

Collaboration Partners – Social Impact Consultants

Nustian – Case Study

Nustian Canada – Executive Summary

We provided Nustian with volunteer attraction, onboarding, engagement and retention strategies in order to increase volunteer participation and decrease volunteer turnover

Our Client

Nustian is a non-profit that helps university educated Pakistani immigrants build careers and communities in Canada. Nustian provides a range of services including: resume review, networking events, career workshops, community newsletters, and a mentorship program

The Challenge

Nustian sought Collaboration Partners' assistance in identifying the causes of poor volunteer engagement and in generating solutions to improve the Organization's relationship with its volunteers. We identified the following objectives for our engagement:

- Perform a current state assessment of the Organization's current volunteer experience to identify the gaps leading to negative volunteer outcomes
- Provide recommendations which add structure and formalization to every step of the volunteer lifecycle
- Identify evaluation methods that could be implemented to gauge the success of these recommendations on an ongoing basis

The Impact We Created

With our help, Nustian was able to recognize the existing issues that impaired their ability to attract, motivate, and retain strong volunteers. We supported Nustian by:

- Reviewing key organizational documents and interviewing current and past volunteers to understand current state
- Performing independent research to identify leading practices followed by other non-profit organizations
- Recommending changes and updates to the Organization's: web presence, position marketing process, onboarding process, organizational structure, internal communication systems, team building events, and performance management process
- Developing a detailed implementation plan with supporting tools, frameworks, and resources to guide the organization towards a better relationship with its volunteers

Detailed Approach

To achieve the agreed-upon objectives, our project team (1 Engagement Manager & 3 consultants) tackled the project in two discrete phases:

Phase One: Current State & Gap Analysis

Identified existing points of friction in Nustian's volunteer strategy and attributed the root cause of those issues to a lack of internal structure and formalization at several key stages of the volunteer lifecycle

Key Activities:

- Reviewed key organizational documents and interviewed current & past volunteers to understand current pain points

Outcomes and Deliverables:

- Current state assessment, including gap analysis, delivered as a presentation to the board of directors

Phase Two: Solutions Creation

Leveraged internal knowledge and insights gathered through independent research to suggest opportunities to improve the following items at Nustian: its web presence, position marketing, volunteer onboarding, organizational structure, internal communications, team building events, and performance management system

Key Activities:

- Performed independent research to identify leading practices followed by other non-profit organizations
- Recommended improvements to address Nustian's pain points, focusing on its organizational structure and volunteer lifecycle (from recruitment to retention)
- Created a detailed implementation plan to execute each of the necessary solutions identified

Outcomes and Deliverables:

- Stakeholder alignment on the proposed changes, which were ultimately presented to the board
- Actionable implementation plan accounting for the resource constraints faced by the Organization