nonprofits save time, money, and energy – so they can focus on their mission.



What It Takes to Recruit a Volunteer



Direct Costs

-  Advertising & Outreach
-  Background Checks
-  Training Materials
-  Recruitment Events

Indirect Costs

-  Staff Time
-  Volunteer Management
-  Opportunity Cost

The Price Tag

Example:

10 staff hours × \$25/hr = \$250 direct cost
Indirect costs × 2 = \$750 total per volunteer

The value of one volunteer hour = **\$34.79**



Volunteers are priceless—but getting them takes investment.

Where Activate Good Comes In

Problem vs. Solution



We handle the advertising, outreach, and scheduling—for FREE.

Our database connects nonprofits with thousands of ready changemakers.

Partners focus on their mission. We take care of the rest.

More Hands. Less Hassle. Do Good.



600+ Triangle nonprofits are using Activate Good to recruit volunteers at no cost.

ActivateGood.org

