



Millennials – *Incorrigible or Innovative?*

A fresh Look at Generation Y

How Can my Organization Engage Millennials as Volunteers?

The first step to leveraging the energy, enthusiasm, free time, hard work and innovation that Millennials have to offer is to get them through the door!

Why would a Millennial choose to volunteer their time?

- Opportunity to make an impact and see real results
 - Work for a cause
 - Want to connect with others
 - To Make a Difference!
- See volunteering as a part of their Work Life balance
- Professional development and resume building opportunities
 - Want to learn about a new field, skills, interests

“[Millennials] consider community involvement to be a core part of their self-definition”

The Ad Council's report,
“Engaging the Next
Generation: How Nonprofits
Can Reach Young Adults”

Why would a Millennial choose to volunteer with your organization?

- Impactful organization
- Clear and meaningful progress and results!
- To feel useful
- Passionate people
- Care about many different causes

What may be keeping some Millennials from volunteering?

- Unaware of opportunities, organizations
- Lack of time
- Not sure what your organization is about, or how effective you may be

What causes are linked to your organization?

Do volunteers have the opportunity to gain useful skills, connections and build on their own interests within your volunteer program? How can you amplify this?

How do your volunteers get to see results? Do they know they make an impact?



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Position Design Tips

- Team work and other social benefits of volunteering
- Potential training, mentorship or professional development opportunities
- Flexibility in volunteer role, hours, location or commitment if available

Recruitment

- What words are used to energize, engage and make you want to get involved?
- Emphasize your **cause!** Millennials are passionate and want to make a difference!

What makes this sample job ad from Cardinal Health great for Millennial recruitment?

Cardinal Health provides college students the opportunity to do more than just think about their future careers... they can actually try it. Your contributions will start on the first day, working on meaningful and exciting projects that will give you the hands-on experience you need to build a solid foundation for your career.

Cardinal Health is a global, dynamic company, and the environment is professional but relaxed. Our performance-driven, innovative, collaborative and ethical employees are motivated to succeed in our fast-paced work environment. The atmosphere, like the dress code, is business casual. Employees strive to achieve a work-life balance. We work hard, but we value time for family and social interactions as well.

Get the word out!

- Would you volunteer for your organization, if all you saw was the **website**?
- **Reach out to Millennials where they are!** Try connecting through schools, universities, youth volunteer organizations, service clubs with a young adult emphasis. Ask your current Millennial contacts where they spend their time!
- Social media is a great tool, but will require some work. **Consider engaging a Millennial volunteer to jumpstart your social media presence!**



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Working with Millennials

Clearly Communicate Boundaries and Expectations

- Seek friendship, mentoring relationship and open communication
- Give clear guidelines and expectations for volunteer
- Millennials may not be aware of hierarchical relationships or rigid expectations
- Millennials thrive when given room for ownership of a project or task

Make Feedback a Priority

- Positive or constructive feedback is desired on a frequent basis
- Feedback should be timely, up to date, and relevant
- Build trust and support growth of volunteer
- Commitment and efficiency will be enhanced
- Millennials want to feel efficient, successful at what they do, and appreciated

Other Notes on Millennial Work-Style

- Despite need for feedback, would like to work independently, manage own work
- Crave professional and personal development opportunities
- Comfortable with technology as a tool, multi-tasking, are fast-learners
- Happy to put skills to use (ie: social media, websites, connections with schools)
- Millennials may see feedback as a dialogue, will give input freely
- Assume instant results and progress will be made, may become frustrated with slow processes- especially if they feel it could be done more efficiently!
- Eager for meaningful opportunities and experiences

Retention of Millennials

- If retained effectively, these Millennials WILL remain committed to your cause, wherever it is their lives take root.
- Support volunteers professionally, connect with them personally
- Emphasize effectiveness, passion and purpose of organization
- THANK your Millennial volunteers-in person, in a card, over email, on your website. **Let them know they've made an impact by volunteering with you.**



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Is your Organization Ready to Engage Millennials as Volunteers?

	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
Our organization has a clear, easily understandable mission.						
Our work is known to directly impact most of our community.						
Volunteers are given feedback regularly.						
Volunteers are given opportunities to learn new skills.						
Volunteers (including young adults) are given leadership opportunities on projects.						
Staff is open to developing a mentor relationship with volunteers.						
Your organization's website is engaging, informative and makes YOU want to be involved.						
Volunteer schedules are flexible.						
You quickly communicate with potential and active volunteers.						
My organization is comfortable using Social Media websites (Facebook, Twitter, etc)						
Volunteers see real results/directly impact lives during their volunteer shift.						

Other Resources for Millennial Volunteerism:

The Millennial Impact Report 2012. <http://www.themillennialimpact.com/research-2012>

Volunteering and Civic Life in America, Corporation for National and Community Service.
www.volunteeringinamerica.gov

“Millennials: A Portrait of Generation Next: Confident. Connected. Open to Change.”, Pew Research Center. <http://pewresearch.org/millennials/>

Quiz: “How Millennial are you?”, Pew Research Center.
<http://www.pewresearch.org/quiz/how-millennial-are-you/>