




Top Trends in Volunteer Engagement

MAVA Conference 2018


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Learning Objectives

- 1 Gain understanding of current volunteerism trends
- 2 Take away strategies for addressing the trends
- 3 Explore volunteerism trends into the future



AGENDA

- 1 OPENING DISCUSSION
- 2 MAVA RESEARCH Trends
- 3 STRATEGIES
- 4 DISCUSSION GROUPS
- 5 VOLUNTEERISM INTO THE FUTURE

Discuss with a neighbor



What changes are you seeing in who is volunteering and what those volunteers are seeking?

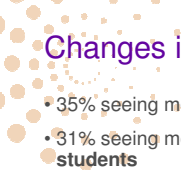


Trends Continuing

Changes in what volunteers seek


- 47% increased interest in **short term** volunteering
- 35% increased interest in volunteering on **evenings and weekend**
- 30% increased interest in developing or utilizing **workplace skills**

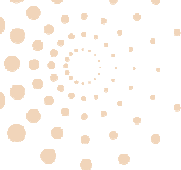
"Volunteers seem to want '1 and done.' Take a selfie and move on."




Changes in who is volunteering


- 35% seeing more inquiries from **Boomers** (ages 54-72)
- 31% seeing more inquiries from **high school and college students**
- 31% seeing more inquiries from **Millennials** (ages 21-37)
- 21% seeing more inquiries **Gen X** (ages 38-53)
- 26% seeing more inquiries **corporate group** volunteering
- 18% seeing more inquiries from **immigrant communities**





Trends Emerging






Emerging trends

- 48% Volunteers seem busy

"Volunteers are too busy. They say they have the time to volunteer but then end up not volunteering as much as they originally thought."



Emerging trends

- 45% Older volunteers aging out and hard to replace
- 35% Increased regulations/requirement
- 17% Seeing less inquiries from job seekers



"Older volunteers that are hard to replace as they served regular weekly hours with agencies. We need to find twice or triple the number of volunteers to *meet the same number of hours*"

Emerging trends

Virtual volunteering

19% saw increase and only 1% saw decrease

Volunteering due to political climate

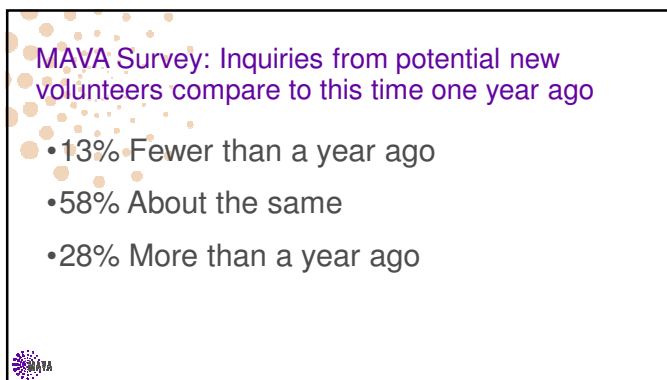
18% saw increase and only 2% saw decrease

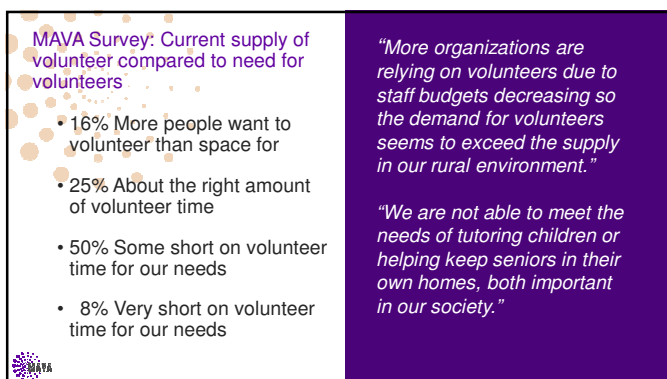


Volunteerism up or down?












Strategies for Ongoing Trends To Master





- 1 Include some volunteer roles with short term time commitment
- 2 Include some volunteer roles that are skill based
- 3 Design volunteer positions and recruitment methods to appeal to Millennials, Gen X and Boomers
- 4 Diversify volunteer pool to more closely reflect the cultural diversity of your community



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Strategies for Emerging Trends



5

Build capacity to attract Gen Z as volunteers

Why:

- Gen Z is showing amazing capability with the anti-violence movement, is moving into the prime ages for volunteering and is a quarter of our population.
- We cannot assume the volunteer structures developed for previous generations will align with their interests.



Gen Z - Characteristics

- They are more engaged in global affairs than previous generations
- Optimism is a driving force in their interest in positive change, and the optimism is curbed by a sense of realism
- More focused on solving a problem than meeting a need
- Are highly self directed
- If they cannot find nonprofits willing to work with them, they will strike out on their own



Gen Z - Strategies

1. In recruitment include how their efforts will have incremental progress and why their particular age is needed
2. Use multiple forms of social media in recruitment and communication
3. Give opportunity for ownership of projects
4. For students:
 - Design positions that fit their schedule (weekends, summers, and flexible) and that meet their needs (connected to coursework, etc.)
 - For recruitment:
 - Students recruiting peers
 - Partnerships with schools and student clubs and presence at schools
 - Share how service can impact future success
 - Agency website indicates what ages are welcome to volunteer



6

Boost use of technology for volunteer recruitment, communication, tracking and recognition

Why:

Because some volunteers expect it and it has the potential to maximize results and to save time.



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Technology – Basic strategies

1. Include in volunteer recruitment social media and online recruitment
2. Have a good database for volunteer tracking
3. Use online sign up tool such as Sign up Genius
4. Have webpage for volunteers that is appealing and includes a way to sign up online
5. Strategically use email and texting for volunteer communication
6. Have options for volunteers who do not want to use technology
7. Balance use of technology with attention to building relationships and face time with volunteers



Technology – Advanced strategies

1. Offer volunteer orientation/training online
2. Use two more types of social media for volunteer communication and recognition as well as for recruitment
3. Strategic use of video and blogs
4. Use distance technology (webinars, live stream, Google Chat, etc.) for training and communication
5. Apply technology developed for business/sectors to volunteer management. For example:
 - Learning Management Systems (LMS) such as Inquisiq for volunteer training
 - Talent Gather app for college volunteer recruitment
 - Basecamp project management software for volunteer team communication



7

Include roles for virtual volunteers or volunteering from home

Why:
Because technology allows it and it will appeal to volunteers who are too busy to spend time commuting your office and/or used to telecommuting for work.

Strategy:
Brainstorm mission focus volunteer roles that could be done remotely

8

Pay attention to offering transitions to volunteers as their lives change

Why:
You may unnecessarily lose traditional generation volunteers or other volunteers who have life changes such as getting busier.

Offer transitions to volunteers

Strategies:

- Increase communication with volunteers so that you are aware if something is changing for them
- For volunteers who are aging:
 - Pair volunteers to make the most of abilities
 - Design positions that require less lifting or stamina as options
 - Consider shorter shifts as an option
 - Ask what would help them be able to continue to volunteer

9

Be ready to reinvigorate volunteer recruitment if needed

Why:

We may be entering a period of shorter supply of volunteers, at least for some organizations.



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Reinvigorate volunteer recruitment

Strategies:

1. Redesign volunteer positions to more tightly align with the trends of what volunteers seek.
2. Look at volunteer pool. Is there some group missing? Set up a task force to help plan recruitment.
3. Ask current volunteers to recruit new volunteers. Provide cards to pass out with key information.
4. Develop strategies to reach the 60% of the population who does volunteer.



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Discussion Groups



1. Engaging Gen Z
2. New technology
3. Adapting roles for volunteers as they age
4. Address volunteers seem busier



Volunteerism into the Future



To see upcoming trends watch:

- Changes in economy and unemployment rates
- Changes in HR may reflect in volunteerism
- Demographic and generational changes
- Entrepreneurial volunteerism



Future volunteers:

Who will they be?

Where will they live?

What will they look for?

Allow flexibility in scheduling



What do you predict
for volunteerism
trends over the
next 10 years?



Future Trends: Our thoughts about upcoming changes


- Fewer volunteers
- Generational Differences
- Rural/Urban
- Technology as a source/skill
- Changes in VISTA recruiting and focus



Future Trends: Our thoughts about upcoming changes

- It's about Impact and Mission
- Social Entrepreneurs
- Diversity and Inclusion a Must





Thank you

The 239 leaders of volunteers who responded to the survey

For input on survey development and strategies:

Shelli Beck	MAVA Shifting Environment
Mary Quirk	Committee and consultant Erin
Janene Riedeman	Bowley for questions used
Judie Russell	from past surveys

MAVA staff and volunteer committee members who contributed to developing the strategies to address trends
