

Manage your volunteers

using Google products and tools

In this guide you'll learn how to

- ✓ Engage and get volunteers to sign up
- ✓ Organize volunteer information through Google Forms
- ✓ Train volunteers on Hangouts Meet or YouTube Live
- ✓ Stay in touch with volunteers through Google Groups



Engaging volunteers can be tricky, but maintaining up to date information on your volunteers can be even harder. With a little creativity, however, you can be up and running in no time! Use Google for Nonprofits products like **Ad Grants** and **YouTube** to find and engage

volunteers. **G Suite for Nonprofits** can help you get volunteers trained and keep them up-to-date with upcoming volunteer opportunities. With a little bit of coordination, Google's flexible suite of tools can help you supercharge your volunteering program!

Before getting started, you'll need

A G Suite for Nonprofits Account

[Learn more about how to get your nonprofit signed-up and running on G Suite for Nonprofits, here!](#)

Google Accounts

Best practice is for your nonprofit to set up G Suite for Nonprofits and provide all employees with their own login under that G Suite account. However, you can also use a personal Google account.

A YouTube Account

[Learn more about how to get your nonprofit signed-up and running on YouTube, here!](#)

Engage volunteers from your website

It can be difficult to engage and recruit new volunteers. **To ensure that potential volunteers know about upcoming opportunities, create a page on your website for volunteering. You can amplify this page by creating new Ad Grants campaigns around volunteering.**

1. **Update your website or [Google Site](#) to include information on volunteering.**
2. **Here are some examples to consider for your volunteer page:**
 - **Why Volunteer?** | Provide your potential volunteers with background on your nonprofit and previous volunteer stories to encourage them to sign up.
 - **Upcoming Volunteer Opportunities** | Embed a Google Calendar that shows all upcoming volunteer opportunities or events.
 - **Sign Up Form** | Embed a form so that volunteers can sign up and provide all of their information (see "Gather and organize volunteer information through google forms" below).
 - **Contact Us** | Leave an email or phone number so volunteers can reach out with questions.

3. [Update or create an Ad Grants account](#) to recruit more volunteers. You can create a new campaign around volunteering with various ad groups around the different types of volunteering. For example “volunteer in education” and “volunteer to teach kids to read” ([Check out the tips for success with Google Ad Grants](#)).

[Click here to see the benefits of using Ad Grants.](#)

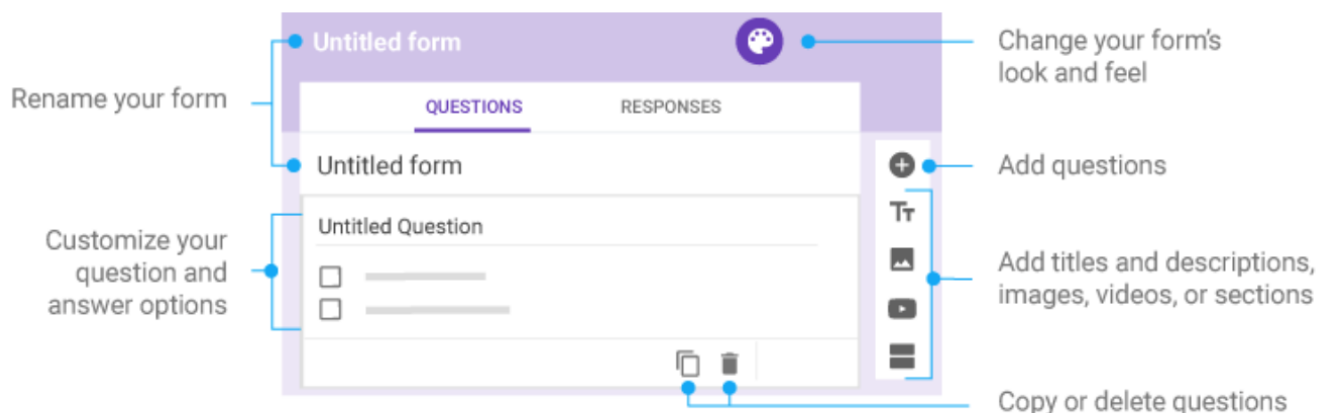
Gather and organize volunteer information through **Google Forms**



To ensure that your volunteer information is up to date, create a Google Form for new volunteers to submit their information. The responses will populate into a Google Sheet and will automatically update every time a new volunteer fills out the form.

PREPARE YOUR MATERIALS

1. Open [Google Forms](#). Click the Template Gallery in the top right to find a range of ideas to get you started.
2. Click on the template you want to use to open a new copy. It will automatically be saved in My Drive, so rename the form to make it easier to find.
3. Edit and add questions following the guidance in the [G Suite Learning Center](#) for forms. You can choose from short answer questions, paragraph, multiple choice, checkboxes, dropdown, etc.



4. **Make sure you gather all of the information you would like for your volunteers.** Think volunteer name, email, phone, availability, types of volunteering that they are interested in, etc.
5. **Click the “Settings” icon in the top right corner** to collect email addresses, limit responses, change form access to your domain only, and/or let people change their responses.
6. **Preview your form by clicking on the “Preview” icon.**

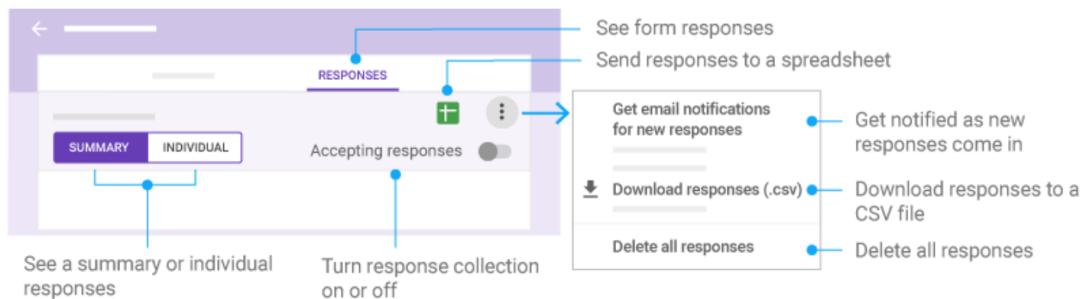
SHARE THE VOLUNTEER FORM

Once your form is ready, you can share it with volunteers via email, link, [embed](#), or social media.

1. **Click the “Send” button in the top right corner** and choose how to send your form.
2. **If you don't want to send it to individual email addresses,** you can add it to your social channels or directly on to your website.

ORGANIZE VOLUNTEER INFORMATION

Decide if you want to be emailed for all new responses and send responses to a spreadsheet.





1. **In the editable version of your form, click on “Responses”** to see the volunteer information.
2. **Click on the green icon** to send all responses to a spreadsheet.
3. **Click “Create a new spreadsheet”** and rename it (ex. “Volunteer Information”) and click “Create.”
4. **You can choose who you want to share the responses with by clicking the “Share” button** in the top right hand corner of the spreadsheet. This sheet will automatically organize all volunteer information in one place.

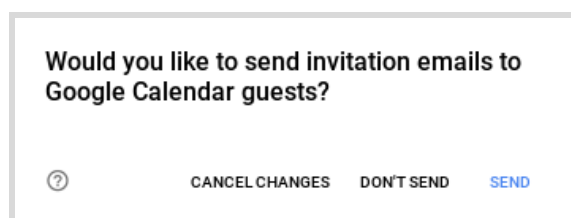
Host a live stream to train volunteers



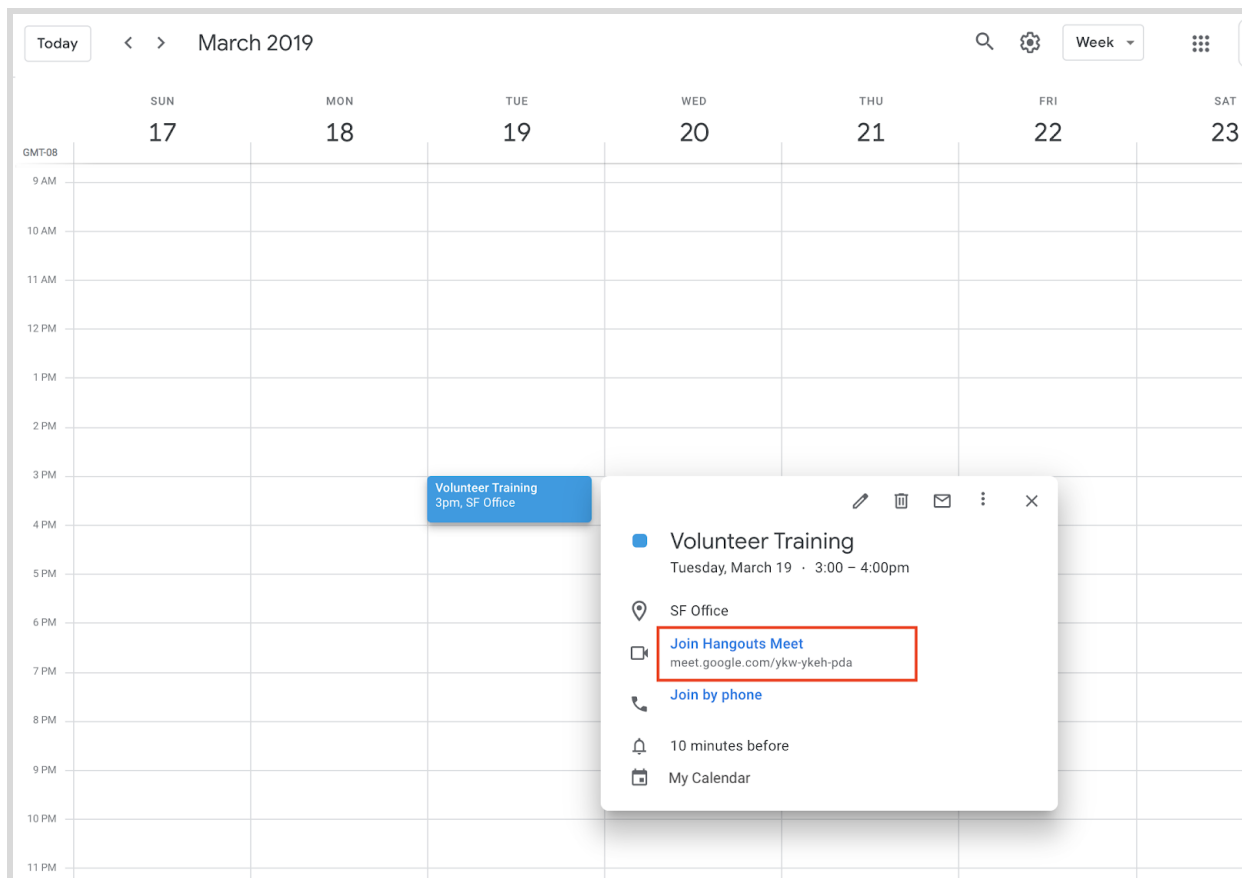
Make sure your volunteers are prepared by hosting a training for volunteers across various locations through a livestream. **If you have G Suite, you can use Hangouts Meet to stream a training to volunteers regardless of their geographical location. If you don't have G Suite, you can use your YouTube channel to create a live stream on YouTube.**

SET UP YOUR CALENDAR EVENT WITH HANGOUTS MEET

1. **First, you'll want to pick a date and time that works well for all volunteers.** One option to collect the best time and date is to survey your volunteers directly by [creating and sending a Google Form](#). There's even a ["Find a Time" template](#) you can customize!
2. **Now let's get to scheduling. On your computer, open [Google Calendar](#).** Click the  "add" icon to create a new event. Add your event title (e.g. "Volunteer Training").
3. **If you have multiple calendars, choose the calendar where you want to add an event** from the "Calendar" dropdown menu. For example, if you have a general admin alias like "admin@yournonprofit.org" you could send the calendar invite from there.
4. **Select the date and time** you settled on with your volunteers at the top.
5. **Add a physical location** (if you're meeting in-person) and make sure to **click "Add Conferencing" > "Hangouts Meet"** so that the calendar invite is populated with a **Google Hangouts Meet link**. That way, if volunteers can't meet in person they can still participate via video call!
6. **Add the volunteer email addresses you collected** in the Google Form or create a group for all volunteers (see "Set up and manage a Google Group to stay in touch with volunteers" below!) to the invite list.
7. **Finally, include a note to the volunteers about the training in the "Add description" section** of the invite. You should also **link relevant Google Docs to the calendar invite including the training agenda and meeting docs by clicking the "attach file" icon** . That way anyone opening the calendar invite has all the relevant documents at their fingertips!
8. **At the top of the page, click Save.** If you want to "silently" add the invite to your volunteer's calendars, click "Don't Send" in the dialog box that pops up (see below).



- As you get closer to the event, check attendance by reviewing guest RSVPs in the calendar invite.
- When your training is set to begin, open [Google Calendar](#) and click the meeting invite. In the box that pops up, click “Join Hangouts” to join a video call or use the dial-in listed in the “Join by phone” section to call into the meeting.



- Once in your training, the moderator can [use the “Present” function to share their screen](#) and present documents, slides, or sheets. The moderator can also [mute participants](#) if there is background noise from other people on the call.

[Click here for more details on how to plan and hold a training using Calendar!](#)

HOST YOUR VOLUNTEER TRAINING ON YOUTUBE LIVE

- Log into your YouTube channel and [enable livestreams following this resource](#).
- Decide which [type of livestream](#) you want to create and prepare your training materials.
 - Stream now is a simple way to stream.
- To go live instantly:
 - [Download and setup your encoder](#) using the Stream Name/Key and Server URL.
 - [Learn more about encoders here](#).

- Add a title and description in the **BASIC INFO** tab (ex. “Nonprofit Volunteer Onboarding”). You can also add a custom thumbnail that represents your event.
- Set privacy settings to **Public, Unlisted, or Private**.
- In the **STREAM OPTIONS** tab, select between **Low Latency** or **Highest Quality**. Low Latency is closer to real-time for users. Highest Quality provides the smoothest viewing experience for your audience.

- If you only have rights to the live show, check the **Mark archive unlisted when complete** box. You can use this to remove the archived live event from the search index. The link can still be shared and embedded. This will apply the setting as soon as the live event is complete.

4. When the stream is live:

- Interact with the audience using live chat.
- Share the link across social media platforms using the **SHARE** tool.
- Keep an eye on the real-time Analytics section.
- Monitor the stream in the player, top status bar, and in the Stream Health tab.

5. When the stream is over:

- Stop sending content from your encoder and we'll end your stream.
- We'll automatically archive the event up to 12 hours and make it available in the Video Manager. We recommend recording a local archive as a backup.

[Click here for more details on how to create a live stream on YouTube](#)

Set up and manage a Google Group to stay in touch with volunteers



To streamline how you communicate with your volunteers, create a **Google Group specifically for them!** Groups will allow you to send an email to everyone who expressed interest in volunteering with one address, invite all volunteers to an event, or securely share documents with volunteers. You will need to have a G Suite account to use Groups.

[CREATE YOUR GROUP](#)

1. Go to [Groups](#) and click **My groups**. Click **“Switch organization view” to “yournonprofit.org”**. This means that the groups you create will be within your organization, and not public.
2. Click **“Create Group” and select a name** (e.g. Nonprofit Volunteers). The name you choose will auto-populate in the group email field below but you can change the email if you’d like. Something simple like “volunteers@yournonprofit.org” might work well!
3. Select **“email list” for group type** so that you can use this group to communicate with your volunteers.
In the Basic Permissions section, you may want to change a few settings:
 - Change “Post” to only “All members of the group” to keep this forum private for the volunteers instead of any employee at your nonprofit.
 - Change “Join the Group” to “Only invited users” so that you can control the volunteer list.
4. Click **“Create.”** To ensure you can find your Group again easily, on the next page click the star icon below your group name to add it to your favorites list. Then, add volunteers by navigating to “Manage” on the top right.

MANAGE GROUP SETTINGS

1. **On the next page, click through to “Member”s > “Direct Add Members”** in the left-hand navigation. This is the recommended option to ensure your volunteers are added to the Group. **Add in volunteer emails and a short welcome message so that they know what the group is being used for and how to get in touch if they have questions.**
2. **Make sure to add other nonprofit employees to the Group that need permission to manage the group or post to it.** You can change individual group members’ roles by clicking Members > All members in the left-hand navigation, then clicking the individual’s name and changing their role in the dropdown on the next page.
3. **If you are feeling adventurous, you can review Group Settings and Permissions in the left-hand navigation** to further customise your Group. [Learn more about Groups and settings here.](#)
4. **Now you’re all set to send email or calendar invites to your new Group!** Use the alias you defined in step 2 (e.g. “volunteers@yournonprofit.org”) just like you would any other email, but remember it will be sent to (and invite) all the individuals you added in step 1.
5. **If you want to see the history of all emails sent to the volunteers Group after you’ve been using it,** go to [Groups](#) > My groups and search for your Group name or click on your group name on the left under “Favorites” (see step 4 in the “Create your group” section). You will now be able to track the emails and communications between your nonprofit and your volunteers all in one place!

[Click here for more details on creating and using Groups!](#)

Questions?

[Google for Nonprofits Help Center](#)

[G Suite Learning Center](#)

[G Suite Customer Support](#)

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[complete this quick survey](#)