



CASE STUDY

# Onboarding Curriculum Helps Nonprofit Charity, Let's Talk About Loss, Improve Training to Drive Volunteer Retention



# The Situation

Let's Talk About Loss (LTAL) is a UK-based nonprofit that provides support to bereaved individuals aged 18-35. Its mission is to provide people who are grieving with a safe, supportive community in which they can work through their loss without fear or judgement. The charity also helps to raise grief awareness in society by confronting taboos related to loss and grieving. LTAL works to accomplish these goals through monthly, volunteer-led support meetings at various locations throughout the UK.





## The Challenge

LTAL was experiencing an increased loss of volunteer hosts due to burnout and group disintegration. These hosts lead the charity's monthly meetings and are vital to LTAL's continued success. LTAL identified five key stressors responsible for this high turnover rate:

1

### Challenges Developing a New Group

Starting a new group is much harder than maintaining an existing one, which leads to a high drop-out rate within the first three months.

2

### Lack of Standardization

The charity did not have a standard approach or materials for holding monthly meetings, which put additional pressure on the hosts who had to determine this themselves.

3

### Skills Gap

The hosts are typically not trained counsellors or public speakers so they can lack the required skills to lead the monthly meetings.

4

### Misaligned Expectations

Hosts have varied expectations of their role and can become demoralized if their efforts are less successful than anticipated.

5

### Complexity of the Role

The role of a host can be daunting because of the emotional complexity of their role and the logistics of organizing each session.

Since LTAL has limited resources, the charity needed a solution that would have a long-shelf life and not require frequent updates. The solution also needed to be easy to roll out to a large group of individuals spread throughout the UK and connect with volunteers from differing ages, backgrounds, and experience levels.



## The GP Strategies Solution

Working in collaboration with LTAL, GP Strategies created a 90-day onboarding curriculum designed to better educate and prepare volunteers to become hosts. The curriculum consisted of a 40-page interactive PDF onboarding manual that included: key information about the LTAL support network, a journey map outlining the milestones, achievable targets, reflection activities, session guides, and journal entries. It also contained suggested areas for reinforcement of lessons through the inclusion of links to videos and podcasts.



I've been delighted to work with the team on creating our first ever Host Onboarding Journal. This is a significant piece of work which will elevate the support we offer to our hosts, and we know that it will improve host retention and help them feel more prepared for the role. As a small charity, we could not have achieved this alone, and I am very thankful for the time, skills, and knowledge that the team have shared throughout the project.

I can't wait to see the finished product  
and share it with our volunteers!

**Beth French**  
Founder and Director  
Let's Talk About Loss

This project also provided the GP team with the opportunity to pursue a passion project, develop new skills and capabilities through real-world experiences, and support local communities.



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