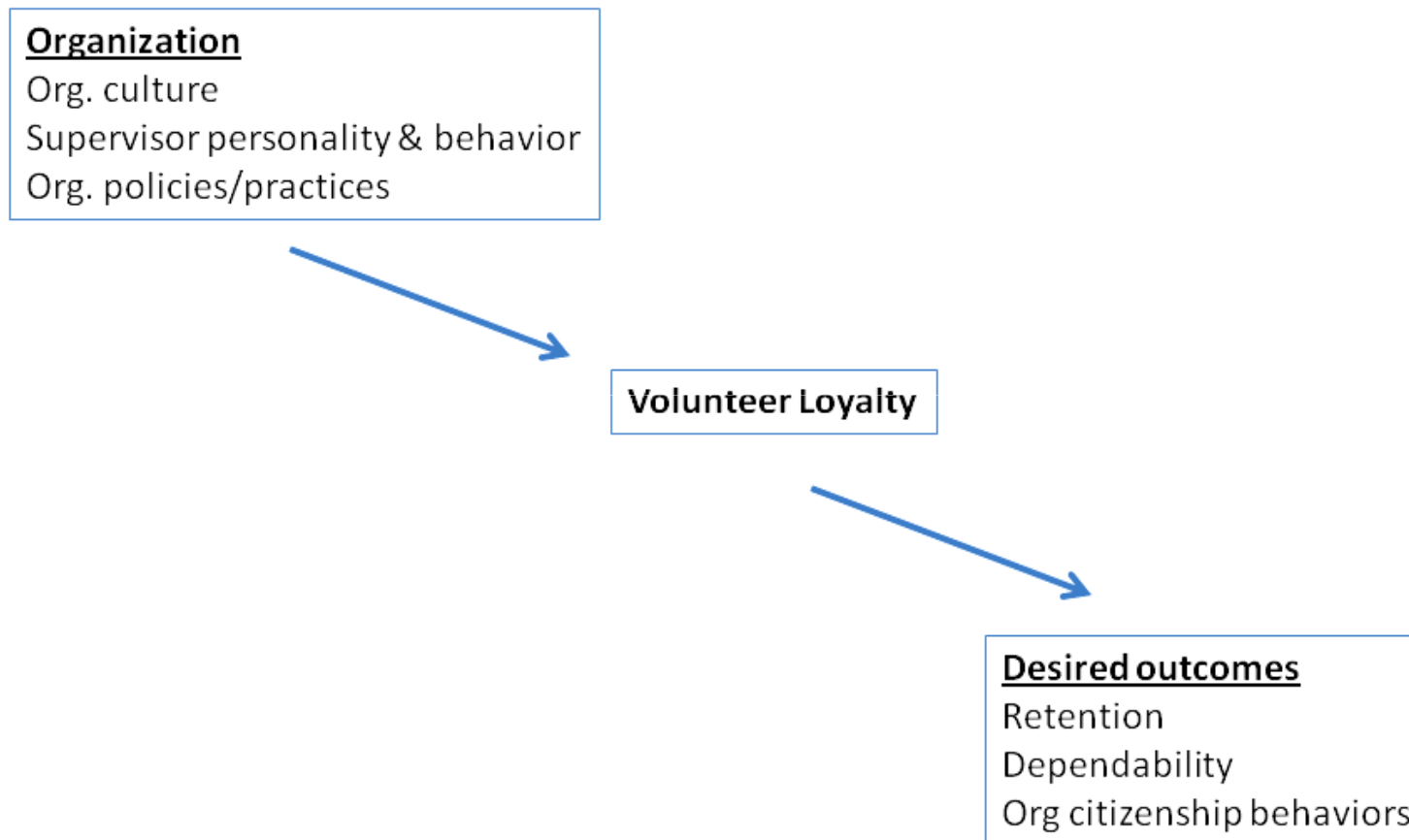


The Conceptualization and Measurement of Volunteer Loyalty

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Fig. 1 Volunteer Loyalty is the Gateway to Desired Outcomes



Volunteer Loyalty

- **Volunteer loyalty**: an emotional state of bonding, a belief in the importance and goodness of your organization's purpose, a duty to support your organization and its cause.

Volunteer Loyalty

- Volunteer loyalty is a leading indicator of behavior; it lets you know how a person feels about your organization in advance of their discontinuation of service.
- Volunteer loyalty is correlated with donation behavior, attitude, willingness to encourage others to support the organization.

Measuring Volunteer Loyalty

- I have worked with a colleague on a series of studies to develop and refine a measure of donor loyalty.
- This measure would generally be included in a questionnaire.
- The comprehensive form of this measure contains 30 statements.

Volunteer Loyalty Scale Items	
1	My organization and I share important values.
2	I feel a sense of belonging with my organization.
3	I feel a need to protect my organization.
4	I am willing to defend my organization.
5	There is a bond between me and my organization.
6	Helping my organization provides me with a sense of purpose.
7	I feel a duty to my organization.
8	I will remain with my organization if it experiences bad times.
9	I am committed to my organization.
10	I am faithful to my organization.
11	I am devoted to my organization.
12	My organization takes an interest in me.
13	I feel connected to my organization.
14	I want to serve my organization.
15	My organization really cares about building a relationship with me.
16	I will support my organization in its time of need.
17	I respect my organization.
18	My relationship with my organization is rewarding.
19	I feel good about supporting my organization.
20	I can depend on my organization.
21	I would describe my relationship with my organization as a partnership.
22	I am dedicated to my organization.
23	My organization has my unconditional support.
24	My organization values me.
25	My organization cares about me.
26	My organization trusts me.
27	I trust my organization.
28	My organization is reliable.
29	My organization can depend on me.
30	I really care about my organization.

Modifications....

- Number of scale items
- Adjust wording for your context

Brief Loyalty Measure for WXYZ	
1	WXYZ and I share important values.
2	I feel a sense of belonging with WXYZ.
3	I feel a need to protect WXYZ.
4	There is a bond between me and WXYZ.
5	I feel a duty to WXYZ.
6	I am committed to WXYZ.
7	I want to serve WXYZ.
8	I will support WXYZ in its time of need.
9	I trust WXYZ.
10	I really care about WXYZ.
11	I am devoted to WXYZ.
12	I will remain with WXYZ if it experiences bad times.

Question Format

Example of Likert scale item

Directions: Please indicate which of the following choices best represents your level of agreement with the following statement.

My organization and I share important values.

Strongly
disagree

Disagree

Neutral

Agree

Strongly
Agree

1

2

3

4

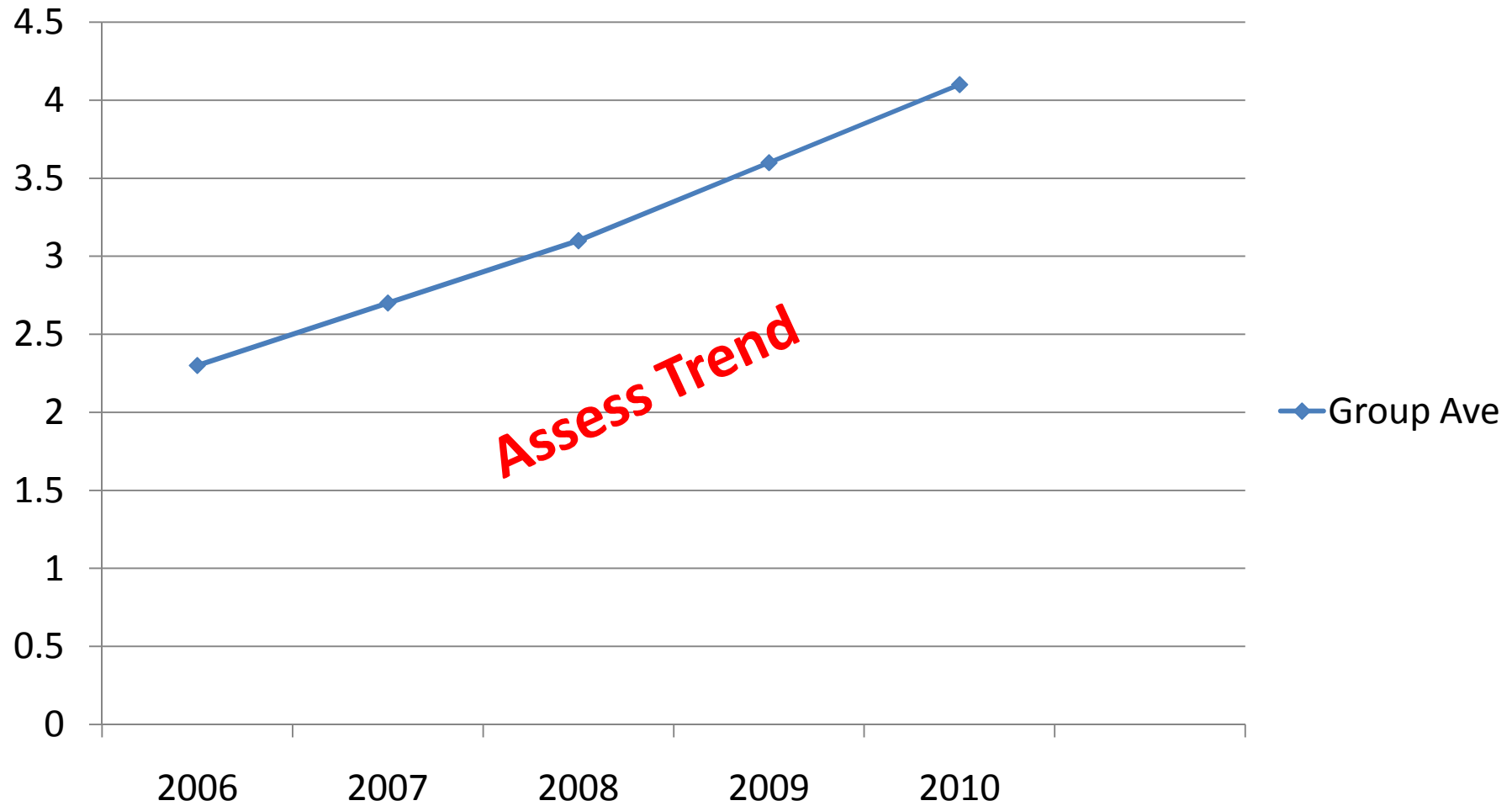
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Data Analysis

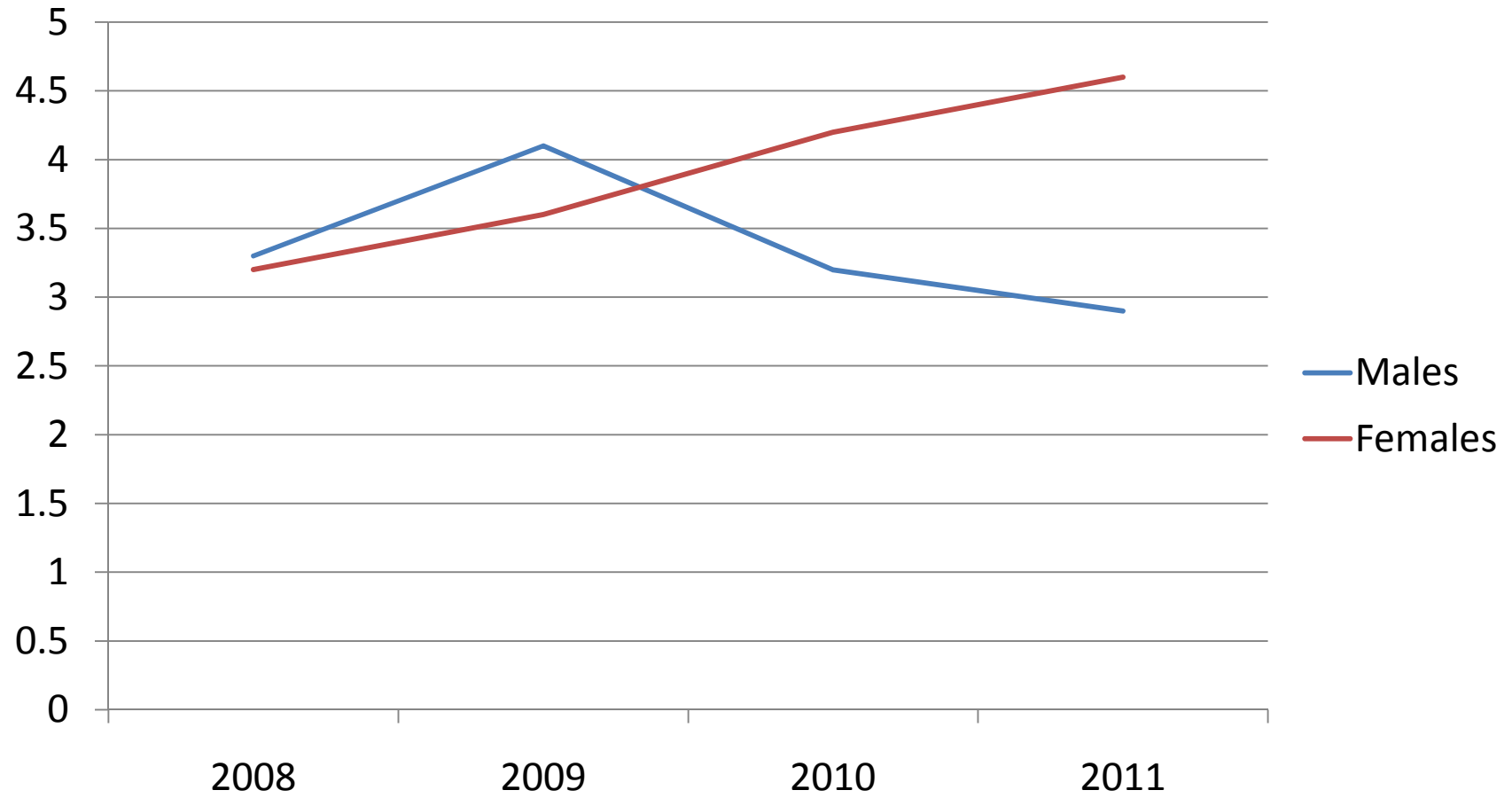
- A mean, or average, is calculated for the summed item responses for each person answering the questionnaire.
- A total mean can then be calculated for all respondents.
- The loyalty measure can be used in statistical analysis to investigate its relationship with other variables that are measured in the questionnaire. Sub-group comparisons can also be analyzed.

Practical uses...

Group Ave



Subgroup comparisons



Continuous improvement

- If you change X, what happens to V.L.?
- You can make changes to determine if they improve V.L.
- Exploratory research may be needed to identify areas for change (focus groups, interviews, surveys, etc.)

Understanding outcomes of loyalty

- As loyalty increases, what happens to:
 - Retention
 - Ave number of hours vol/month
 - Citizenship behaviors (helping other vols, attending meetings, recruiting vols)
 - Performance on assigned tasks

Help us learn

- Share your data