Retaining and Recruiting Hospital Foundation Volunteers in a Post-Pandemic Reality

Katherine Blanc

Omega Graduate School

May 22, 2024

Dr. Curtis McClane

**Final Reflection and Preparation for Conclusion**

This action research intervention was successful because it created the anticipated change in the number of active Foundation volunteer participants. The intervention itself was kept simple; thus it is an easily repeatable form of research. The researcher sees no need to conduct this intervention differently, as it was successful.

The researcher was personally pleased with attendees’ receptivity to the training workshop content, principles, and applied strategy. The success of this intervention strengthened the researcher’s confidence in the ability to effectively create constructive organizational change. Broader implications of project outcomes will be examined to determine whether this particular training session intervention might be scaled up for larger segments of society, along with future research in applied and clinical sociology. A content-flexible, scalable version of this intervention could conceivably “change the world” if disseminated widely.

This project aligns with the researcher’s initial expectations considering its small scope. Below are ideas for evaluative elements that could be utilized for future practice in a more comprehensive IRB-approved Participatory Action Research intervention.

**Future Research**

Evaluative elements may include:

1. Surveys and Feedback: Conducting surveys among volunteers before and after the intervention can provide valuable insights into changes in satisfaction, engagement, and perceived impact.
2. Retention Rates: Tracking volunteer retention rates over an extended time will indicate whether the intervention has positively affected the longevity of volunteers' commitment.
3. Qualitative Interviews: In-depth qualitative interviews with volunteers can offer a nuanced understanding of their experiences and the impact of the intervention on their sense of purpose and satisfaction.
4. Observational Data: Observational data, such as attendance at training sessions and participation in hospital activities, can serve as objective indicators of increased engagement.
5. The participant log sheet previously described.
6. Ethnographic observations of perceived improvement of life satisfaction, in alignment with N.T. Wright’s 7 universal human longings.

# References

Ainsworth, J. (2020). Feelings of ownership and volunteering: Examining psychological

ownership as a volunteering motivation for nonprofit service organisations. *Journal of Retailing and Consumer Services*, *52*, 101931. https://doi.org/10.1016/j.jretconser.2019.101931

Arka, T., Ellingsen-Dalskau, L. H., & Ihlebæk, C. (2022). Long-term commitment to

voluntary social work–the role of an autonomy-supportive work environment. *Voluntary Sector Review*, 1-15. https://doi.org/10.1332/20408052

1X16504447103977

Bilan, I. (2019). Challenges in Volunteer Management: Factors of Undesirable Volunteer

Behavior. *SPNHA Review*, *15*(1), 4.

Charles, E. (2021). Religion and Social Change. *Indiana Journal of Humanities and*

*Social Sciences*, *2*(11), 38-42. <https://indianapublications.com/Journals/IJHSS>

Cho, H., Wong, Z. E., & Chiu, W. (2020). The effect of volunteer management on

intention to continue volunteering: A mediating role of job satisfaction of volunteers. *Sage open*, *10*(2), 2158244020920588. DOI: 10.1177/2158244020920588

Colibaba, A., Skinner, M., & Russell, E. (2022). Supporting Older Volunteers &

Sustaining Volunteer-Based Programs in Rural Communities.

Faletehan, A. F., van Burg, E., Thompson, N. A., & Wempe, J. (2021). Called to

volunteer and stay longer: the significance of work calling for volunteering motivation and retention. *Voluntary Sector Review*, *12*(2), 235-255.

Farny, S., Kibler, E., Hai, S., & Landoni, P. (2019). Volunteer retention in prosocial

venturing: The role of emotional connectivity. *Entrepreneurship Theory and Practice*, *43*(6), 1094-1123. DOI: 10.1177/1042258718769055

Jackson, R., Locke, M., Hogg, E., & Lynch, R. (2019). *The complete volunteer*

*management handbook*. London: Directory of Social Change. [BOOK]

Kalinka, E. A. (2020). *Rotarians’ Transformative Path from Initiate to Servant Leader: A*

*Narrative Study Examining the Motivation to Volunteer* (Doctoral dissertation, Seton Hall University).

Kimble, J. T. (2020). *Use of Survey Data to Guide the Development of Best Practices for*

*Instruction for the Recruitment of Volunteer Firefighters*. University of Kentucky.

Kuhn, T., Nguyen, B., Silano, V., Smith, S., & Stewart, S. (2019). Empowerment

Squared: Volunteer Recruitment, Engagement and Retention.

Kumar, S., Sahoo, S., Lim, W. M., & Dana, L. P. (2022). Religion as a social shaping

 force in entrepreneurship and business: Insights from a technology-empowered

 systematic literature review. *Technological Forecasting and Social Change, 175,*

 *121393.*

Lockstone-Binney, L., Holmes, K., Meijs, L. C., Oppenheimer, M., Haski-Leventhal, D.,

& Taplin, R. (2022). Growing the Volunteer Pool: Identifying Non-Volunteers Most Likely to Volunteer. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, *33*(4), 777-794. https://doi.org/10.1007/s11266-021-00407-w

Malik, H. A., & Malik, F. A. (2022). Emile Durkheim Contributions to Sociology. *Sociology*, *6*(2), 7-10.

Mason, D. P., Chen, L. W., & Lall, S. A. (2022). Can institutional support improve

volunteer quality? An analysis of online volunteer mentors. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, *33*(3), 641-655. https://doi.org/10.1007/s11266-021-00407-w

Merrilees, B., Miller, D., & Yakimova, R. (2020). Volunteer retention motives and

 determinants across the volunteer lifecycle. *Journal of Nonprofit & Public Sector*

 *Marketing*, *32*(1), 25-46. DOI: [10.1080/10495142.2019.1689220](https://doi.org/10.1080/10495142.2019.1689220)

Mitchell, S. L., & Clark, M. (2021). Rethinking non-profit brands through a volunteer

lens: time for B2V. *Journal of Marketing Management*, *37*(5-6), 464-487. [no DOI available]

Reichard, J. D. (2024). Applied and Clinical Sociology: A Christian Perspective. In *The*

*Routledge International Handbook of Sociology and Christianity* (pp. 369-379). Routledge.

Reichard, J. (2024). *Practical Statistics for Social Research (PSSR)*. Omega Graduate School. <https://stats.ogs.edu/>

Schmidt, A. J. (2004). *How Christianity Changed the World*. Zondervan. [SEMINAL

Wakefield, J. R. H., Bowe, M., & Kellezi, B. (2022). Who helps and why? A longitudinal

exploration of volunteer role identity, between‐group closeness, and community identification as predictors of coordinated helping during the COVID‐19 pandemic. *British Journal of Social Psychology*. DOI: 10.1111/bjso.12523

Ward, D. (2014). Interdisciplinary faith-learning integration for social change. *JIS, V26*,

(1-2), 29- 56. [SEMINAL]

Wright, N. T. (2020). *Broken signposts: how Christianity makes sense of the world* (First edition.). HarperOne, an imprint of HarperCollinsPublishers.