PROFILE ENHANCEMENT

FINAL REPORT 2024-25

Prepared By:

Jess Beutler
Katie Padmore

INSPIRING
SERVICE

In partnership with:

getconnected
by Galaxy Digital

Executive Summary

In partnership with Galaxy Digital, Inspiring Service launched a national Profile Enhancement Initiative in 2024 aimed at improving the digital presence of nonprofit organizations on volunteer recruitment platforms. The project focused on enhancing nonprofit profiles within the Get Connected network to help volunteers more easily discover and engage with meaningful opportunities.

Leveraging a combination of crowdsourcing technology and virtual volunteers, Inspiring Service reviewed and assessed thousands of nonprofit profiles. The process involved suggesting updates to key profile elements such as logos, website and social media links, and organizational descriptions. Each set of recommendations was submitted to the nonprofit agency for approval before any changes were implemented.

This initiative was designed to reduce the burden on nonprofits—many of whom lack the capacity to keep their digital presence up to date—and to boost visibility and engagement across the volunteer ecosystem. The overarching goal was to create a seamless, modern, and inspiring experience for volunteers while helping nonprofits strengthen their recruitment pipelines and focus on their core missions.

By increasing the discoverability and appeal of agency profiles, the project helps build stronger volunteer communities and supports the long-term success of volunteer centers across the country.

"I'm not the greatest on the computer. This type [of] assistance is greatly needed to attract people. Thank you for offering this service."
— Agency Manager on GetConnected

"The recommendations have been very helpful in spotlighting the important work our agencies are doing."
– GetConnected Site Administrator

Goals & Desired Outcomes

The Profile Enhancement Initiative aimed to increase the likelihood that volunteers would express interest in posted opportunities by improving the quality and clarity of nonprofit profiles. The project also sought to strengthen the overall health of each participating local volunteer site (domain), provide valuable capacity-building to site administrators and agency managers, and improve communication between site admins and the appropriate contacts at each agency.

01. Increased likelihood of volunteers expressing interest in posted opportunities.

By updating nonprofit profiles with accurate, engaging, and complete information, more volunteers would be able to identify aligned opportunities and be motivated to take action.

02. Improve the overall health of every participating domain.

Cleaner, more accurate domains (local GetConnected sites) —with up-to-date and engaging agency profiles—would create a better volunteer experience by making it easier to find and trust relevant opportunities.

03. Provide a beneficial capacity-building service to site admins and agency managers.

The process would serve as a low-lift but high-value support service, enabling staff with limited capacity to improve their digital presence and volunteer engagement.

04. Improve site admin's outreach efforts and ability to communicate with the correct individual at agencies on their site.

Site admins could strengthen communication by identifying and resolving outdated contact information, improving the effectiveness of future engagement and platform use.

Who, Where, & When

Profile enhancement began in early 2024, with final approvals concluding in June 2025.

40 Domains Participated in Profile Enhancement

Domains (local GetConnected sites) across the United States (and 1 from Canada) received the opportunity to "opt-in" to the Profile Enhancement Initiative. All domains in Michigan were included due to Inspiring Service's pre-existing partnership with the Michigan Community Service Commission to improve volunteering technology across the state.

Site Administrators

Administrators of each local GetConnected domain aided in outreach and awareness to agency managers within their domain. Site admins were also involved in reviewing flagged profiles and in some cases, approving on behalf of agencies.

Agency Managers

Representatives from agencies are responsible for managing profile & volunteer opportunity postings. Galaxy Digital informed agency managers about the project when profiles were ready for their review and approval.

Crowdsourcing Approach

Over 1,000 remote volunteers were recruited to assist Inspiring Service in gathering publicly available information to improve agency profiles.

Using Inspiring Service's crowdsourcing technology, volunteers followed a three-step process:

1. Review each agency's website, social media, and other authoritative sources.
2. Suggest profile updates to better engage prospective volunteers.
3. Submit to a quality reviewer for a second pass before sending recommendations to the agency for approval.

Image: The Land, CC BY-SA 3.0, via Wikimedia Commons

Key Profile Elements

In addition to reviewing and verifying key information about each organization, including organization name and logo, Inspiring Service focused on recommendations for:

Images

Images that show volunteers "in action" to demonstrate to potential volunteers the type of work they would be engaging in.

Links & Logos

Active and accurate social media and useful website links related to the organization.

Descriptions

Concise "About Us" and "What We Do" descriptions tailored to an interested volunteer on what the agency does and why.

Contact Info

Email and phone contacts relevant to volunteer programs with preference for evergreen contact details.

Outcomes Summary

- A majority of participating agencies reviewed and accepted recommendations, resulting in a significant increase in up-to-date organization profiles through the Get Connected Network.
- At this early stage, there has been a positive but not significant change in the number of volunteer needs posted by agencies.
- The initiative was highly valued by both agency managers and site administrators, resulting in increased engagement and activity across participating domains.

Evaluation Results

Goal: Increased likelihood of volunteers expressing interest in posted opportunities.

Objective 1:

Profiles are updated with accurate and up-to-date information.

3,637 Agencies
now have an enhanced* profile

*profiles that were improved through the Inspiring Service process with any number of recommendations accepted.

accounting for **73% of all profiles** completed by the Inspiring Service team & volunteers.

On average, 72% of agencies on each participating domain have profiles enhanced through this initiative.

Goal: Increased likelihood of volunteers expressing interest in posted opportunities.

Objective 2:

Improve profile visibility and accessibility for potential volunteers.

62%

of domains saw an average increase in volunteer responses.*

Measured three months after reaching 50% of profile recommendation approvals, compared to the same quarter in the prior year.

*Based on 29 of 40 domains; this figure will be updated as additional data becomes available.

Flagged Profiles

960 profiles flagged as questionable or duplicate

24 profiles flagged on average per domain

Duplicate or inappropriate profiles (e.g., closed nonprofits) were flagged for removal, as they hinder volunteers from finding active agencies. These were reported to Site Admins for review.

Objective 3:

Increase the number of active needs posted by nonprofits.
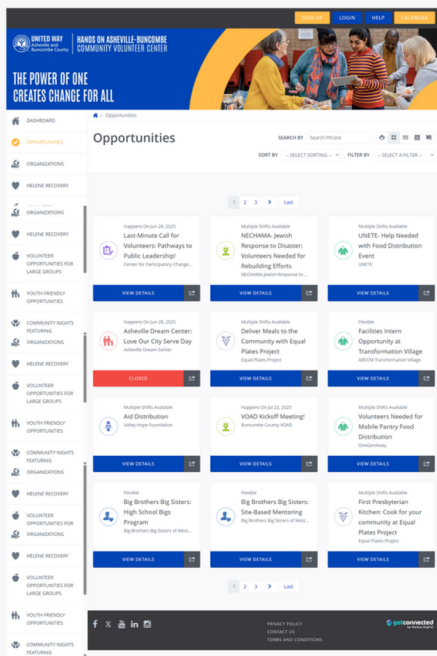
6% Increase in Total Active Needs

Average of 15% increase per domain

On average, the total number active needs increased across domains. This assessment is focused on agencies that approved/rejected changes to their profiles to understand impact of enhancement.

4% Increase in Number of Agencies with Active Needs

Average of 7% increase per domain

Similarly, the total number of organizations with active needs increased across domains. This assessment is also focused on agencies that approved/rejected changes.

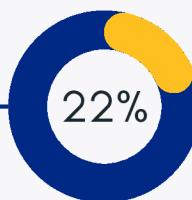**Goal:** Improve the overall health of every participating domain.

More robust and corrected information is populated in profiles
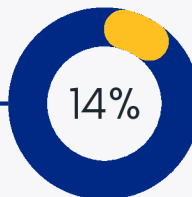

Filling in the blanks

While all profiles received reviews and updates a significant portion started with entire profile sections that were empty. The largest impact is seen with photos.
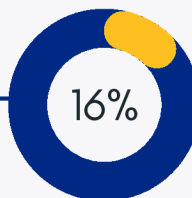
Of the 3,637 approved profiles:
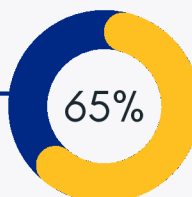
Logos

22%

of profiles had a logo added.

Descriptions

14%

of profiles had one or both description fields added.

Links

16%

of profiles had a website link added.

Photos

65%

of profiles had photos added, having had none previously.

Goal: Improve the overall health of every participating domain.

Improve site admin's knowledge and awareness of their domain.

Site admins played an active role in the process to improve their domain for the volunteer experience:

60 meetings were facilitated between Galaxy Digital & Site Admins to foster engagement towards the success of the project.

37% of profiles flagged by Inspiring Service as questionable or duplicate were deactivated.

On average, 12 profiles were deactivated per domain.

2,859 profiles were approved by the site admin, accounting for 79% of all profiles.

Increase site admin and agency engagement.

28% ↗

overall increase in site admin login instances

19 domains had a positive change in logins from April 2024 – April 2025

17 domains had a negative or neutral change in logins from April 2024 – April 2025

2% ↗

increase in agency manager login instances

17 domains had a positive change in logins from their before vs. after timeframes

20 domains had a negative or neutral change in logins from their before vs. after timeframes

Goal: Provide a beneficial capacity-building service to site admins and agency managers.

Objective 1:

Provide a satisfactory benefit for site managers through profile enhancement.

> We greatly appreciate this face lift. I really do believe this will drive more folks to our site and increase the likelihood of volunteers connecting with agencies.

> ...the support and help was very much appreciated not by just us, but our nonprofit partners as well. They never have the time nor the expertise to do this kind of work. This certainly helped us to have a better conversation with our partners on the site in our quarterly calls with them.

> Thank you so much for this service. It really was the refresh our site needed! As we're getting ready to revamp the site this year, knowing that all the information is updated is extremely helpful.

Objective 2:

Provide a satisfactory benefit for agencies through profile enhancement

Agency Manager Satisfaction

94%

of agency managers* reported a 3+ score out of 5 for satisfaction with the process and recommendations provided. 80% of responses responded with a 4+.

*total of 603 responses

Positive Trends
Feedback from 3-5 star responses:

- Appreciation for the service and ease of use. (16)
- Prompted user to update or review profile info. (3)
- Appreciation for corrections or outdated info being caught. (4)
- Positive feedback about ease of process. (2)

Constructive Feedback
Feedback from 1-2 star responses:

- Frustrations with technical issues. (5)
- Incorrect or outdated content recommended. (3)
- Edits that didn't reflect organization's identity. (3)
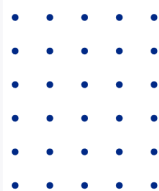
Goal: Improve site admin's outreach efforts and ability to communicate with the correct individual at agencies on their site.

Reduce outdated contact info and improve response rates.

33 site admins successfully contacted and engaged

Through communication and outreach to both site admins and agency managers in participating domains, Galaxy Digital was able to remove **744 out-of-date email addresses** from their database for site admins and agency managers.

This cleanup will improve Galaxy Digital's ability to communicate with and engage users throughout the network.
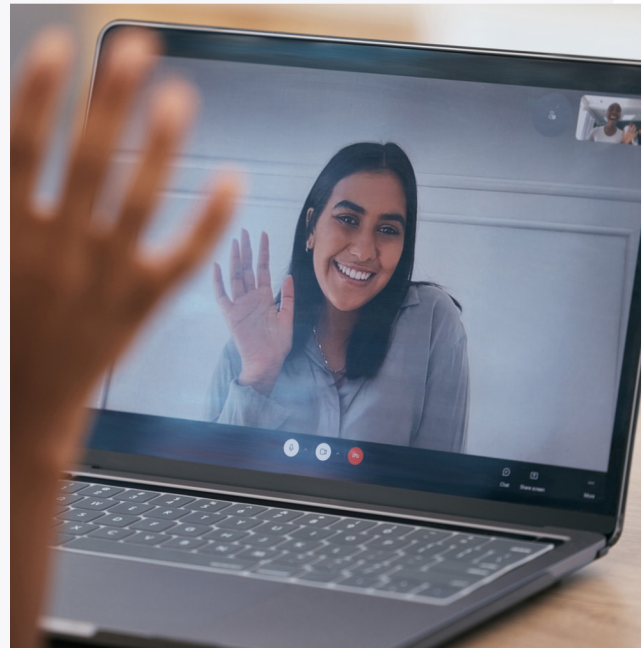
Special Acknowledgements

Thank you to the many hundreds of volunteers, students, and interns that supported this project through the crowdsourcing component.

We also deeply appreciate the time, effort, and trust given to us by the agency managers and site administrators in supporting this collaborative effort to improve the volunteer experience through profile enhancement.

Evaluation Framework

Goal	Objectives	Metrics	Results
Increased likelihood of volunteers expressing interest in posted opportunities.	Profiles are updated with accurate and updated information.	Average number of agencies with an enhanced profile on domain	90
		Number of agencies in a domain with an enhanced profile	3,637 (73%)
		Number of domains with improved profiles	38 (95%)
	Improve profile visibility and accessibility for potential volunteers.	Number of flagged profiles per domain	24
		Total Number of flagged profiles	960 (16%)
		Number of domains with an increase in volunteer responses (3-months post 50% mark of approvals compared to same quarter PY)	18 (62%) *Based on 29 domains, final data forthcoming*
	Increase the number of active needs posted by nonprofits.	Number of active needs before/after (Approvals that came from Agency Manager)	1,223 / 1,294 Overall % Change = 6% Average Domain % Change = 15%
		Number of org. with active needs before/after (Approvals that came from Agency Manager)	358 / 372 Overall % Change = 4% Average Domain % Change = 7%
Improve the overall health of every participating domain.	Improve site admin's knowledge and awareness of their domain.	Average number of deactivated profiles per domain after site admin outreach	12
		% flagged profiles deactivated profiles after site admin outreach	37%
		Number of informational meetings with site admins	60
		Number of profiles reviewed and approved by site admin	2,859 (79%)
	More robust and corrected information is populated in profiles. *after stats are gathered only for the APPROVED profiles	Number of new links added in fields they didn't exist before	6,841
		Number of links removed from profile entirely	577
		% of profiles with no website prior to approval	16%
		Number of profiles without logos prior to approval	782
		% of profiles without logos prior to approval	21.5%
		% of profiles without photos prior to approval	65.3%
		% of profiles with either description field empty prior to approval	14.11%
	Increase site admin and agency engagement.	Average active site admin logins	28% increase 19 domains positive change; 17 negative/neutral change
		Average active agency logins	2% increase 17 domains positive change; 20 negative/neutral change
Provide a beneficial capacity-building service to site admins and agency managers.	Provide a satisfactory benefit for site managers through profile enhancement	Open-ended feedback from site admin	*Qualitative data documented elsewhere*
	Provide a satisfactory benefit for agencies through profile enhancement	Open-ended feedback from agencies	*Qualitative data documented elsewhere*
		Rating of satisfaction with profile recommendations	94% satisfied (3+ rating out of 603 responses)
Improve site admin's outreach efforts and ability to communicate with the correct individual at agencies on their site.	Reduce outdated contact info and improve response rates.	Number of bounced email addresses removed	744 identified bounced emails
		Number of site admins successfully contacted and engaged	29

Grouped Domain Approval & Completion Figures

The following table shows the distribution of domains by the percentage of profiles reviewed and approved by Agency Managers or Site Admins, along with the total number of profiles completed and approved in each category.

% Reviewed	Total # of Domains	Profiles Completed	Profiles Approved
100%	22	3074	3047
75-99%	4	271	255
50-74%	1	170	84
25-49%	3	326	126
0-24%	9	1190	125

% Reviewed = % of completed profiles approved or rejected by Agency Managers or Site Admin
Profiles Completed = # of profiles with Inspiring Service recommendations sent to agency managers
Profiles Approved = # of profiles approved by or on behalf of the Agency Manager or Site Admin

We help people connect with meaningful opportunities for service.

Inspiring Service is a national nonprofit working to transform how communities connect through volunteerism. We create innovative tools, lead collaborative projects, and support infrastructure that makes it easier for individuals to find the right way to give back—and for nonprofits to thrive with the support they need.

Through technology-powered tools and collaborative partnerships, we create systems that empower individuals and organizations to come together for good.

Learn more at inspiringservice.org

Contact Us :

✉ Email Address
info@inspiringservice.org

To learn more about Galaxy Digital, please visit their website: **galaxydigital.com**