

SKILLS-BASED VOLUNTEERING

CASE STUDY

YouthNet: Leveraging IT Expertise to Build Capacity



The Centre on Philanthropy

The Need

YouthNet is a nonprofit organisation that provides Bermuda's youth with positive role models in a school setting.

Their school-based mentoring programme aligns the strengths of young people (mentees) with the strengths of adults and peers (mentors) in a positive and nurturing environment; promoting opportunities for young people to thrive through positive relationships.

YouthNet leverages their website as a key recruitment tool for potential volunteers to learn about the different programmes and register their interest to get involved as a mentor.

Website maintenance requires very specific technical expertise, which is very timely and expensive. Like many nonprofits in Bermuda, YouthNet does not have a staff member on their team with the necessary skills to update and maintain their website.

The Proposed Solution

YouthNet needed to transfer their web content to a simplified content-management system and increase capacity of staff members to maintain the website. This result would meet their organisation's strategic objective of raising the profile and awareness of YouthNet amongst all stakeholders through the website. Ultimately, their goal is to attract more volunteers as mentors for their programmes.

The outcome would also reduce dependency on an external consultant to manage and update information on the website thus increasing efficiency within the organisation and reducing costs.

Proven Results

The skills-based volunteer team from RenaissanceRe invested a significant amount of time and energy to partner with YouthNet to drive the direction of the project.

Their efforts resulted in a decision to convert YouthNet's website to a simplified user interface-platform via an external vendor who would complete the conversion while maintaining the look and feel of the website. This means that YouthNet stakeholders including prospective volunteers are able to easily navigate the site to access information about the organisation such as the key programmes.

Finally, the skills-based volunteer team took it upon themselves to ensure the project deliverables were met and provided training on Wordpress to YouthNet staff so that team members were comfortable making their own changes to the site. Their accomplishments include the creation of YouTube videos that future YouthNet staff can utilise to maintain the website ensuring the sustainability of the project over the long-term.



YouthNet

RenaissanceRe

SBV Best Practices Identified

- ✓ Project is completed and delivered in a timely manner
- ✓ Project deliverable is implementable and sustainable
- ✓ Nonprofit and skills-based volunteer team expectations met
- ✓ All parties involved report high satisfaction with group's interactions
- ✓ Nonprofit reports impact on their organisational goals

