

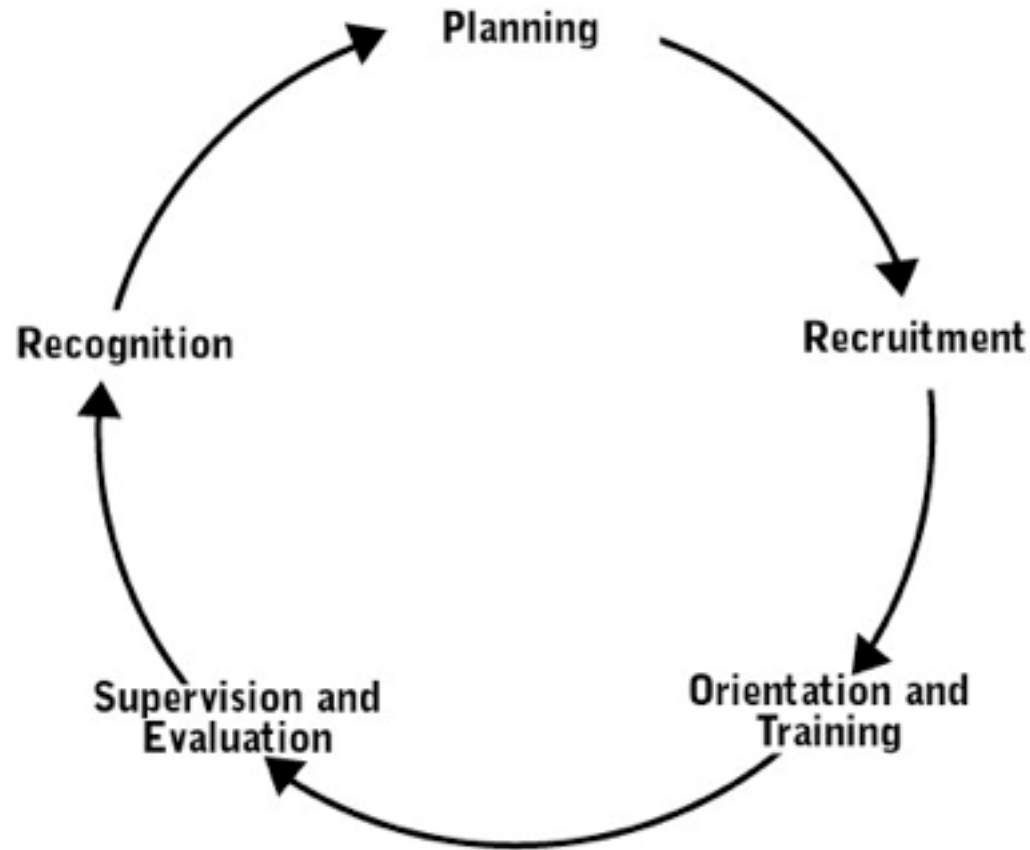


The Next Generation of Volunteers

Welcome!

*Tell me a little bit about you,
your organization and your
volunteers!*

Role of the Volunteer Manager



Why are people volunteering?

Reasons to Volunteer

- Help Others
- Make a Difference
- Find a Purpose
- Connect with the Community
- Develop New Skills
- Explore New Areas of Interest
- Meet New People
- Give Back
- Get Out of the House
- Strengthen Your Resume
- Build Self-Esteem
- Feel Needed and Appreciated
- To Build Team Morale
- Learn Something New
- Share Yourself
- In Response to a Natural Disaster
- In Response to a Political Event

Specifically Skilled Volunteers

Today's volunteers are less likely than ever to accept assignments that they do not find fulfilling - especially if they feel they have something special to offer your organization.

Specifically Skilled Volunteers

**EVERYONE FEELS LIKE THEY HAVE
SOMETHING SPECIAL TO OFFER**

What Will The Volunteers Do?

Prior to recruiting volunteers, you need to be very sure that you know exactly how you'll use these new volunteers, what sort of work they'll, and the time commitment you're asking them to make.

*In short, you need to **be clear about your expectations** so that your newest volunteers can meet and exceed them.*

Volunteer Age Demographics

We've broken volunteers into 5 main groups. Obviously this does not represent every person in every age group and people will vary. This is simply a generalization that can be useful and should help you attract and keep volunteers from all walks of life.

1. Radio Babies - Silent Generation (1927 - 1945)
2. Television Babies - Baby Boomers (1946 - 1964)
3. Computer Babies - Generation X (1965 - 1981)
4. Internet Babies - Millennials (1981 - 1997)
5. Digital Babies - Generation-Z (1997 - present)

Silent Generation Volunteers

(1927 - 1945)

- This is the generation our system was built on
- Want recognition
- Trust the chain of command
- Do what is assigned
- Do not like change
- Are quick to volunteer - they feel obligated
- Are lowering rates of engagement because of age, health and mobility

Baby Boomer Volunteers

(1946 - 1964)

- 75 Million: Largest generation (until Millennials came along)
- Have been most greatly affected by the 2008 financial collapse
 - SKI vs Re-treads
- Want to use their professional skills
 - 75% of volunteers 50+ feel that work is part of their self esteem
- Florida has the highest percentage of citizens 65+ at more than 19% (as of 2014)
- Less likely to volunteer because of obligation and more likely to volunteer as part of social interaction
- Volunteer rate for Boomers is the highest of any generation
- Known as the “sandwich generation”

Generation X Volunteers

(1965 - 1981)

- Barack Obama - Mark Zuckerberg
- Impacted by the largest percentage of divorced parents
- Are a result of the latch-key children of the 70's and 80's
 - Late boomers and Gen X have perfected helicopter parenting
- Largely distrustful of large organizations
- Gen X'ers are not joiners
- The 2008 financial collapse was the 4th financial catastrophe that this generation has experienced
- Want to use their professional skills
- Want to volunteer socially

Millennial Volunteers

(1981 - 1997)

- 83 Million: Largest generation ever
 - 8 Million more than Boomers and FAR more diverse with 50.2% as part of minority demographic
- Their entry into the workforce in the early 2000's has significantly changed workplace norms
- Do not believe in bosses
- Want to use their professional skills
- Want to volunteer on their own time and in their own location
- Millennials believe they can change the world - idealistic

Generation Z Volunteers

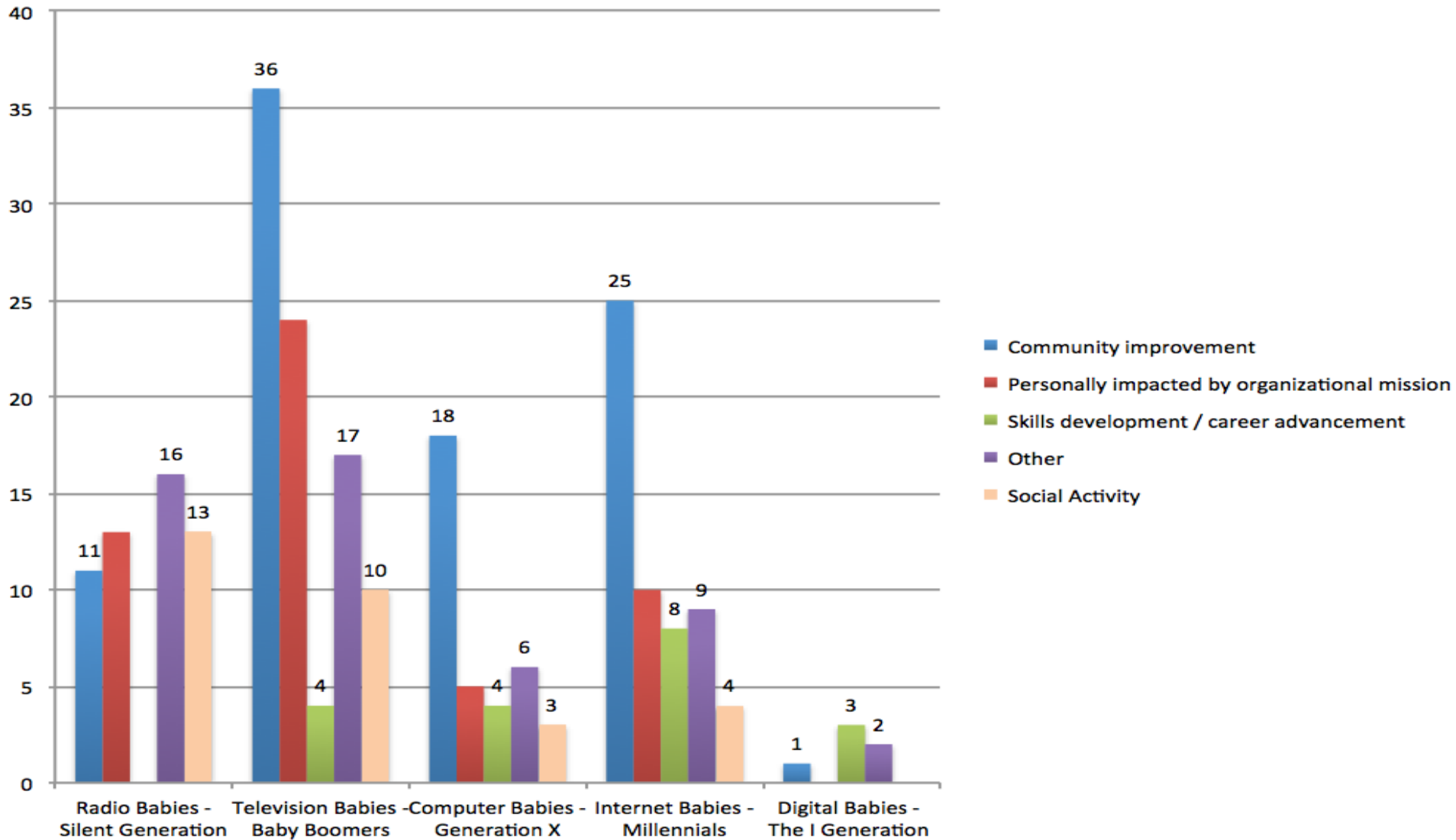
(1997 - present)

- Focused on achievement and personal success
- Not willing to go into debt for University
- Believe that healthcare should be free
- Believe that everyone should have the right to become a US Citizen, regardless of place of birth
- Believe that everyone should have the right to be married
- Have always volunteered with parents and grandparents

Generation Z information based on survey results of teenagers and college students from a research study done at Northeastern University in 2014.



Motivation to Volunteer





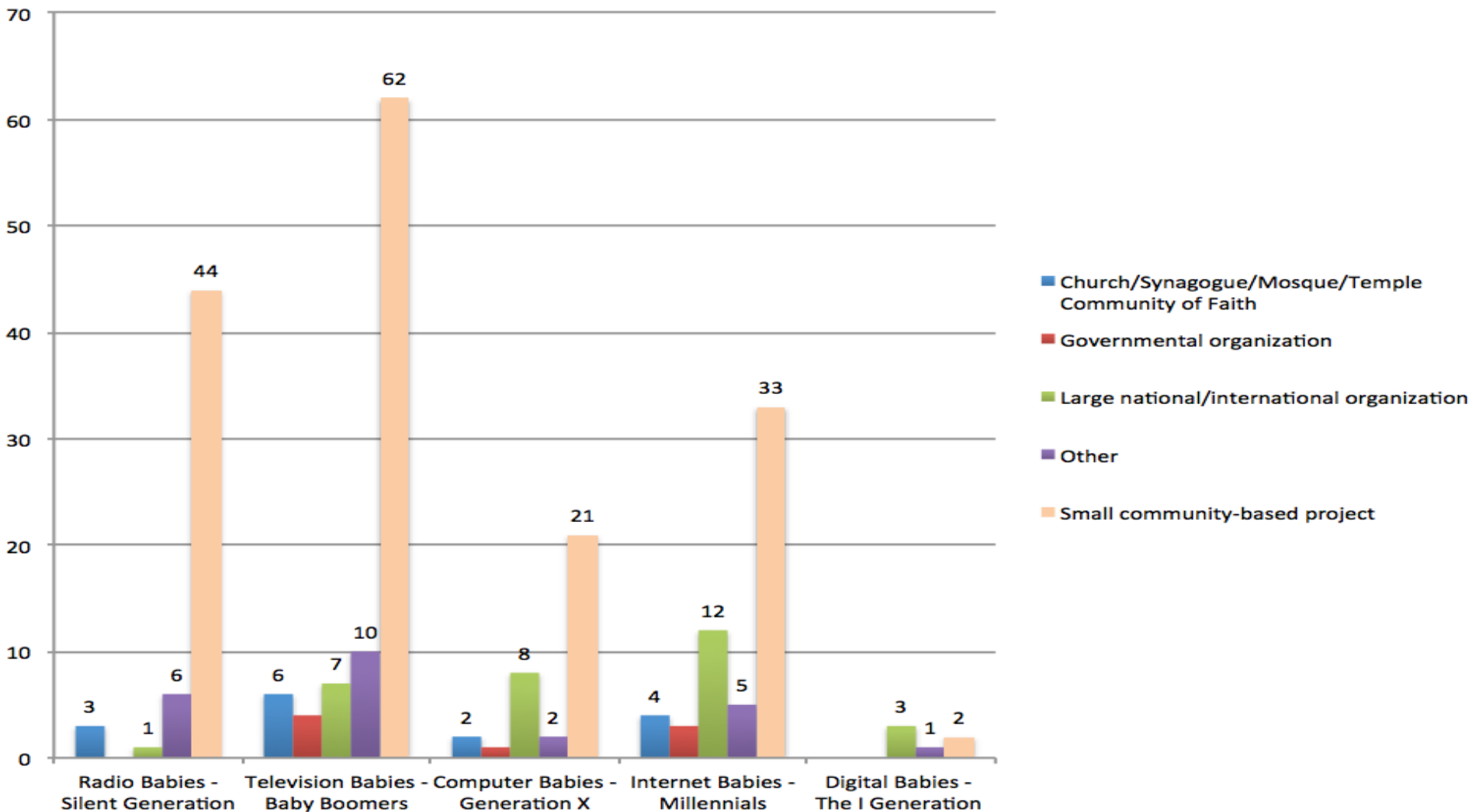
Dimitris Parperis

@DParperis

How does an NGO's volunteer
program benefits the community?
This and other interesting discussions
[@ippfen](#) training in Brussels
[@CyprusFPA](#)

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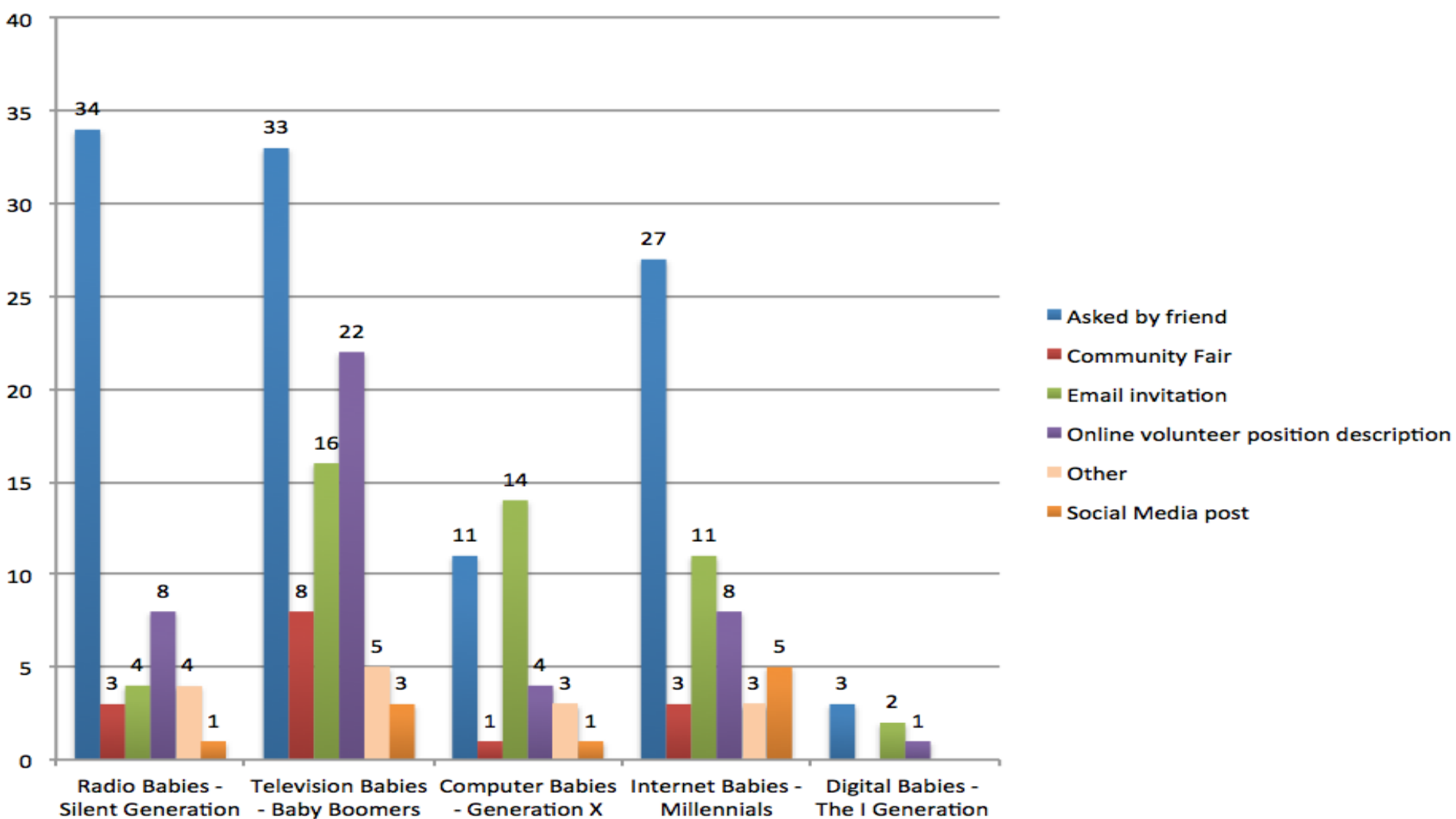
Type of Organization Preferred



Important Takeaways

- Volunteers want to know the difference your organization is making
- Personal impact closely follows community improvement which means that if you're not recruiting from your client base, you're potentially missing your most passionate volunteers
- Remember to put on your "What's in it for them?" hat sporadically because many volunteers are doing so for personal and professional development
- Just as people want their food to be sourced locally, they also want their community impact to be local - how can you frame your work in that way?

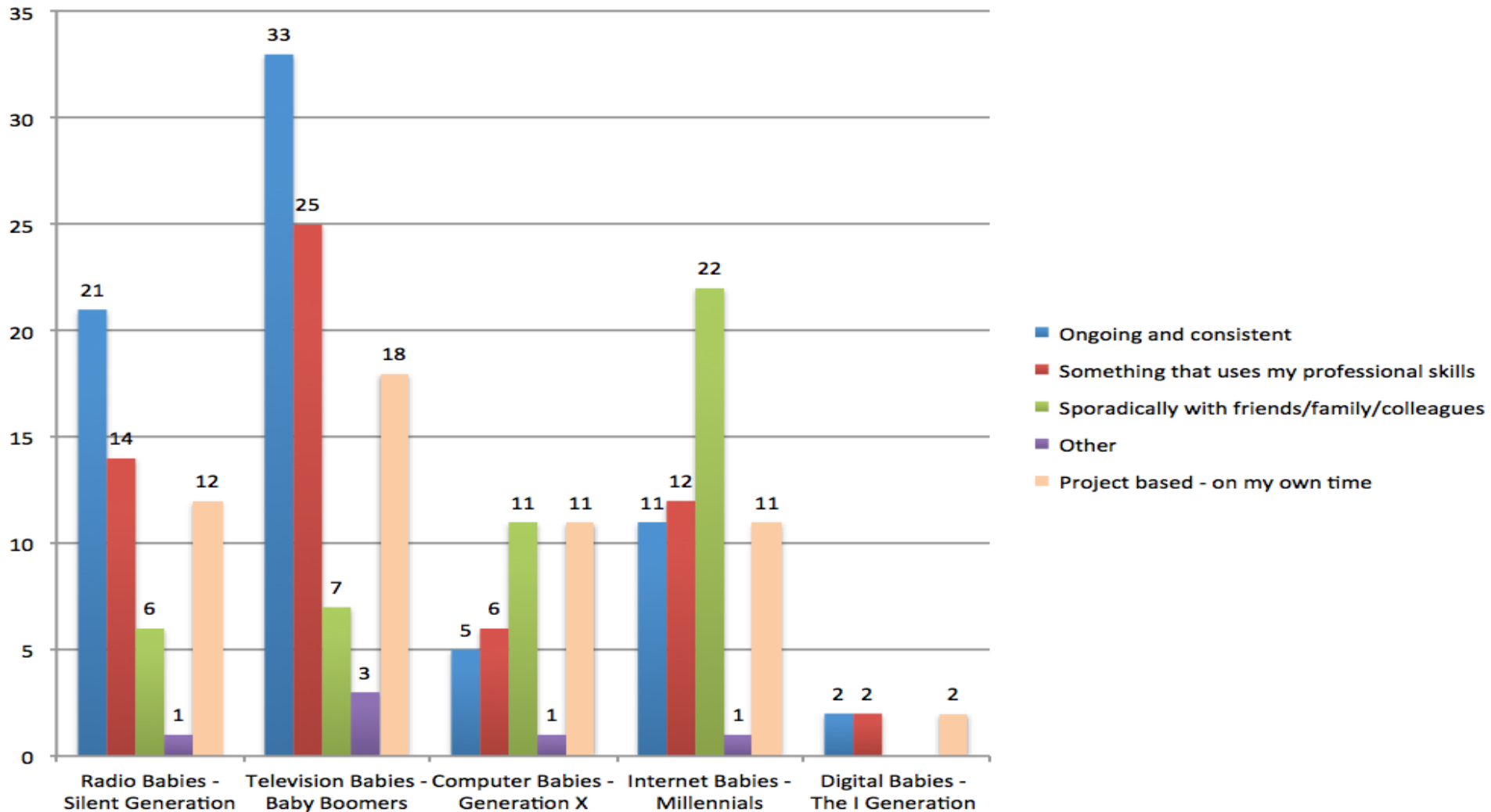
Preferred Method of Recruitment



Important Takeaways

- Volunteers as volunteer recruiters MUST be a big part of your strategy (and yes, you should have a strategy) because volunteering is personal so existing relationships will bridge the gap from potential volunteer to active and regular volunteer
- Update your Volunteer Position Descriptions and then update your website and the standard recruitment websites (volunteermatch.org, idealist.org and local volunteer centers)

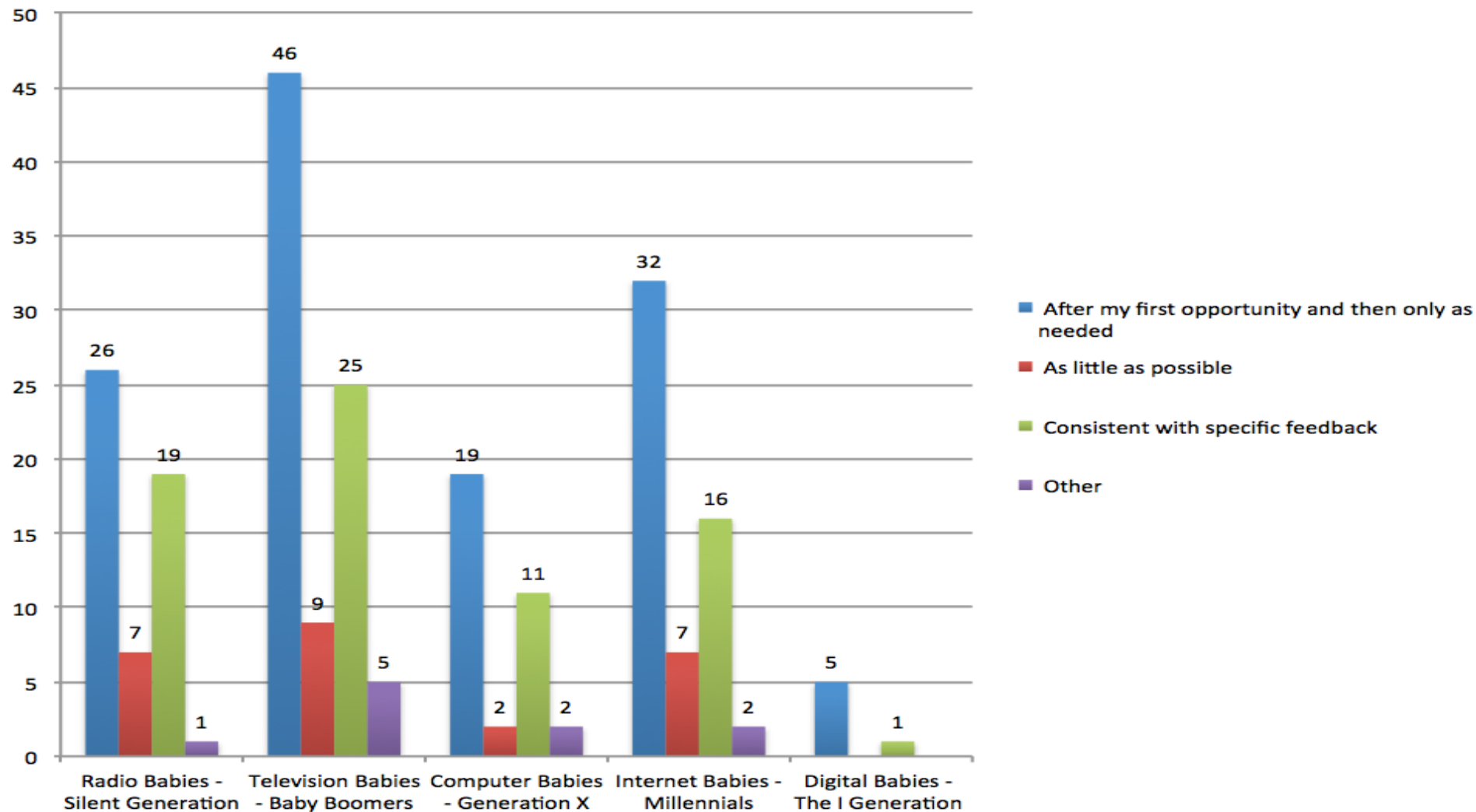
Preferred Volunteer Opportunity



Important Takeaways

- Update your Volunteer Opportunities/Volunteer Position Descriptions - your volunteer opportunities have to be as diverse as the body of volunteers you wish to engage
- Create project based opportunities for folks to have a great first experience with your organization - few people are going to make a long term commitment initially
- Think about how volunteers can engage while using skills to enhance their resumes.
 - Hosting Volunteer Interviews is a great way to think about how to get the right volunteer into the right Volunteer Opportunity
- Volunteering is personal so Volunteer Opportunities have to be personalized as well

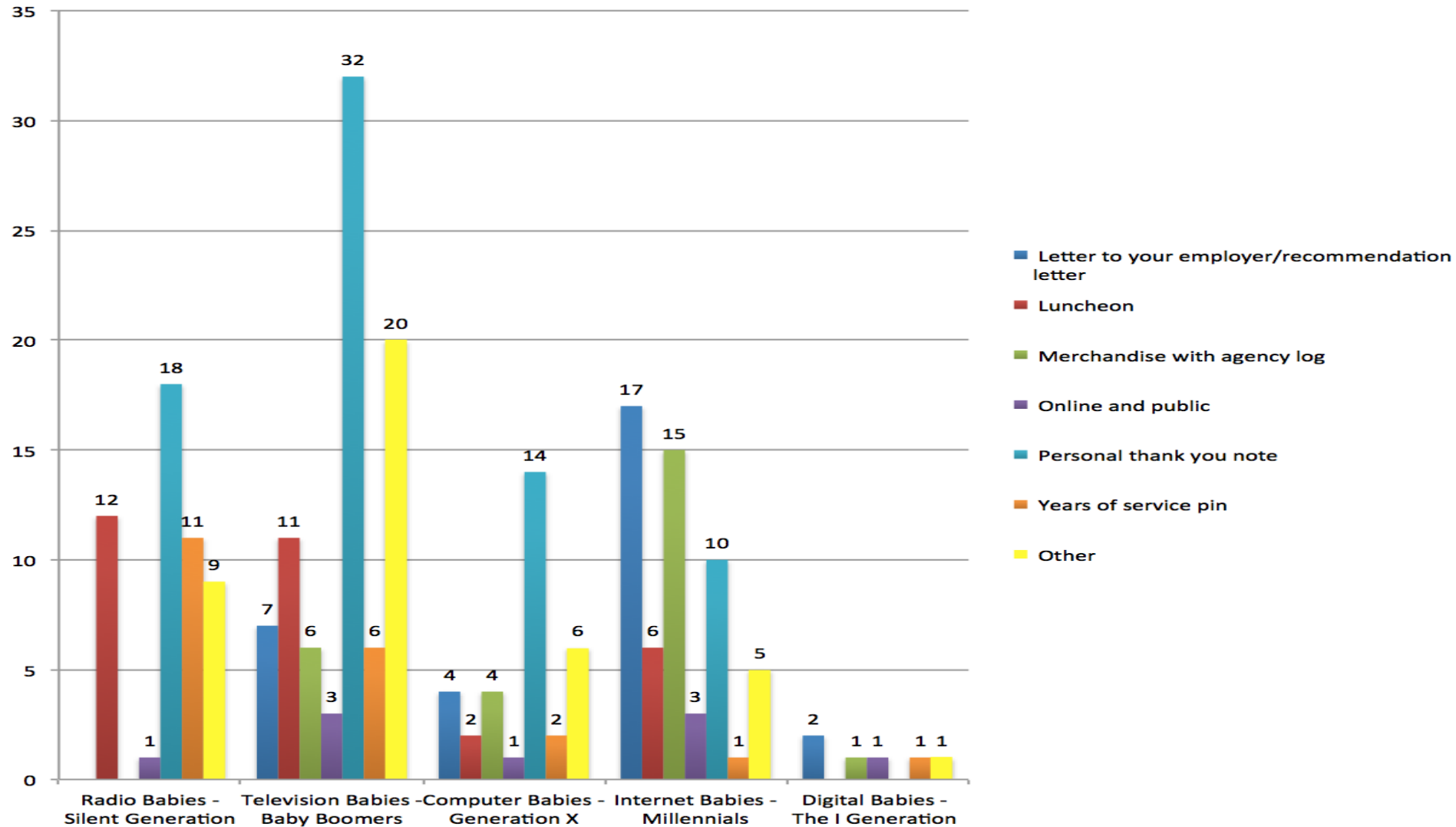
Preferred Volunteer Supervision/Feedback



Important Takeaways

- Develop a strategy to closely supervise new volunteers
- Develop an evaluation for new volunteers to complete to ensure satisfaction
- All those supervising volunteers must be trained to do so - set up your colleagues for success by making expectations clear - the volunteer manager cannot be everywhere at all times

Preferred Volunteer Recognition





Vika Talashkevych
@ViktoriyaKr

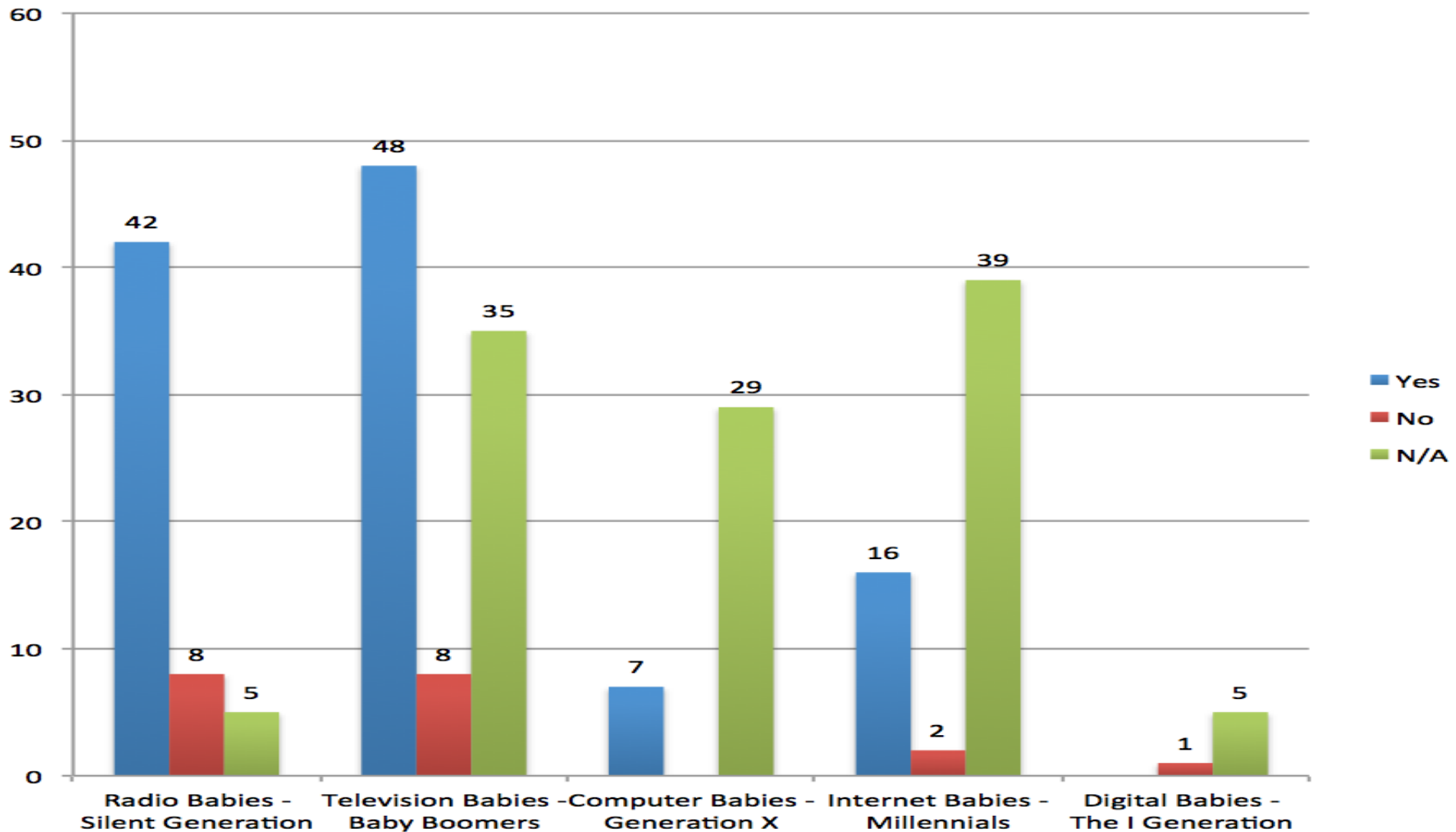
I have received [#voluntEARS](#) from
[@wunsaponat](#) at seminar on
[#volunteers](#) by [#ippfen](#) in [#Brussels](#) -
thanks!!



Important Takeaways

- When was the last time you wrote a thank you note to your volunteers?
- Develop a Volunteer Recognition strategy based on the volunteers you have
 - You should plan for quarterly recognition at the very minimum
- Volunteer Recognition does not need to be costly

Likelihood of Financial Support



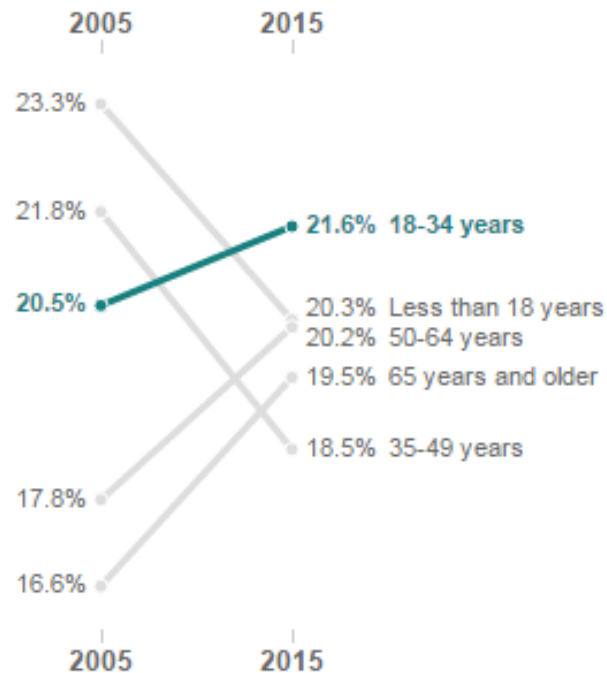
Important Takeaways

- For the most part, volunteers are willing to contribute to an organization where they are volunteering
- Gen X volunteers are not committing to answering questions about future contributions
- Volunteers are, for the most part, not your primary or large gift donors but should be included in your fundraising correspondence
- Volunteers are donating somewhere and it would be a loss to leave them out of donation discussions but tread lightly

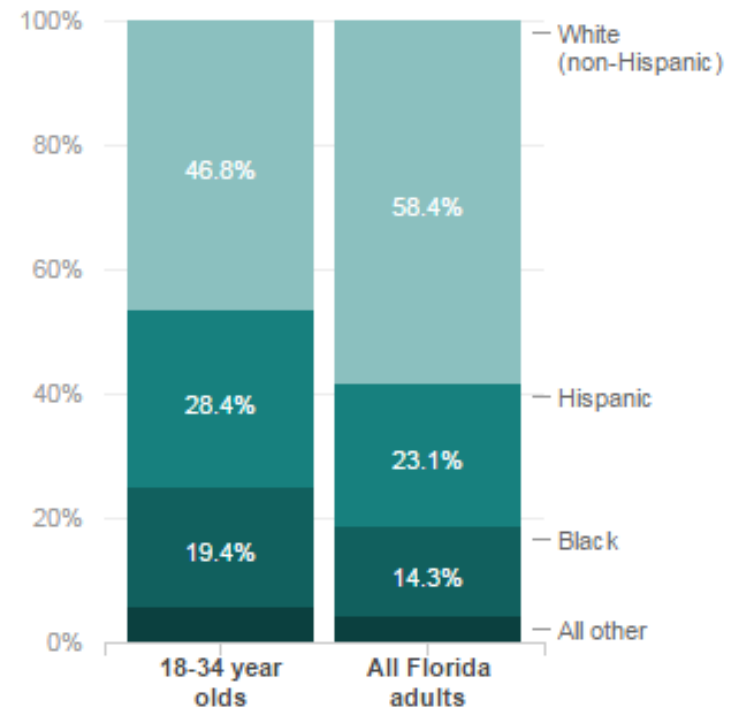
Other Local Findings

- Volunteers almost exclusively want email to be their primary method of contact from an organization

In Florida, 18-to-34-year-olds are the largest population group...



...and are more diverse than the overall adult population



Source: American Community Survey, U.S. Census Bureau population estimates (2015)

Credit: Alyson Hurt/NPR

National 10-Year Low in Volunteering

- According to the Labor Department, volunteering hit a new low as of fall in 2013.
- 25.4 percent of all Americans 16 and older had volunteered with an organization at least once in the previous year. The changes annually have been statistically significant.
- 1 million fewer volunteers from 2012 - 2013 of persons with a bachelor's degree or higher.
- This is NOT a result of lowering unemployment.

U.S. News & World Report: "Volunteering Hits Lowest Rate in More Than 10 Years"

National 10-Year Low in Volunteering

- Stay-at-home parents and part time workers are volunteering at higher rates.
- Though fewer people are volunteering, those who are volunteering's contribution has increased to an average of 65 hours annually. Full time employed Americans volunteered an average of 44 hours.
- 55-to-64-year-olds saw the biggest percentage-point decline among age groups, from 27.6 to 26%. Among the four racial and ethnic groups studied, people who identify as black or African-American had the largest decline, from 21.1 percent to 18.5 percent, though whites and Asians also saw a decline. Hispanics and Latinos were the only group to see higher volunteer rates, from 15.2 to 15.5 percent.

U.S. News & World Report: "Volunteering Hits Lowest Rate in More Than 10 Years"

What Does This Mean for You as a Volunteer Manager?

- Let them know what you want and be clear about it
- Establish product-driven relationships
- Recruit younger volunteers to work on teams with great leaders
- Stay in touch, offering constant specific feedback
- Never micromanage
- Let them be creative and do things their way
- Listen to them when they express opinions
- Value new ideas
- Be specific about big picture and goals for the end result
- Make sure they understand that you're depending on them
- Empower younger volunteers to work at their own pace
- Encourage questions and be generous with information
- Train young volunteers to develop skills that will help your organization and interest them

The Important Question:

Who is already volunteering for you?

Do you know?

How do the age demographics break down?

Do your volunteers reflect the people you are serving?

The Goal:

DIVERSIFY

Your volunteers must be as diverse or varied as the people you serve and represent the wide range of solutions we are all searching for.

Elevator Speech

Focus On:

- 1) The Community Need
- 2) The Solution
- 3) Current Program Results
- 4) What Are Your Specific Needs?
- 5) WHY YOU CARE!

Recruiting and Retaining Volunteers

Today's volunteers are seeking many different types of volunteer opportunities

- Skills-based and project-based
- Focus on impact
- Creative
- Meaningful and challenging
- Flexible and virtual
- Offer training
- Opportunities to make a difference

Using Technology for Volunteer Recruitment

- 1) Information about volunteer opportunities **MUST** be easy to find (and should be easy to find on your website)
- 2) Immediate communication with volunteers is imperative
- 3) Social Media can help (but manage your expectations)
- 4) Databases are necessary

Build your Volunteer Recruitment Plan Like an Advertising and Marketing Campaign

- 1) Identify Your Need
- 2) Identify Groups
- 3) Take Action!
- 4) Train and Supervise
- 5) Record and Appreciate

Questions?



Thank you!
(and thank you in advance to your fabulous volunteers)