

# VOLUNTEER RECRUITMENT & RETENTION: INTEGRATING SOCIAL PARTICIPATION (SPAN) PROGRAMMING WITHIN THE CHILDREN'S BRAIN TUMOR FOUNDATION

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## INTRODUCTION

**Background:** Limited research on long-term impacts on adolescents and young adult (AYA) brain tumor survivors' social well-being and overall social participation?

- **Children's Brain Tumor Foundation (CBTF)** non-profit organization (NPO) that provides research support, education, and advocacy for children and families through events and programming focused on improving quality of life of children with brain tumors and their families
- Current CBTF volunteers show little interest in being SPAN volunteer coaches
- **Social Participation and Navigation Program (SPAN)** web-based goal tracking app developed to achieve social participation goals with coach support
- Improved social participation outcomes & high satisfaction rates after SPAN intervention for AYA brain tumor survivors in pilot study<sup>1</sup>
- SPAN relies on volunteers' participation as coaches

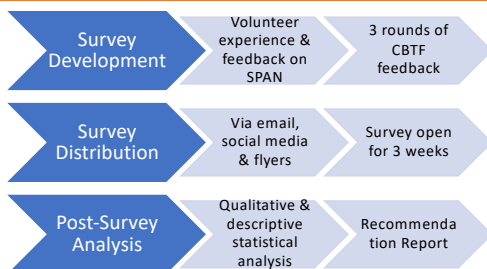
**Gap:** CBTF interested in utilizing SPAN programming for AYA brain tumor survivors, but requires more volunteer coach interest

## PURPOSE AND AIMS

**Purpose:** understand volunteer engagement in NPOs like CBTF to better support integration of programs like SPAN

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|---------------|--|
| <b>Aim 1:</b> | Examine facilitators/barriers of volunteer participation in general & in current/potential CBTF programming                              |
| <b>Aim 2:</b> | Gather feedback from potential volunteers about SPAN programming to identify barriers/facilitators for CBTF/SPAN volunteer participation |
| <b>Aim 3:</b> | Use feedback to determine strategies for volunteer recruitment and retention to integrate and support SPAN programming at CBTF           |

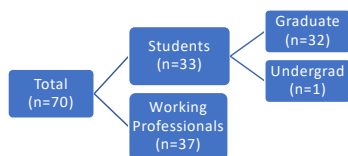
## METHODS AND PROCEDURE



## PARTICIPANTS

**Inclusion Criteria:** Age 18+, New England area, & English-speaking

Participants	Total n = 70
Female	57 (81%)
Male	12 (17%)
Age 18-22	4 (6%)
Age 23-29	34 (49%)
Age 30-39	22 (31%)
Age 40+	10 (14%)



## RESULTS

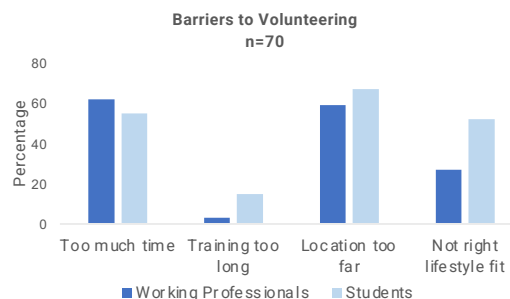
### Facilitators & Barriers to Volunteering:

#### Facilitators:

- **93%** reported positive aspect was **giving back to the community**
- **94%** reported **interest in cause** was a facilitator to volunteering

#### Barriers:

- >55% report barriers being **time commitment & location far away/inconvenient**



### Motivating Factors for Volunteering as a SPAN Coach

	All Participants (n=70)
Virtual	66%
Time Commitment 2 hours/week	49%
Work 1-on-1 with survivor	49%
Interest in healthcare	43%
Interest in CBTF	39%
Interest in adolescents/young adults	34%
Coaching others	33%
Personal connection w/ CBTF population	9%
Need volunteer experience	6%

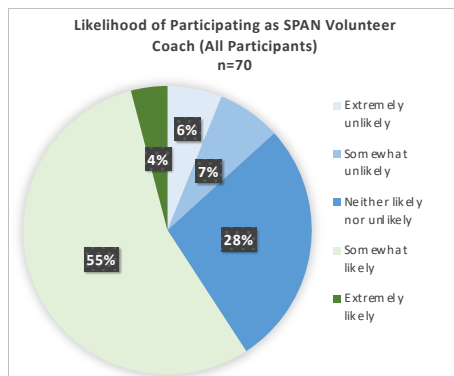
### Recurring Themes in SPAN Feedback:

"I appreciate **time set aside for training**. I think it gives me the opportunity to feel more prepared." – Grad Student

"**One hour (per week) seems adequate expectation** of a coach to provide time in their schedule and just enough time for AYAs to participate." – Grad Student

"Feels like a **big responsibility** as someone with no prior experience" – Working Professional

"Not enough life experience to fully comprehend the challenges those who survived brain tumors face. **With training and meeting individuals in that community, I feel it would become easier to understand these challenges.**" – Grad Student



### Interest in Current CBTF Volunteering Opportunities

	Working Professionals (n=37)	Students (n=33)
Fundraising	35%	39%
Endurance Team	22%	30%
In Person Events	43%	61%
Young Professionals Group	59%	42%
Virtual 1-on-1 resume/job coaching	41%	36%
1-to-1 matches with survivor	16%	64%

## DISCUSSION

- Aim 1:**
- **Facilitators:** Data suggests biggest facilitators to volunteering are feeling of giving back to community, meeting new people, & interest in cause
  - **Barriers:** Data suggests biggest barriers to volunteering are substantial time commitment, inability to volunteer virtually, & inconvenient/far location

**Biggest barriers to volunteerism (time commitment & location) are biggest facilitators in SPAN programming**

- Aim 2:**
- **Feedback on SPAN:** Minimal modification for SPAN programming
    - Majority of participants report:
      - SPAN programming time commitment is "just right"
      - No concerns of working with brain tumor survivor population
    - Open-ended responses revealed concerns about:
      - Working with population due to lack of experience
      - Comprehending challenges population faces

- Aim 3:**
- **Strategies for Recruitment and Retention:**
    - Emphasize SPAN's unique opportunity to volunteer virtually
    - Highlight training & ongoing support provided to SPAN volunteer coaches increase confidence in coaching abilities with population
    - Focus on recruiting students
    - Invite CBTF community members & brain tumor survivors to attend volunteer recruiting event

## CONCLUSION

### Apply Recommendation Report Findings within CBTF:

This project's evaluation of SPAN programming within CBTF provides a better understanding of the implementation of SPAN and overall programming within CBTF. By identifying general motivators and barriers to volunteering, CBTF can use this information to better inform volunteer recruitment strategies and overall program development to support CBTF volunteer recruitment and retention.

### Future Directions:

Results and recommendation report can be applied to NPOs beyond CBTF. As growing demand for community services and volume of staff and funding decreases, NPOs rely more on volunteers to support programming<sup>3</sup>. OTs continue to explore community-based opportunities but can be limited by lack of monetary resources for salary and overall programming. Identifying techniques to support strong volunteer network can provide NPOs with financial stability and program sustainability.

## REFERENCES & CONTACT INFO

Megan Upton, OT/s ([megan.upton@tufts.edu](mailto:megan.upton@tufts.edu))  
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If you are interested in volunteering for the Children's Brain Tumor Foundation, please visit [www.cbtf.org](http://www.cbtf.org) or email Stephanie Freeman, LICSW, EDM at [sfreeman@cbtf.org](mailto:sfreeman@cbtf.org)

