



This short guide introduces you to the information collected by the Nature Volunteers website for conservation organisations interested in improving the success of their projects. On the left we have used the results for March 2020 as an example and on the right we have added notes to suggest how each type of result may be useful.

Project Performance

Here you can find out which projects are performing best on Nature Volunteers based on project views, sign up clicks and ranking. You can also see what kind of projects users, on average, are searching for across the UK or in your own county using the drop-down menu in the Volunteers Search section.

The Project Performance results are produced monthly and registered conservation organisations can log on to see how well their own projects are doing on the website.

PROJECTS

Your Projects

This is how your project has performed on Nature Volunteers this month. Each month the average position of your project in the search results is calculated, the number of times your project advert was viewed and how many people clicked your sign-up button. The total number of project views and sign up clicks since your project was activated is also calculated.

Project	This month			Total	
	Average Ranking	Project Views	Contact Organisation Clicks	Project Views	Contact Organisation Clicks
<i>e.g. Botanical Survey</i>	<i>10 out of 63</i>	<i>15</i>	<i>5</i>	<i>27</i>	<i>9</i>



Top 10 Ranked Projects

The average position of a project in the search results is calculated for each month. These are the projects which on average performed best in March.

Environment Monitor



Slades Farm Garden



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Organisations can also see the top ten projects each month across the UK and so learn what sort of projects are getting most interest on the website.

We measure interest three ways - the average ranking of each project by volunteer searches, the number of times that volunteers view each project and how often they click the contact organisation button.

We only show the most successful projects so organisations can learn what they are offering volunteers above what their own projects offer which might contribute to their success.

Top tip – It can be something really simple to do e.g. uploading a nice photo of your project rather than a logo :-).

Top 10 Project Views

These are the projects which received the most project views in March.

Slades Farm Garden



Volunteer Ranger



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Top 10 Project Contact Organisation Clicks.

These are the projects which received the most contact organisation clicks in March.

Volunteer Ranger



Working For Wildlife



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VOLUNTEERS SEARCH

Top 5 Locations

Volunteers can filter their project searches by county. These are the top 5 locations searched for last month.

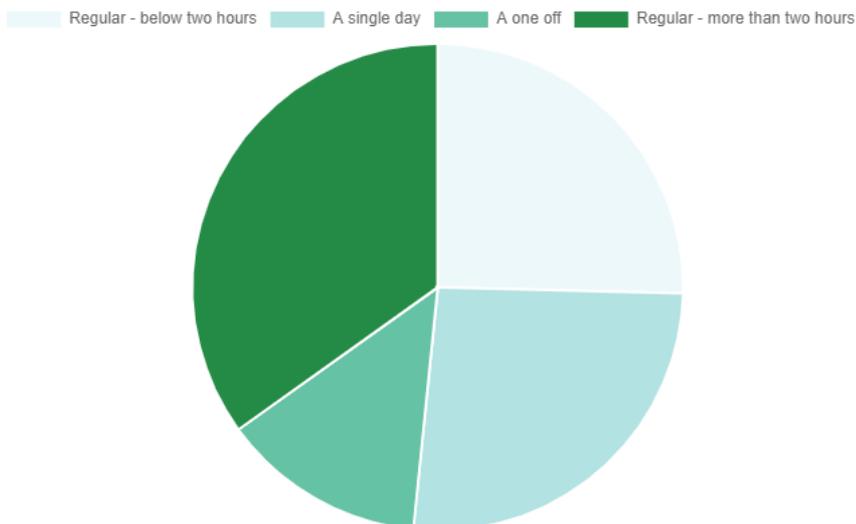
1. Dorset
2. East Sussex
3. Devon
4. National
5. Kent

To find out what users are searching for in your county use the drop-down menu to select your location.

Show Results

Duration Pie Chart

Volunteers have the option to filter their results by the duration of the project. This is the total number of times each option was selected by users in March.



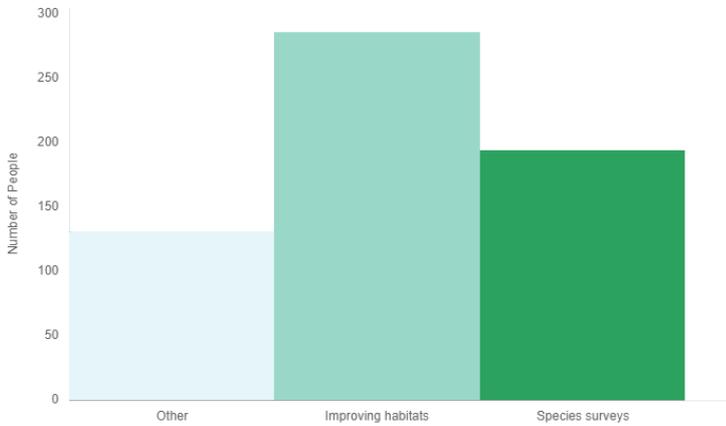
Nature Volunteers also uses the anonymous results from volunteers using the Find a Project function to show organisations what kind of projects volunteers are looking for. The Top 5 location results show organisations where the most demand is for volunteer projects. We provide results for each month and these can be viewed by individual counties as well as for the UK.

This information can help organisations understand the needs and interests of volunteers and consider these when designing future projects. For example, results from March show that most volunteers are looking for a regular project that last more than two hours. This information could help to prioritise future projects according to the needs of volunteers in their county.



Project Type

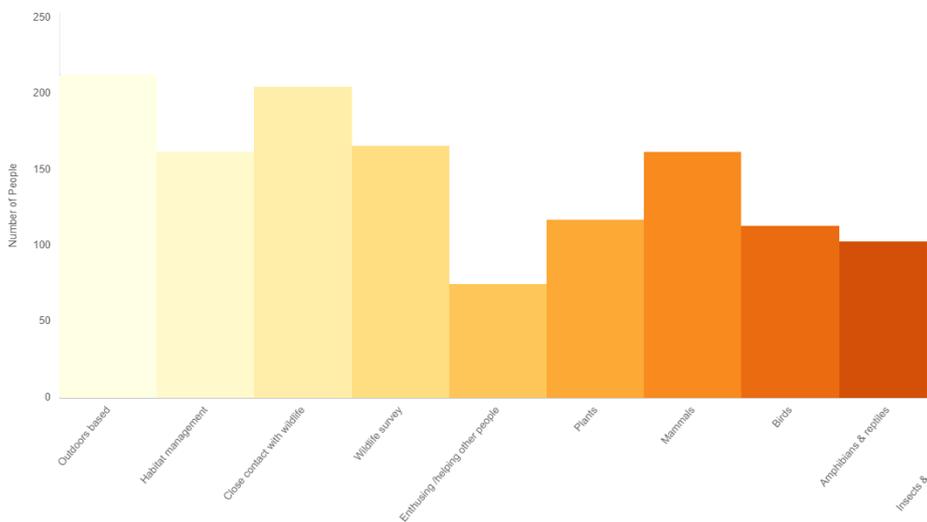
These are the total number of times project types have been selected by users in March.



Project Type and Project Keywords help to highlight topics of interest to volunteers. It may not be possible to tailor projects according to this (you can't have close contact with wildlife if the project is data entry!) but it can help to explain why a project may not be attracting as much interest as others.

Project Keywords

This is the total number of times keywords have been selected by users in March.

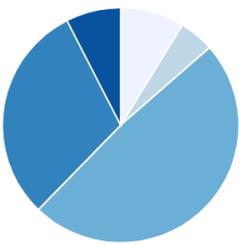




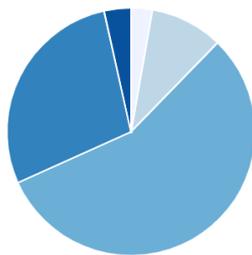
Find Projects Questions

Volunteers are asked to answer 5 questions relating to important factors when searching for a suitable volunteer project. These pie charts show the responses for each question for March.

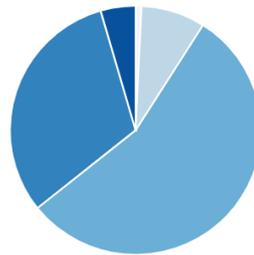
- No not at all
- Not really
- I don't mind
- It would be nice
- Yes essential



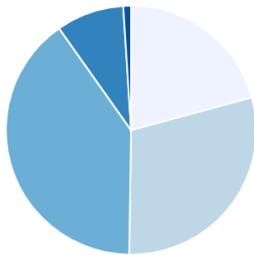
Do you want a project that uses relevant skills/experience?



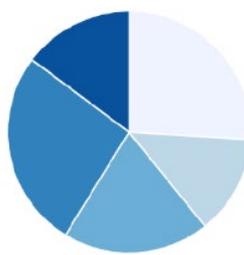
Are you looking for something social?



Do you want to do something involving lots of physical activity?



How much do you want to do something suitable for families with children?



Do you need organised transport (Public/lift share)?

Volunteers finding projects on the website also provide answers to five questions that volunteers and conservation organisations in workshops felt were important criteria for many volunteers.

Organisations can see how many users selected each answer by scrolling over the pie chart. Organised transport has shown the greatest variety of answers, highlighting its importance to volunteers.

We hope this has shown the ways in which the Nature Volunteers website can help communicate useful information from volunteers to nature conservation organisations.

The Project Performance page is updated on the 1st of each month and registered organisations can access it from their dashboard.

If you have any feedback on the website or would like more information, then please contact us at naturevolunteers@bournemouth.ac.uk.