



 **experience matters**
CONNECTING TALENT WITH COMMUNITY



December 2, 2014

***Leveraging
Community
Engagement in the
Public Sector***

 **experience
MATTERS**

“Contributed Talent: The Ultimate Return on Investment for Our Community”

“Organizations that engage at least 10 volunteers are equally as effective as their peers with no volunteers, ***but at almost half the median budget.***”



Senior Partner and Chief Research and Learning Officer
TCC Group

experiencemattersaz.org

Unpaid Talent: An Astronomical Return on Investment



178,000 volunteer hours in 2009

@ \$20 per hour = \$3,560,000
of Financial Resources

NOT including Fundraising, Donations & Legacy Gifts

An operating budget of \$750,000
would be a

500% return on investment (ROI)



Phoenix Art Museum

“Largest museum between Los Angeles and Denver”

Not ranked on any list I could find of top 20 or 25 most visited or largest

YET...they have the fourth largest volunteer program of any museum in the US.

How else could they survive out here??



EXAMPLES FROM THE PUBLIC SECTOR



- City of Phoenix Mayor's Office
- City of Phoenix Read On Initiative
- City of Maricopa
- Maricopa County