



Insights from the State of UK Volunteer Management **2025 Survey** and your questions answered



Hello

Taking you through the key findings from Rosterfy's UK-wide survey results...

**Susie
Mullen**

analysis to **understanding...**

www.susiemullen.co.uk

susie@susiemullen.co.uk



Number of respondents
All have some volunteer
management responsibilities

338

Ran throughout

June

Questions

28

Minutes to complete

10

The Survey

We wanted to gather the nation's view on volunteering and volunteer management.

The results of this survey will help shape volunteer programmes and help others to overcome many of the challenges the voluntary sector faces.

86%

Claim more than half of their volunteers are 'active'

Volunteers managed in...

Operations

HR

Volunteer Management

Biggest sectors represented

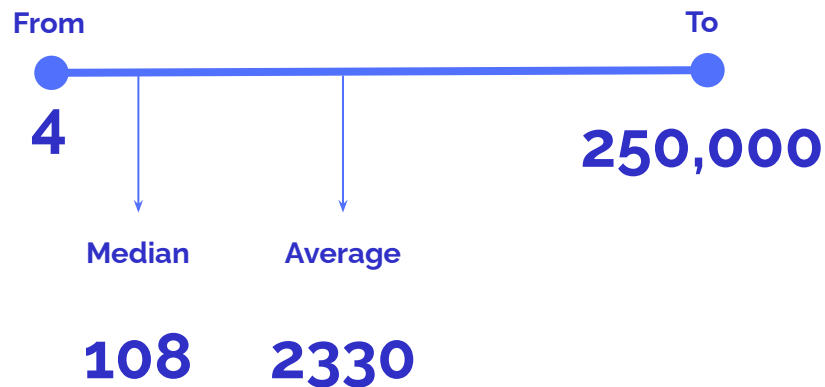
Healthcare

Social Services

Culture & Recreation

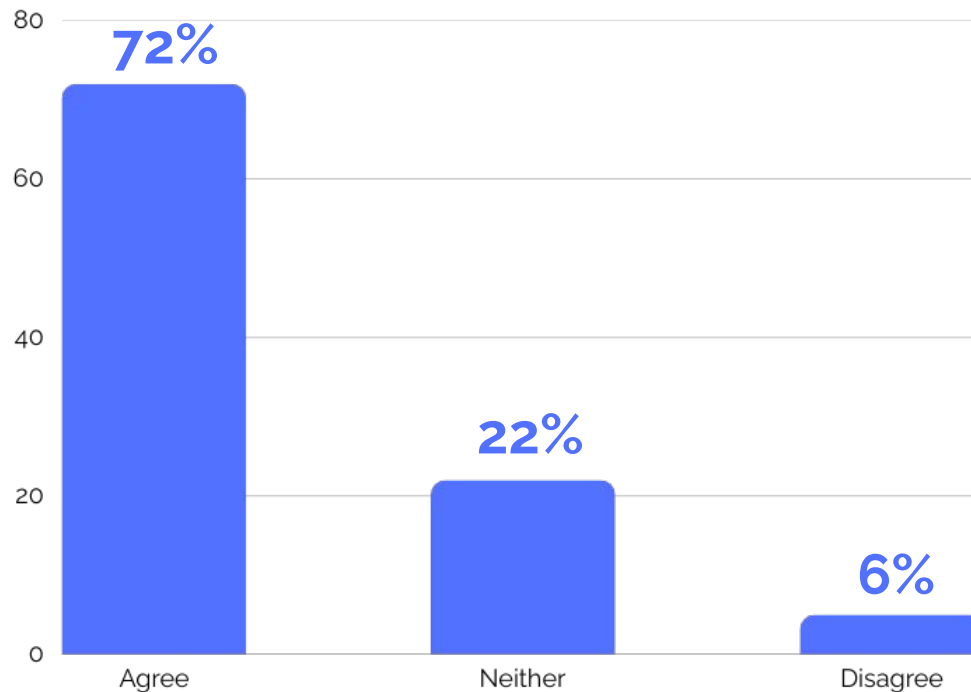
What makes up the our sample

Our sample came from volunteer programmes ranging broadly in size and from several different sectors.



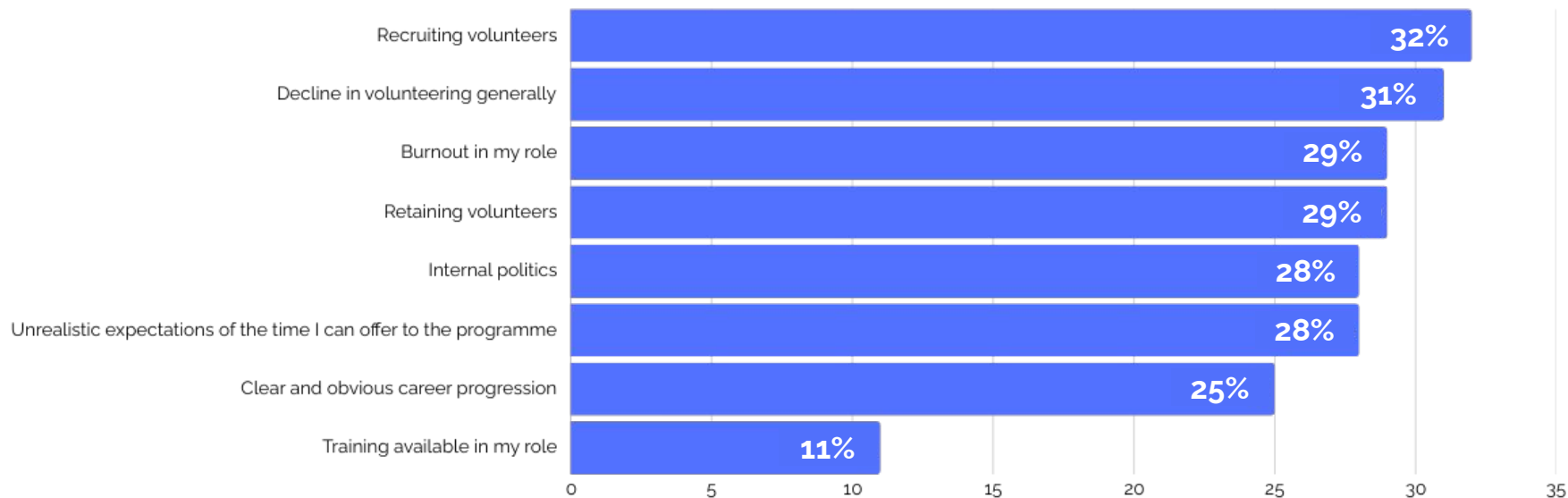
Levels of optimism are high

Despite the many challenges in the volunteering sector faces and the strain many charities and non profit organisations are facing - the nation's volunteer managers remain **optimistic**.



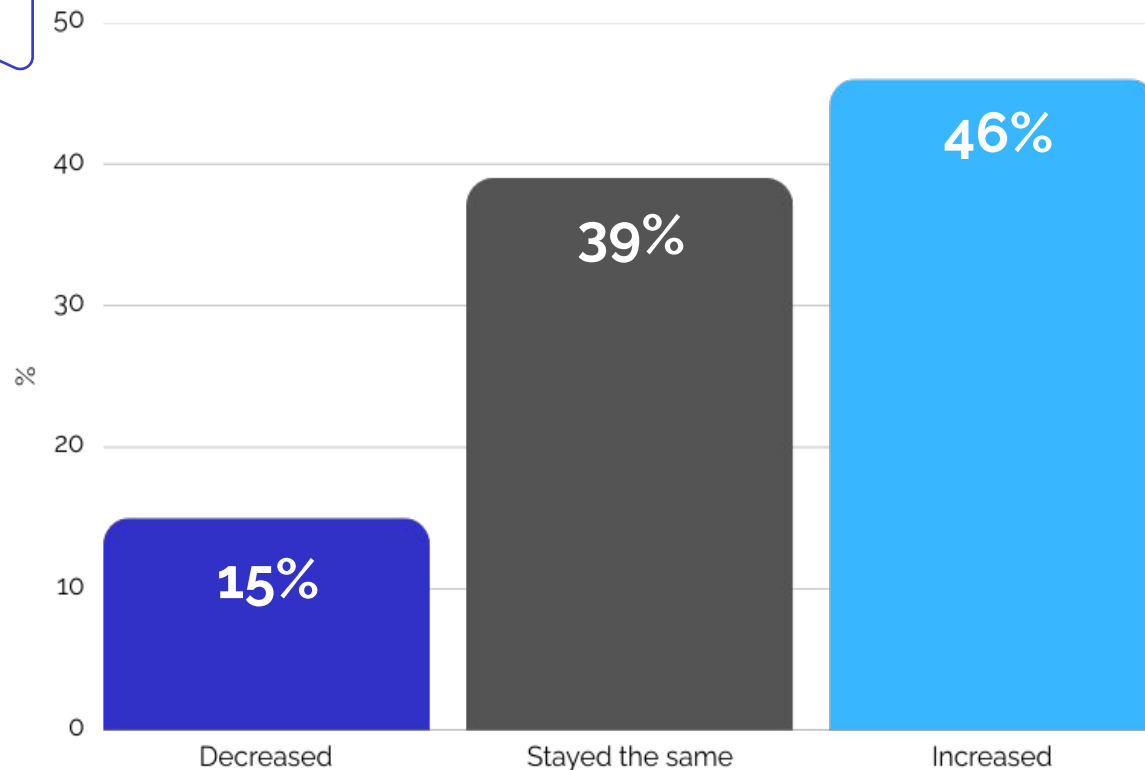
Despite optimism, challenges are many and varied

What would you say are the main challenges you face in your role?



Almost half (46%) say volunteer numbers have increased

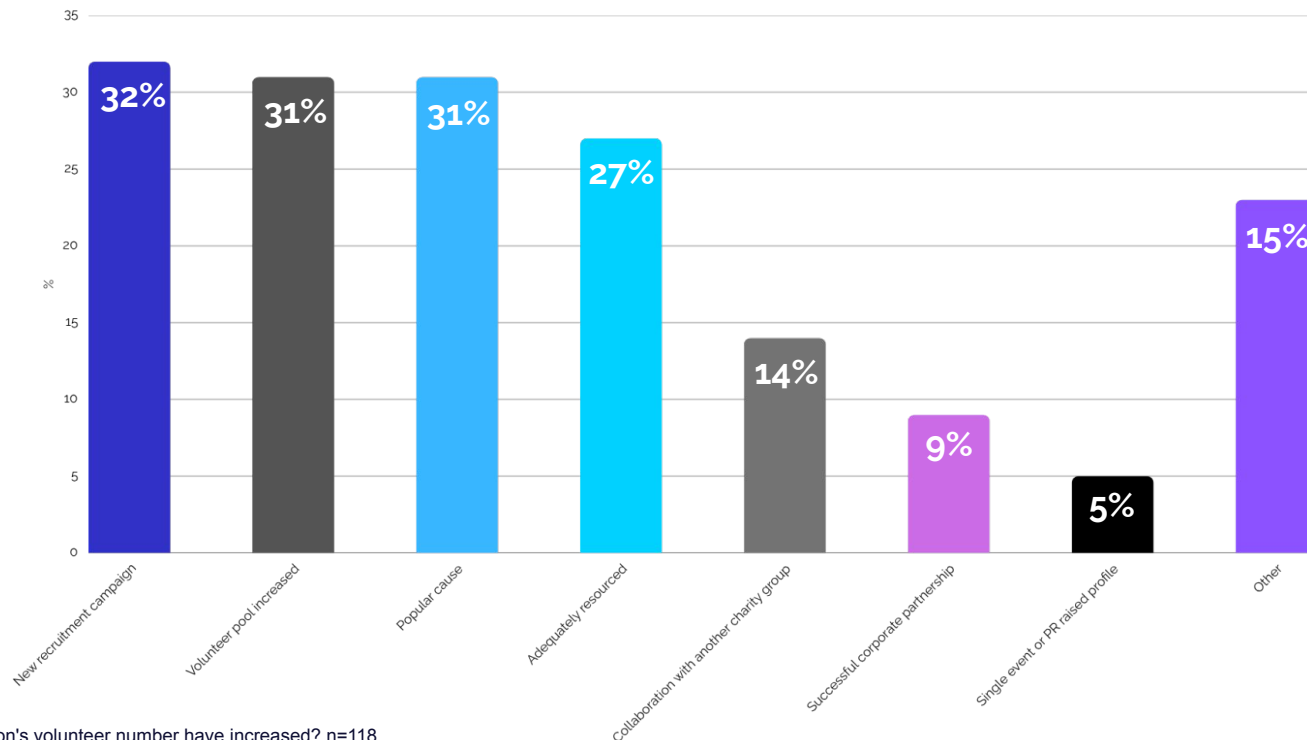
Has your programme grown over the last 12 months?



No single cause driving increases in volunteers

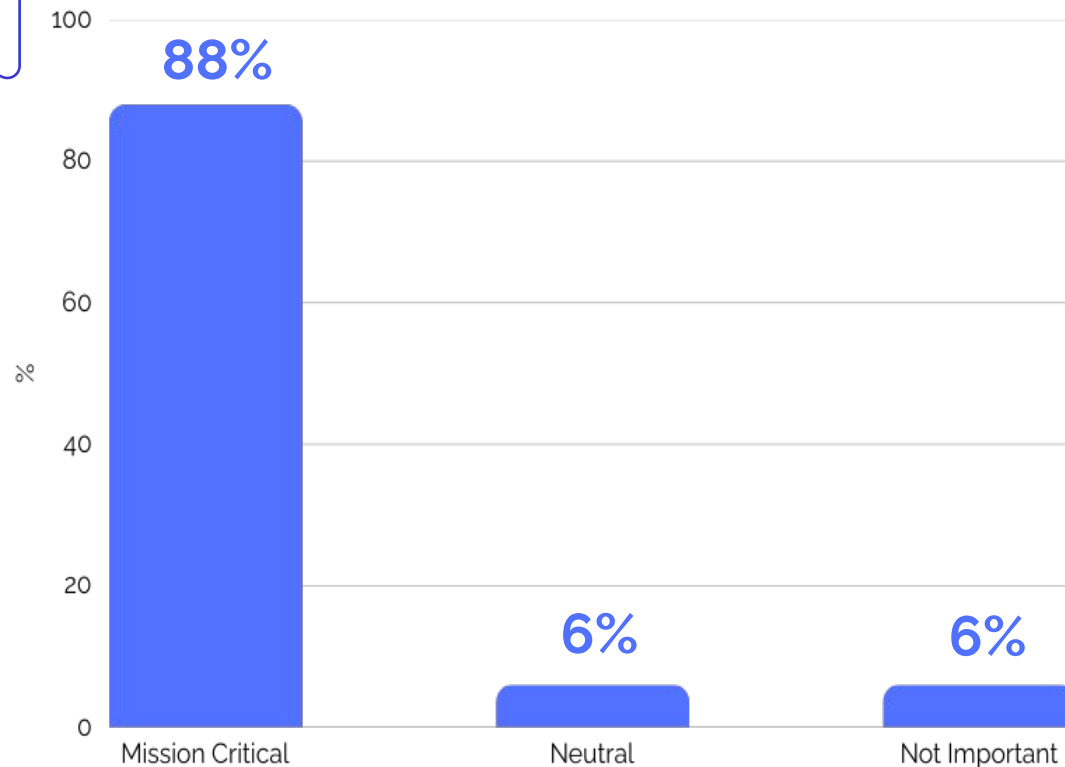
New recruitment campaigns, increased volunteer pool, popular cause and adequate resourcing all contributing to growth in volunteering.

*Other included:
New opportunities/roles for volunteers
More flexible offer/micro volunteering*



88% say volunteers are mission-critical

Importance of volunteers in
achieving your mission.



Less than half are using tech to support volunteers

Do you have a volunteer management system in place?

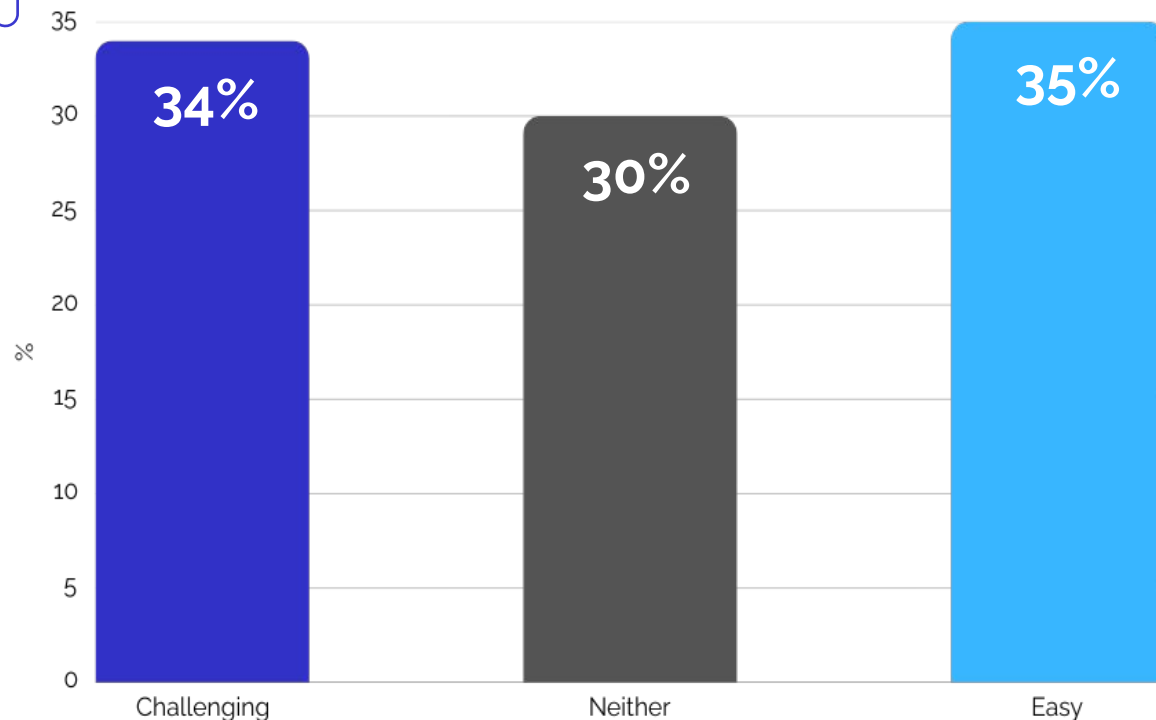
44%

We use technology effectively to manage our volunteer programme

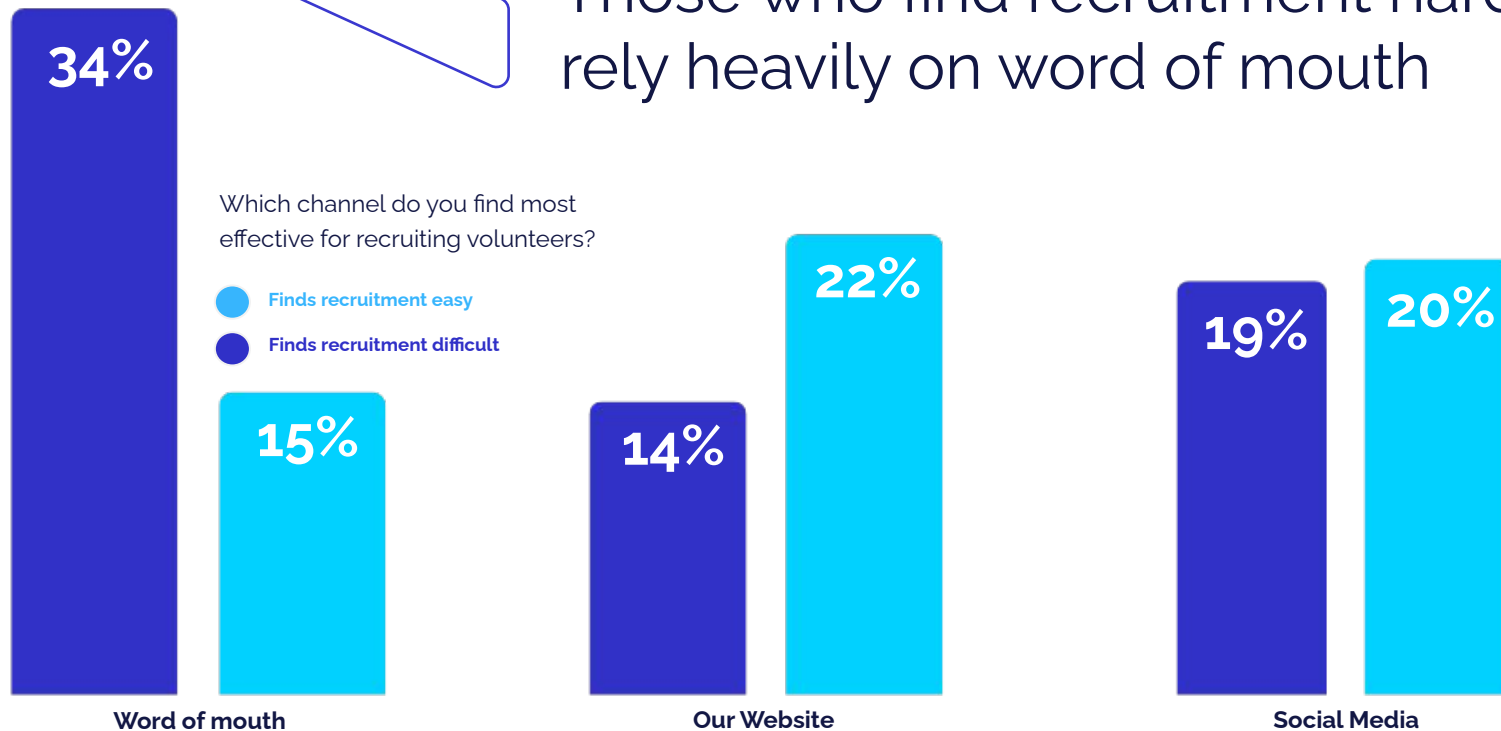
43%

Ease of recruitment polarises the sector

How easy do you find volunteer recruitment?



Those who find recruitment hard rely heavily on word of mouth



Those who find it 'easy to recruit' make it easy to volunteer

They prioritise volunteering and are more likely to use tech to manage their volunteer programmes

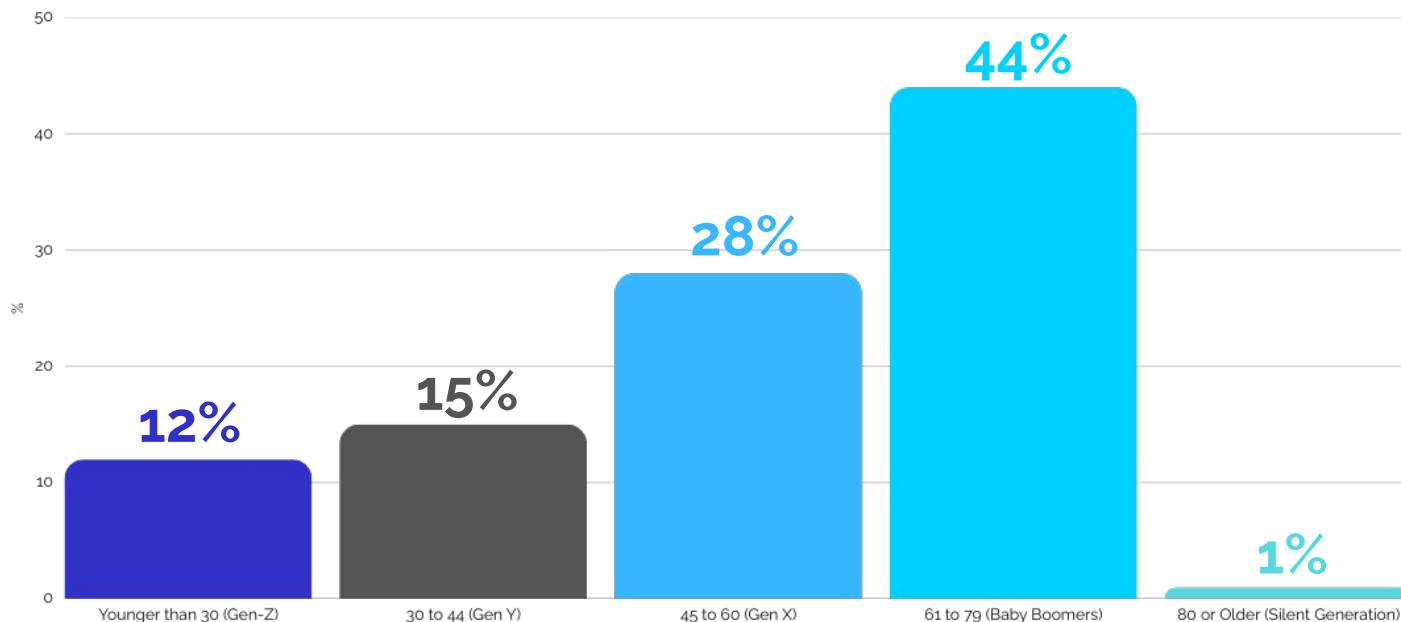


Challenges vary according to how easy people find it to recruit

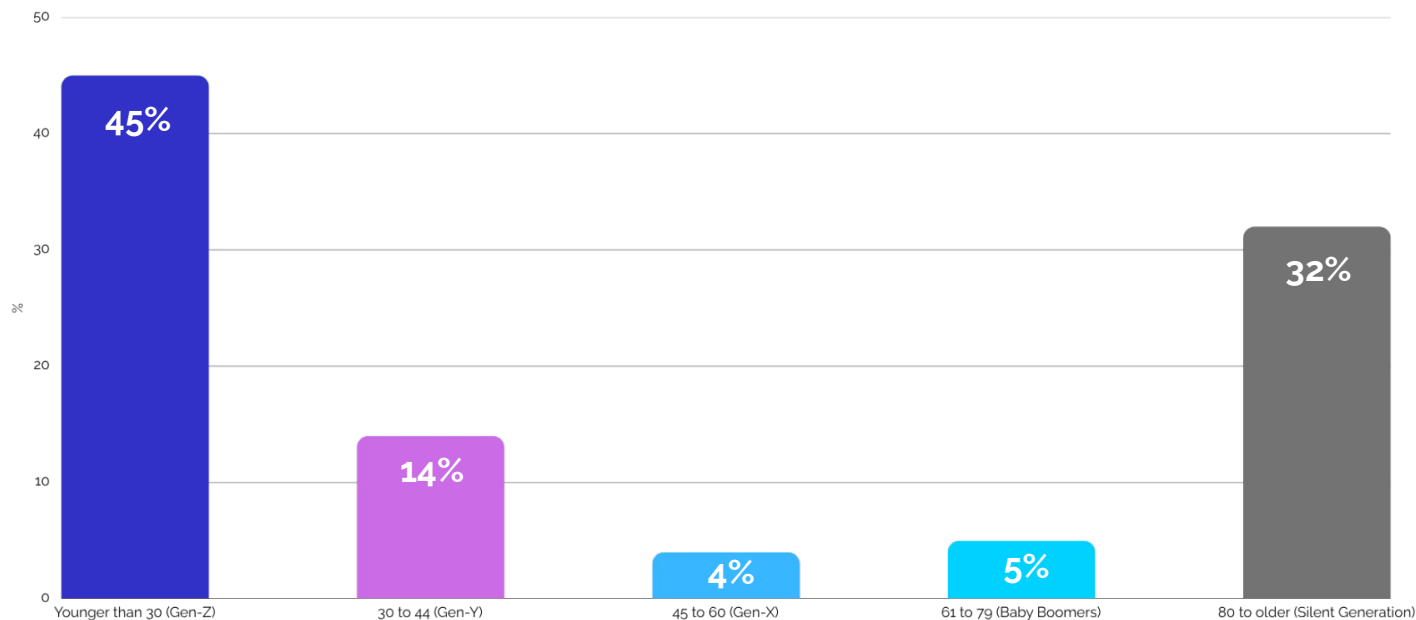
"What would you say are the main challenges you face in your role?"

Ranking	Difficult to recruit n=91	Recruitment neither difficult nor easy n=77	Easy to recruit n=87
1st	Recruiting Volunteers	Internal Politics	Clear and obvious career progression
2nd	General decline in volunteering	Retaining Volunteers	Burnout in my role
3rd	Burnout in my role	General decline in volunteering	Unrealistic expectations on my time

73% say most volunteers are Gen X or older



45% report fewest
volunteers in Gen-Z



Less than half are using tech to support volunteers

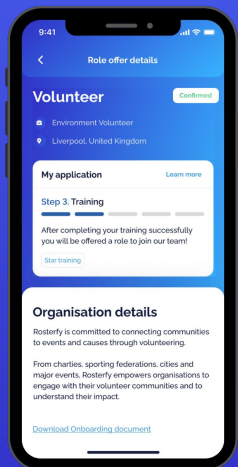
We use technology effectively to manage our volunteer programme

55%

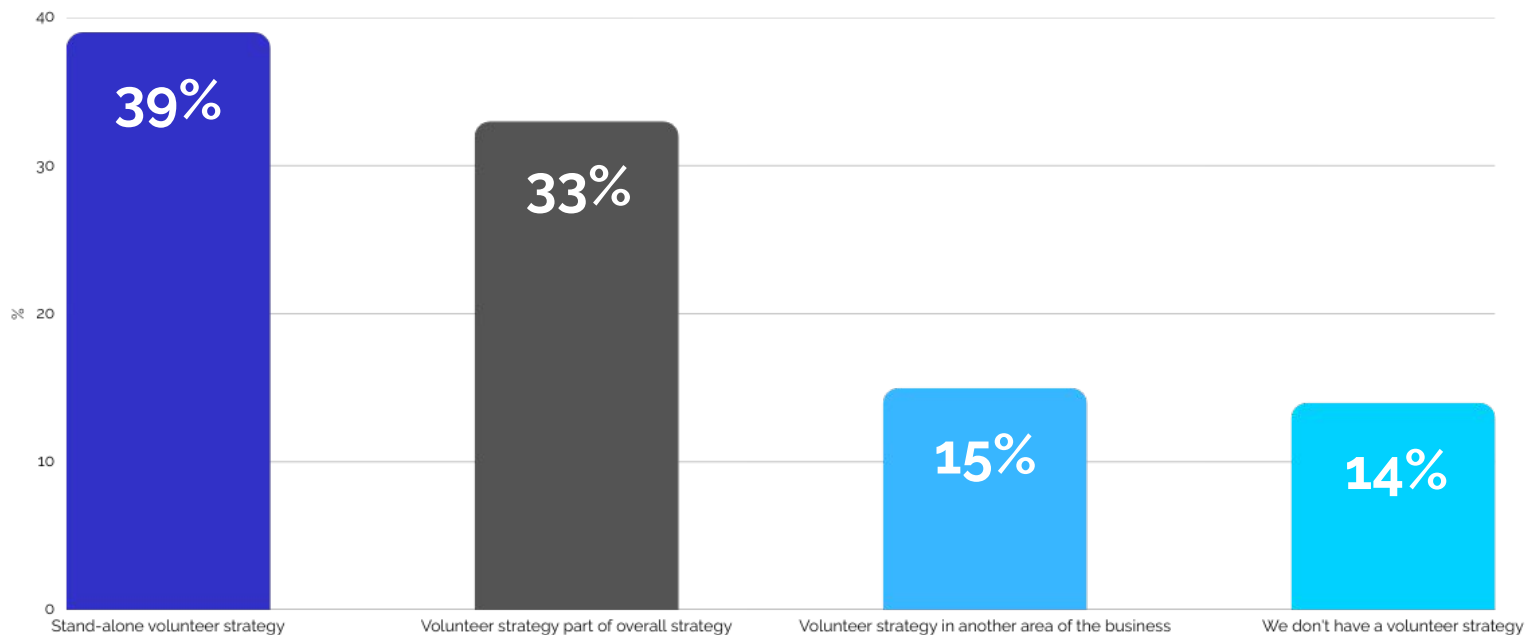
Those who can easily attract volunteers under 30

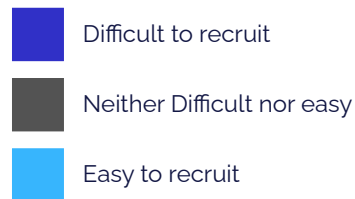
36%

Those who can't easily attract volunteers under 30



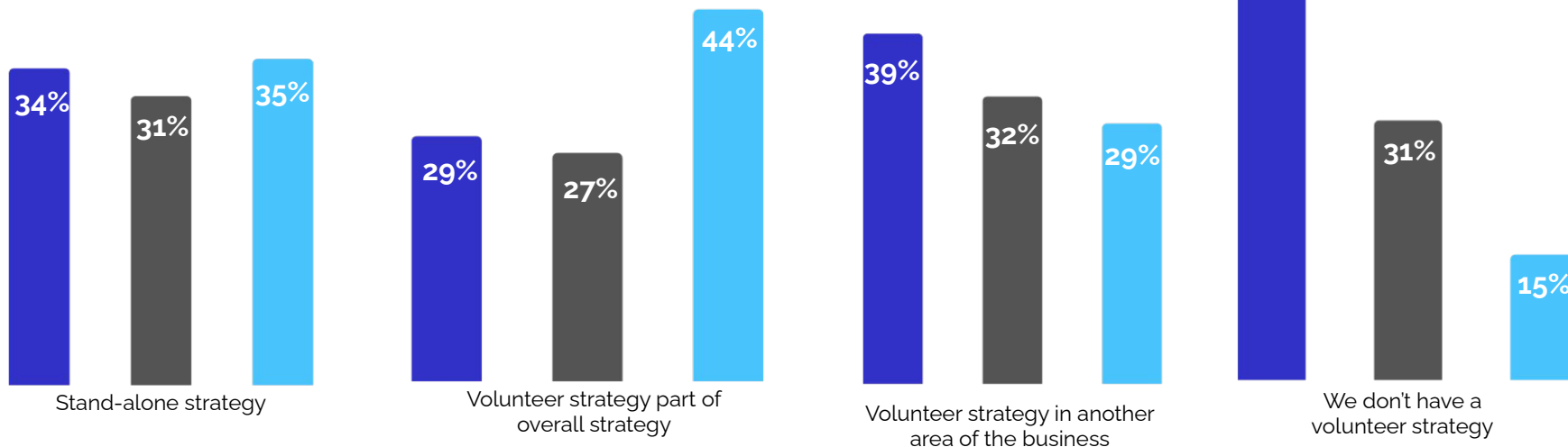
Who is responsible for your volunteer strategy?





Those who don't have volunteer strategies in place find it much more difficult than others to recruit volunteers

Those who say their strategy is part of the overall organisational strategy find it easier than others to recruit volunteers



The Volunteer experience suffers

When there isn't a strategy in place



State of UK Volunteer Management 2025

To what extent do you agree or disagree with the following statements? Stand alone n=101, Part of overall strategy n=82, Included in another area n=35, We don't have a vol strategy n=35

Thank You



Download the full report

Find more on our website
www.rosterfy.com