

INCLUSIVE VOLUNTEERISM: ENGAGING IMMIGRANT AND DIVERSE COMMUNITIES



MAVA MINNESOTA ASSOCIATION FOR
VOLUNTEER ADMINISTRATION

MINNESOTA'S CHANGING DEMOGRAPHICS



Between 2000 and 2015, the percentage of Minnesota's population who are people of color nearly doubled, from 10% in 2000 to 19% in 2015.

While the population of every race group in Minnesota increased from 2010-2015, "the state added four times as many people of color as non-Hispanic white residents," according to the Minnesota State Demographic Center.

STRATEGIES FOR VOLUNTEER ENGAGEMENT OF DIVERSE & IMMIGRANT COMMUNITIES





SHIFT YOUR LANGUAGE

STRATEGY #1

STRATEGY #1: SHIFT YOUR LANGUAGE



Definition of VOLUNTEER

“ Someone who does something without being forced to do it; such as a person who does work without getting paid to do it. ”

(Merriam-Webster.com)

STRATEGY #1: SHIFT YOUR LANGUAGE



Definition of HELP

“ : to give assistance to;
: to make more pleasant or bearable;
: to be of use to;
: to change for the better ”

(Merriam-Webster.com)

STRATEGY #1: SHIFT YOUR LANGUAGE



Focus on how volunteers can help their community instead of how they can help your organization.



BUILD RELATIONSHIPS

STRATEGY #2

STRATEGY #2: BUILD RELATIONSHIPS



ACTIVITY

In small groups, discuss:

1. What efforts have you made to build relationships with diverse and immigrant communities?
2. What was most successful?

STRATEGY #2: BUILD RELATIONSHIPS



Be Specific

WHO

do you want
to engage?

Be Authentic

WHY

do you want to
engage them?

STRATEGY #2: BUILD RELATIONSHIPS



HOW?

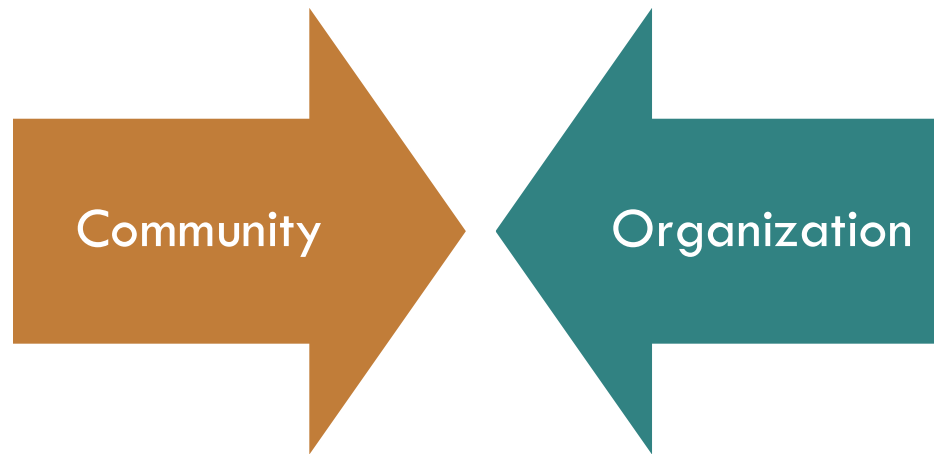
- Identify groups that represent the community or events that celebrate the community
- Collaborate with others in your organization
- Hold open houses
- Be persistent



STRATEGY #2: BUILD RELATIONSHIPS



Understand the role of cultural liaison





UNDERSTAND THE IMPORTANCE OF SOCIO-ECONOMIC STATUS

STRATEGY #3

STRATEGY #3: UNDERSTAND THE IMPORTANCE OF SOCIO-ECONOMIC STATUS



- Those in “survival mode” volunteer differently
- Consider providing amenities like:
 - Child care
 - Transportation stipend
 - Food
 - Gift cards or tickets for outings





EMBRACE SKILL-BASED OPPORTUNITIES

STRATEGY #4



- Many people looking to build resumes
- Internships
- Be flexible and consider short-term volunteers
- Online recruitment more effective for these opportunities





RECRUIT FROM THOSE WHO
USE YOUR SERVICES

STRATEGY #5

STRATEGY #5: RECRUIT FROM THOSE WHO USE YOUR SERVICES



- Concept of reciprocity
- Builds awareness of and appreciation for your organization and programs
- If diverse populations are not using your services, start there
- Re-evaluate policies that exclude clients from volunteering





PARTNER TO ENGAGE GROUPS OF YOUTH

STRATEGY #6

STRATEGY #6: PARTNER TO ENGAGE GROUPS OF YOUTH



- Young people are often more familiar with the concept of volunteerism
- Many already-existing groups of youth are looking for service projects
- One-time projects work best for these groups
- Engage youth to engage youth, not as a bridge to adults in a particular immigrant or diverse community





REMOVE BARRIERS

STRATEGY #7

STRATEGY #7: REMOVE BARRIERS



Background checks

Lack of flexibility

BARRIERS

Language

Exclusive policies



CREATE AN INCLUSIVE ORGANIZATIONAL CULTURE

STRATEGY #8

STRATEGY #8: CREATE A WELCOMING AND INCLUSIVE ORGANIZATIONAL CULTURE



Influence
change
throughout
your entire
organization:

- Educate your colleagues across departments
- Gain support from organizational leaders and ask them to communicate a message of inclusion
- Create culture of inclusion within your own department

STRATEGY #8: CREATE AN INCLUSIVE ORGANIZATIONAL CULTURE



Organizational Culture Evaluation Tools:

- Intercultural Development Inventory (IDI)
- Intercultural Effectiveness Survey
- Diversity and Inclusion Toolkit from Charities Review Council
- Many other options, depending on your organization's needs and budget

IN REVIEW: 8 STRATEGIES



Shift Your
Language

Build
Relationships

Understand the
Importance of
Socio-Economic
Status

Embrace Skill-
Based
Opportunities

Recruit from
Those Who Use
Your Services

Partner to
Engage Groups
of Youth

Remove Barriers

Create an
Inclusive
Organizational
Culture



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Thank you!