

## **Part B: Collections of Information Employing Statistical Methods.**

### **B1. Respondent Universe and Sampling Methods**

The potential respondent universe consist of all individuals 16 years and older, who are living in the cities where the focus groups will be conducted. Participants will be selected for the focus groups through a telephone screening process.

The screening will take a randomized population in the target market and place qualified potential participants into “buckets”, which will include volunteers, individuals who no longer volunteer, and individuals who have never volunteered. After participants have been placed in all of the “buckets,” final participants will be chosen that represent a diverse range of factors including gender, age, and racial/ethnic background. In total, there will be approximately 22 focus groups, each attending by about 12 individuals (an estimated total of 264 individuals).

The focus groups will take place in New York, NY; Tampa/St. Petersburg, FL; Atlanta, GA; Chicago, IL; and San Diego, CA. The cities were selected based on regional representation (West, Midwest, East, and South). Another determining factor in choosing the cities above is that they have a diverse and substantial population where it will be possible to select a representative pool of participants.

### **B2. Information Collection Procedures**

#### Focus Group Methodology

This study will rely on focus groups to collect qualitative data on the behaviors, attitudes, and factors which influence the decision to start volunteering and continue volunteering from year to year. The study will target volunteers, individuals who no longer volunteer, and individuals who have never volunteered to learn more about the following questions:

- What factors influence an individual’s decision to volunteer and to continue volunteering from year to year?
- To what extent do social networks influence an individual’s likelihood of starting or continuing to volunteer?
- To what extent do volunteer management best practices (including volunteer screening, matching, training, and recognition) influence volunteer’s perception of their experience and their likelihood of continuing to volunteering?
- To what extent do new volunteer technologies affect an individual’s interest in volunteering (e.g., televolunteering and virtual volunteering)?

There will be three components to each focus group: An introduction, an outline of questions, and a closing statement. The introduction will include welcome remarks, an overview of the study, and brief introductions. Each focus group will begin by collecting information about participants’ experiences and exposure to volunteer service. The focus group discussions will depend in part upon the responses from participants. The closing statement will include a thank you and discuss how the data will be used.

Data will be collected through audio and video recordings of focus groups participants' statements. The analysis process consists of the project team and the focus group moderator reviewing each video and audio tape and matching project objectives to focus group participant's comments. Findings will be presented in a final report that will provide an executive summary of key findings and a detailed report to support the findings, including specific quotes from participants.

### **B3. Methods to Maximize Response Rates**

Each group will consist of approximately 12 participants. In order to maximize response rates, participants will be offered an honorarium of \$100 per participant. The honorarium is also meant to off-set any transportation expenses experienced by the participant.

### **B4. Tests of Procedures**

No testing will be conducted of the Focus Group Protocol. The questions in the focus group protocol are adapted from successful qualitative studies that have measured volunteer satisfaction and the perceptions around volunteering.

### **B5. Statistical Consultants**

The data will be collected and analysis conducted by Jacobs, Jenner & Kent, 111 South Calvert Street, Suite 2700, Baltimore, Maryland 21202. The Project Director for Jacobs, Jenner & Kent is Wayne Jacobs, Phone (410) 752-4810.