

# VOLUNTEER EXPERIENCE SURVEY RESULTS 2018

FEBRUARY 2019



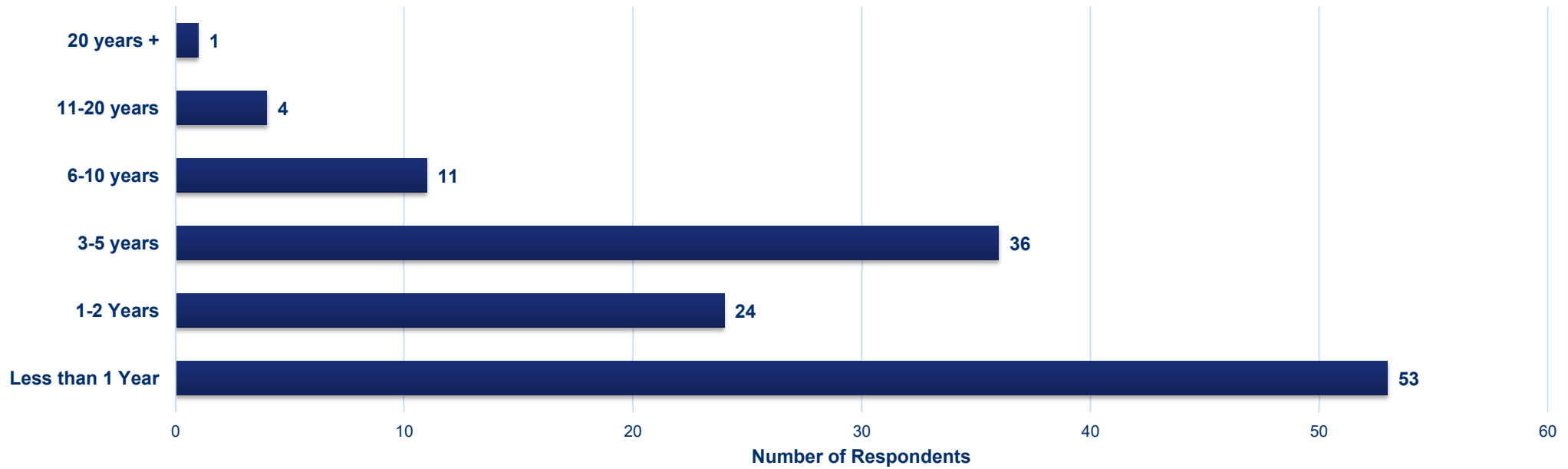
**CFA Society  
United Kingdom**

## 2018 SURVEY KEY FIGURES AND FACTS

- 129 volunteers completed the survey, which only represents 30% of the total volunteer community
- The most noticeable change is in the Net Promoter Score. In 2016, the NPS reported was 15 against a benchmark of 23. In 2018, the NPS increased significantly to 28 against a benchmark of 26. This indicates there has been a positive shift already in views
- Majority of volunteers have felt that many of the improvements made to volunteering in 2018 have had a positive impact on their experience.

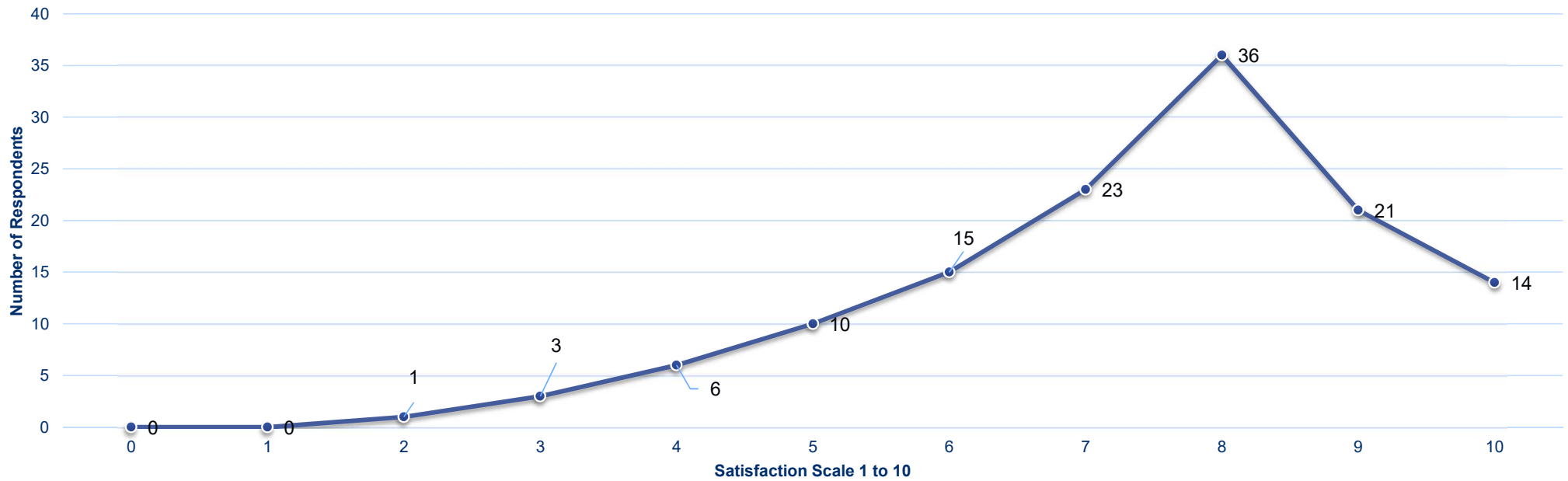
# QUESTION ONE: HOW LONG HAVE YOU BEEN VOLUNTEERING WITH CFA UK?

53 new volunteers (less than 1 year) in 2018 answered this survey, representing 41% of total respondents and suggesting a greater engagement from new volunteers.



## QUESTION TWO: ON A SCALE OF 1 TO 10, HOW SATISFIED ARE YOU WITH YOUR VOLUNTEER EXPERIENCE TO DATE?

72% of respondents gave a satisfaction score of 7 or above suggesting overall satisfaction from the majority. Only 10 respondents reported satisfaction levels 4 or lower.



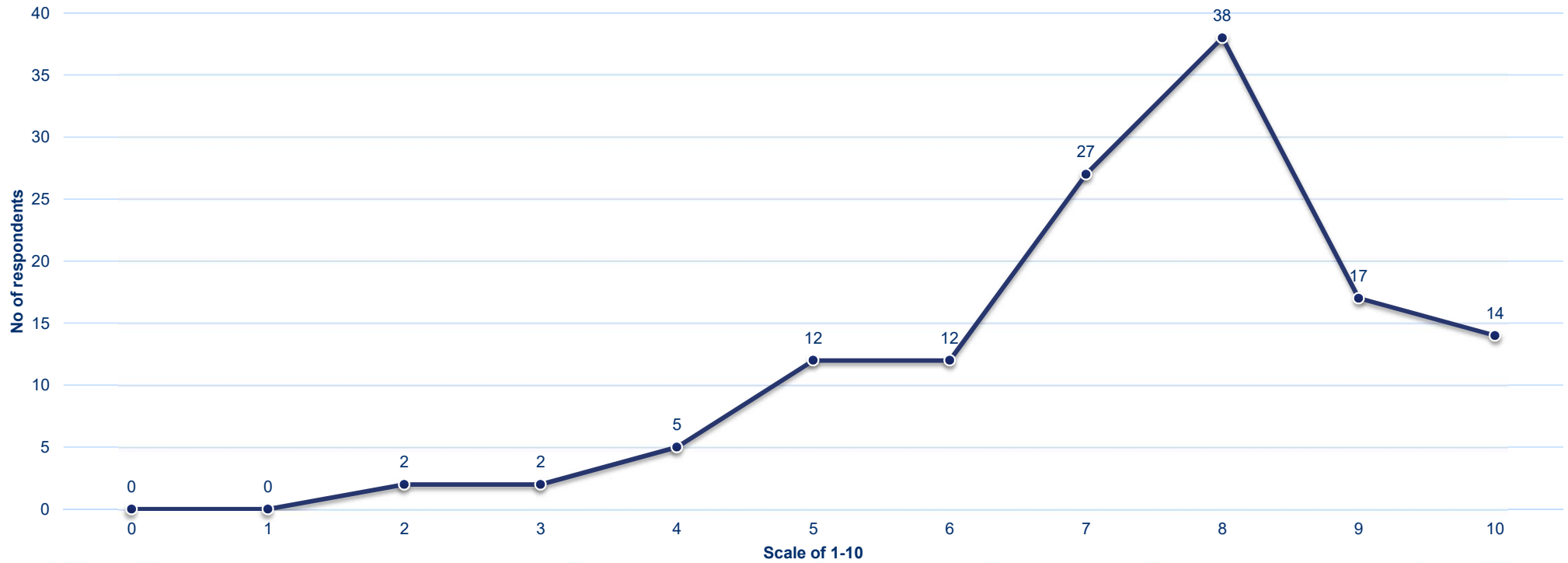
## QUESTION 3: WHAT IS YOUR MAIN MOTIVATION FOR VOLUNTEERING?

Answers were gathered thematically as this was a free text question. Networking maintains its dominance as the main motivation to volunteer, similar to the 2016 volunteer survey.

| Top 10 Motivations for Volunteering | Number of Respondents |
|-------------------------------------|-----------------------|
| Networking                          | 35                    |
| Give back to the profession         | 24                    |
| Gain skills, knowledge and learning | 18                    |
| To develop the profession           | 15                    |
| Sharing experience                  | 12                    |
| Contribute to Society               | 10                    |
| Helping others to develop           | 10                    |
| Motivated by working group remit    | 10                    |
| Be involved with the Society        | 9                     |
| Personal Development                | 5                     |
| Point of Contact CFA and firm       | 5                     |

# QUESTION 4 HOW WELL DOES YOUR CURRENT VOLUNTEER ROLE MEET YOUR MOTIVATIONS TO VOLUNTEER?

Over 50% of respondents reported a “meeting motivation” score of 8 to 10 and only 7% reported a score of 4 or less, suggesting only a small proportion of volunteers are not having the volunteering experience they expected.



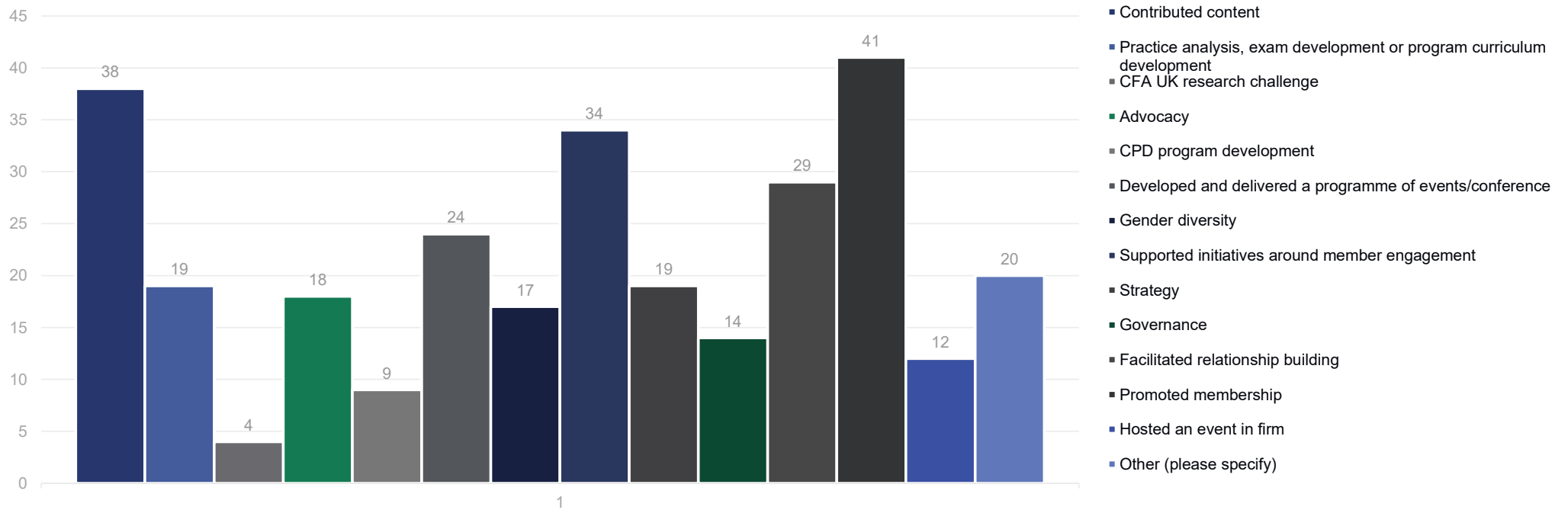
## QUESTION FIVE: FEEDBACK ON YOUR VOLUNTEER EXPERIENCE

By opting to ask for individual opinion on volunteer experience, we have gathered a really wide range of positive, less positive and pot of ideas from our volunteer community. More respondents gave positive feedback, which suggests a general good experience overall

- *The application process was easy, the CFA UK staff is great and I am glad I got involved*
- *As a volunteer leader I have been able to help fellow members with their careers*
- *Very positive learning experience in communication and leadership skills gained from interaction with both staffed office and peers*
- *Much more time-consuming than advertised*
- *Volunteer groups could have access to some platform to organise calendars and share materials*
- *Recognise volunteers and make their profiles more prominent in the industry*

# QUESTION SIX: IN WHICH WAYS HAVE YOU CONTRIBUTED TO CFA UK'S WORK?

The top three areas where volunteers see their contribution is content, promoting membership and supporting initiatives around member engagement.





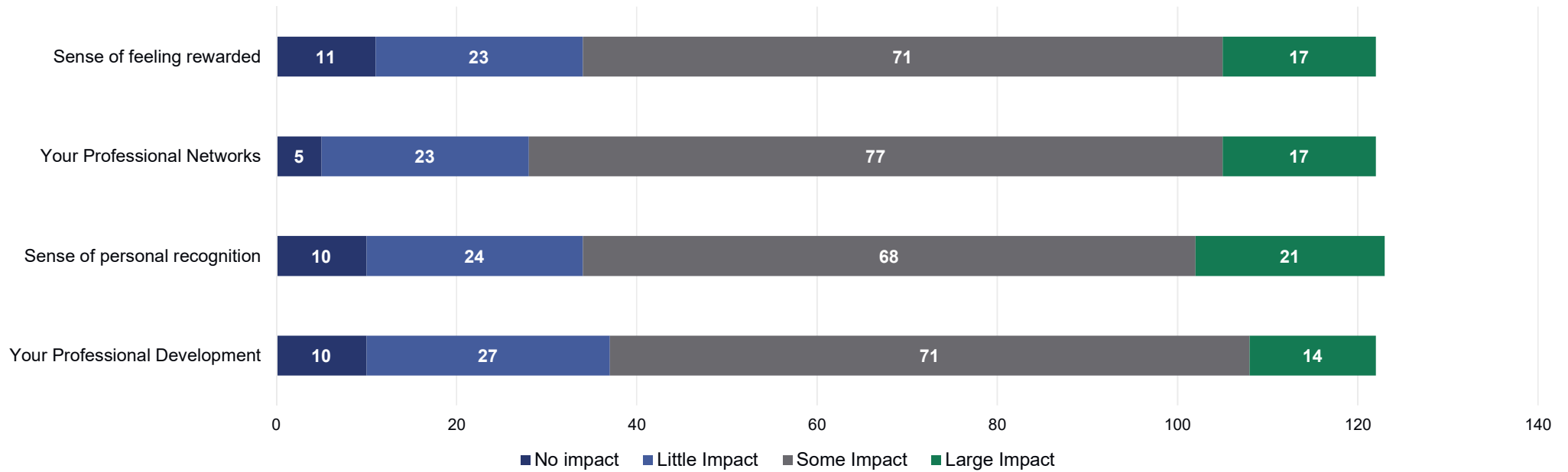
# QUESTION SEVEN: TO WHAT DEGREE DO YOU FEEL YOUR CONTRIBUTIONS HAVE HAD A MEANINGFUL OR MEASURABLE POSITIVE IMPACT ON THE SOCIETY AND ITS MEMBERSHIP?

There has been a net positive shift in the results as less respondents in 2018 felt their contributions had no impact on the Society and more felt they had made “little impact”.

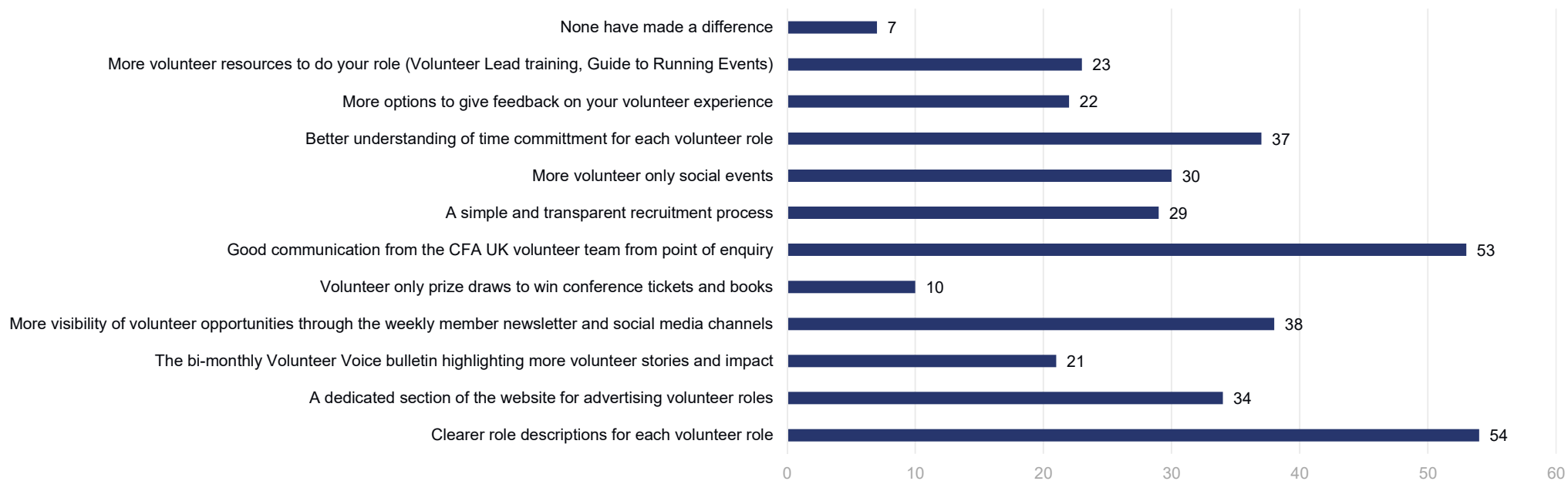
|               | Percentage of respondents reporting how they felt their contribution impacted on the Society |      |                 |
|---------------|----------------------------------------------------------------------------------------------|------|-----------------|
|               | 2016                                                                                         | 2018 | % change impact |
| Large Impact  | 6%                                                                                           | 8%   | +2%             |
| Some impact   | 70%                                                                                          | 65%  | -5%             |
| Little impact | 13%                                                                                          | 22%  | +9%             |
| No impact     | 6%                                                                                           | 2%   | -4%             |
| Other         | 5%                                                                                           | 3%   | -2%             |

# QUESTION 8: HOW YOU DO FEEL VOLUNTEERING AT CFA UK HAS IMPACTED ON THE FOLLOWING AREAS

About 30% of respondents feel little or no impact of volunteering on themselves.

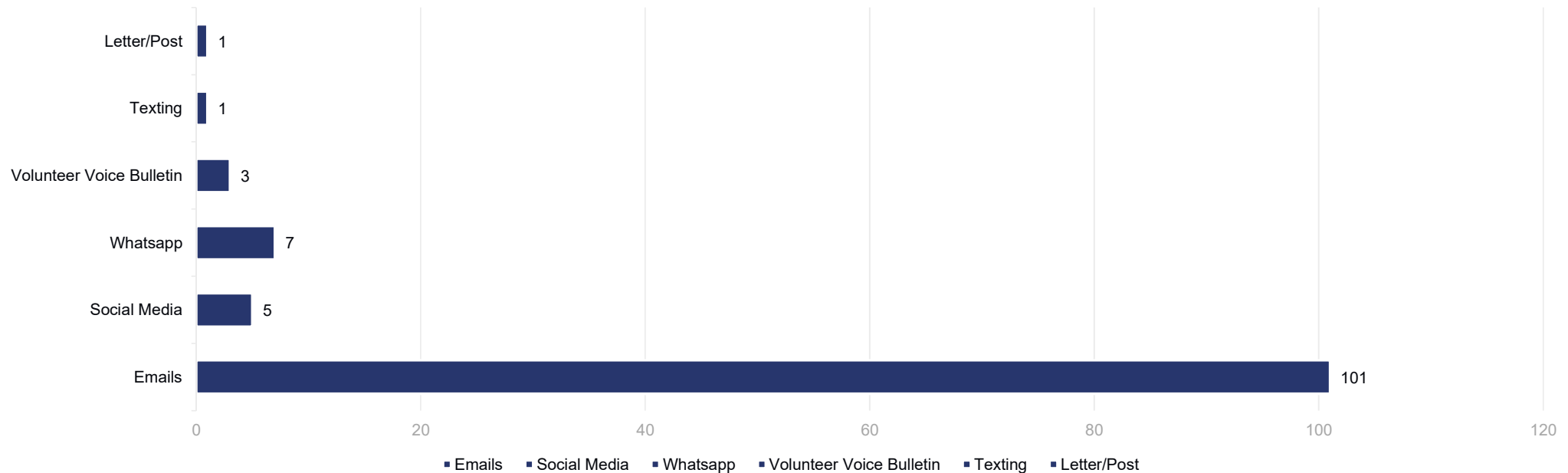


# QUESTION 9: FROM THIS LIST OF IMPROVEMENTS MADE TO THE VOLUNTEER PROGRAMME THIS YEAR, WHICH ONES YOU FEEL MADE A POSITIVE DIFFERENCE TO YOU

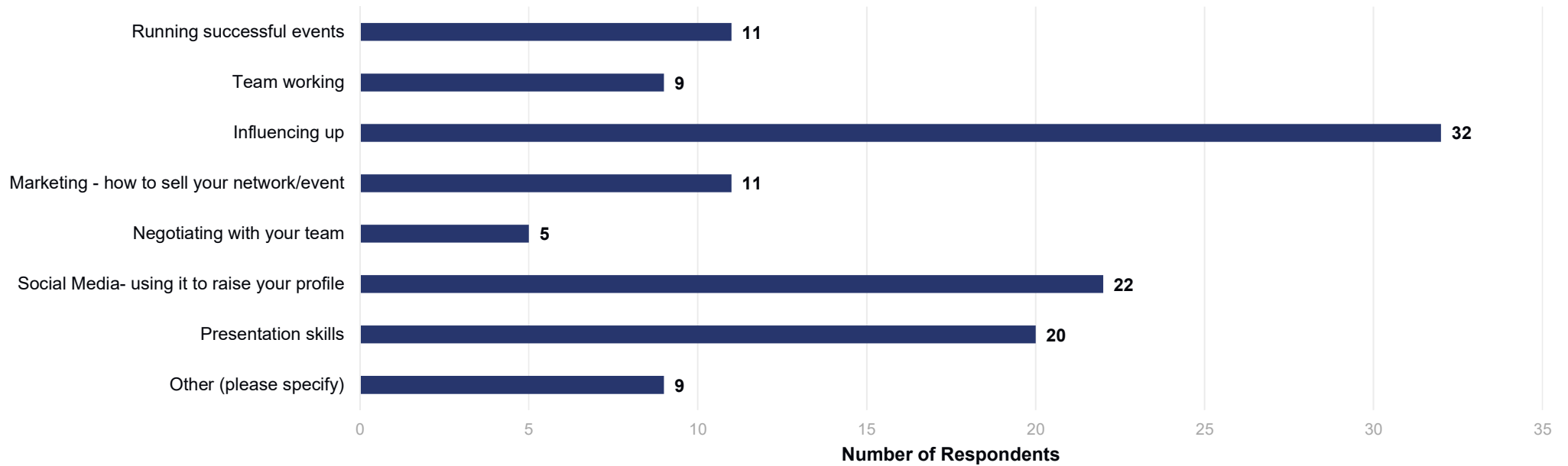


# QUESTION 10: KEEPING YOU UPDATED IS IMPORTANT - HOW WOULD YOU PREFER CFA UK TO COMMUNICATE WITH YOU ABOUT VOLUNTEERING?

Email is still the number one preferred method of communication for volunteers.



# QUESTION 11: WHAT TRAINING OPPORTUNITY WOULD YOU MOST LIKE CFA UK TO OFFER VOLUNTEERS?



## QUESTION 12: TELL US IN YOUR OWN WORDS WHAT OTHER IMPROVEMENTS WOULD YOU LIKE TO SEE IMPLEMENTED TO MAKE YOUR VOLUNTEER EXPERIENCE MORE REWARDING AND MEANINGFUL?

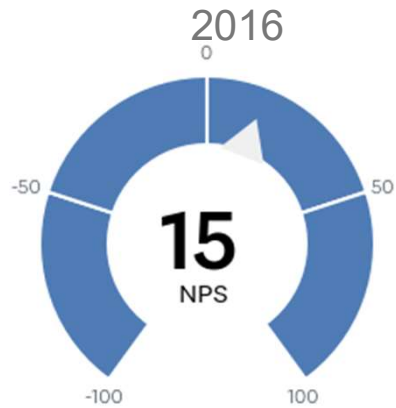
**There were some concurrent themes:**

- More ability to network
- More volunteer events
- Clear training pathway for volunteers
- Transparency of other volunteers to connect to collaborate
- Better volunteer recognition
- Clearer staff support

# HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CFA UK VOLUNTEERING TO A FRIEND OR COLLEAGUE?

The **net promoter score** is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

CFA UK Volunteering NPS



CFA UK Volunteering NPS



The SurveyMonkey Global Benchmark NPS score for 2018 is 26