

NOTES FROM THE DISCUSSION AND BREAKOUT GROUPS
TRENDS WORKSHOP AT MAVA CONFERENCE 2018
Facilitated by Judie Russell and Mary Quirk

TRENDS SEEING

- Short term volunteering
- Skilled volunteering
- Volunteers are busy
- Volunteers want to see impact
- More volunteers on paid work time from their work place
- People volunteering who are looking to gain experience to do a job or career change
- Families with young children, such as seven year olds
- Volunteers with a requirement to volunteer
- Service learning

STRATEGIES BRAINSTORMED FOR EMERGING TRENDS

Engaging Generation Z

- Advisory Teen Council
- Youth training programs
- Rewriting position descriptions to appeal to them
- Create more repeating and less one time positions
- Stop being reactionary to how volunteers are changing are more proactive
- More projects and less task
- Empower them
- Empower them to be ambassadors for outreach
- Provide incentives to keep them coming back

Virtual volunteering

Good positions:

- Data entry
- Newsletter formatting
- Making calls
- Marketing and developing social media content
- Data analysis/analytics
- Phone buddy for seniors

Tips for program design:

- Do needs assessment to identify what can be done virtually
- Provide structure for people who work from home
- Use WebEx for communication

Ways to adapt positions for volunteer as they age

- Ask the volunteers what they need and make modifications
- Have listening session and ask for the volunteers' ideas and help
- Survey staff for tasks that would work well for this group.
- Have focus groups of staff and volunteers to develop or adapt positions
- Set up an Emeritus status
- Train staff on characteristics of older/mature volunteer
- Continual training
- Be direct
- Offer leadership position
- Present retraining as social
- Work in groups
- Have strategies to transition volunteers aging out
- If not work in your organization, find other locations to serve
- Team volunteers up with other volunteers
- Have more volunteer offering that are adapted for volunteers who cannot do all they used to

Emerging Technologies

- Become aware and identify all that is out there, with MAVA's help. Sector education.
- Assistance (\$\$\$) in investing in technology
- Using technology to connect people

Getting the 60% of the populations that currently does not formally volunteer involved

- Who does volunteer – women, white, faith, over 35
- Who doesn't volunteer – men, people of color, people in rural areas
- Why?
 - No obligation
 - Don't see as volunteering the informal help they give
 - Not able to do so
 - It's a luxury
 - Not asked
 - Do one-time, e.g., disaster help
- Strategies
 - Corporation/employer programs to use PTO for volunteering
 - Present volunteering as social wellness
 - Focus on organized groups – book clubs, neighborhood groups, etc.
 - Change perception of volunteering
 - Use neighborhood associations to recruit volunteers

HOW VOLUNTEERISM WILL CHANGE INTO THE FUTURE

- Entrepreneurial volunteering
- Increase of people volunteering on time paid by company
- More corporate one time groups
- Politically motivated volunteering
- More required service
- More culturally sensitive practices
- Volunteer departments grows to be much bigger
- Volunteerism will grow but hours and commitment to an organization will decrease
- Trend of people working “gig” (not traditional) job will be reflected in how they want to volunteer
- When required volunteering ends, will younger people still volunteer?
- See more me-focused volunteering – not from social consciousness
- With more snow birds and more traffic commute time will see more interest in virtual volunteering