

The Leadership Ladder: Fostering Volunteer Engagement and Leadership at New York Cares details our strategies for recruiting, engaging, cultivating, and retaining volunteers to maximize their impact. We surveyed thousands of New York Cares volunteers to better understand their motivations for volunteering and other forms of civic engagement and created The New York Cares Volunteer Engagement Scale (VES) to categorize volunteers by commitment level and assesses their evolution from episodic to more engaged participants. This new tool can be used to measure success in fostering deeper commitment among volunteers through improved communication, better orientation, leadership training, and outreach.

[Download a copy of the report.](#)

http://www.newyorkcares.org/downloads/2009Leadership_Ladder.pdf