

Future Trends In Volunteerism

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Our Time Together

- Welcome
- Introductions
- Thoughts on the City Trends Report
- Trends to consider
- Ideas for Practical Action
- Discussion
- Resource and Next Steps



Introductions

- Name
- Organization
- Job responsibilities
- Something surprising about you
- What you hope we discuss



National Trends

- As a nation, the events of September 11, 2001 led to a sea change in the way we view our civic responsibility.
- The nation's volunteer rate increased by just 3.1% in all the years between 1974 and 2006.

Paradigm Shift

- “Volunteering is a way of being, not something you do. As such, it is not confined to a formal role definition. You volunteer (or serve) with your whole self. If it is a core and elemental value, you may not formally register as a volunteer in any way, but you are volunteering and serving in substantive ways throughout the routine of your day to day activities.”



State of Texas 2002-05

- Volunteering Rate – 28.5% of Texans Volunteer
- Annual Hours Served
 - 45-54 yrs. – 60 hours
 - 35-44 yrs. - 53 hours
 - 55-64 yrs. – 52 hours
- Where Texans Volunteer
 - Religious – 38.9%
 - Social or Community Service – 12%
- Activities Performed
 - Coached, Refereed, Tutored, Taught, Mentored – 30.7%
 - Collecting, Preparing, Distributing or Serving Food - 28.8%



City Trends Report

- Completed by Corporation for National and Community Service (CNCS)
- Uses volunteer data collected by the U.S. Census Bureau and Bureau of Labor Statistics from 2004-2006
- General focus on decreasing retention
- Messaging volunteerism from “nice” to “necessary”



Austin's Ranking

- #3 volunteerism rate by MSA
- 38.1% of the population volunteers
- #7 in volunteer hours contributed
- 49.2 hours on average



What does it all mean?

- Reflections / Thoughts from the group
 - Does this report impact/change your work?
 - If so how?
 - If not, why not?
- Is there an opportunity to leverage the information
 - If so how?
 - If not, why not?



Trends to consider

- Volunteer Engagement
- Barriers to Participation
- Recruitment strategies
- Going beyond service opportunities
- Collaborate, collaborate, collaborate
- Create multiple points of entry



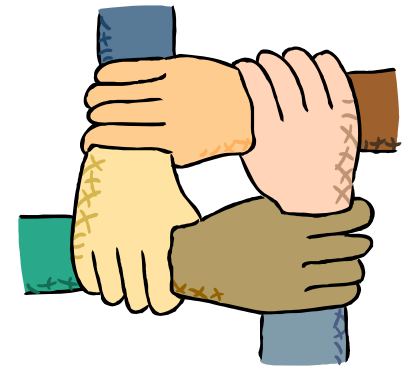
Factors Affecting Volunteer Engagement

- Disconnection
- Disparity
- Density
- Dated Volunteer Management Practices



Strategies that work...

- Build flexible volunteer roles/work
- Deconstruct engagement barriers
- Recruit smarter, not more
- Focus on win/win partnerships
- Start with what you know



Flexible Volunteer Roles

- Structure off-peak times
- Design home-based experiences (take home projects, virtual connections)
- Think of corporate groups, families, friend-based teams instead of individuals
- Create a social aspect to the work
- Reflection/Discussion



Deconstruct Engagement Barriers



- Consider transportation access
- Bus routes, carpool, walkable / bikeable
- Remember family first
 - Child care/adult care options
 - Child friendly programs/projects
- Manage ADA and language accessibility
 - “reasonable accommodations”
 - Bilingual offerings; bilingual volunteer leaders
- Condense training & pre-service requirements
- Self Study/web training



Barriers to Bridges...



- New York Cares — volunteering by subway! www.nycares.org
- Hands On Miami—engages Spanish speaking volunteers!
www.handsonmiami.org
- AARP—getting the whole family involved! www.aarp.org
- American Red Cross Disaster Training—begin your training online! www.redcross.org
- Hands On Central Texas – Culture Connections, engaging communities of color in volunteerism.
www.handsoncentraltexas.org



Recruit Smart

- Start in Neighborhoods
- Market through association partnerships (sororities, fraternities, civic groups, professional associations)
- Bring outreach to “3rd spaces”
- Social Networking Sites
- Congregations



Go Where the People Are

- Support Asset Building
- Find Existing Leaders
- Connection to Micro-Issues
- Communications Infrastructure
- Build Social Capital



More People through Association

- Connects individuals with similar interests
- Understand their chosen “charities”
- Carve out joint recruitment goals
- Communications infrastructure



Online Communities



- Seek out online portals that link to real life opportunities
 - www.coolpeoplecare.com
 - www.meetup.com
 - www.behandson.org
- Write some content
- Try a BLOG



Coffee & Community

- Read “The Great Good Place” or “Bowling Alone”
- Think places where people gather and stay (coffee shops, libraries, bars, knitting club)
- Take the volunteering to them (eg. Knitting and book clubs)
- Recruit “regulars to help”



Partnerships that Work

- Congregations
- Companies
- Municipalities



Congregations Are Cool

- Study Existing Ministries
- Link service to faith and values
- Pilot with a population target (young adults, teens, seniors)
- Define the partnership
- Check in and TALK frequently



Doing Well by Doing Good

- As of 2003, 33 percent of companies have an employee volunteer program (Hitachi Foundation and The Center for Corporate Citizenship at Boston College, 2003)
- When survey respondents are limited to large corporations, this number leaps to 85 percent (The Center for Corporate Citizenship at Boston College, 2003)



Community is Good for Business



- Study existing service/philanthropy
- Understand volunteerism effect on employee satisfaction, teambuilding and financial bottomline
- Think about “at work” opportunities
- Build relationships for the long haul—deeper, better vs. quantity
- Understand market fluctuations
- Focus on employee engagement



Working with Government

- Understand the Mayor, Council priorities
- Find a friend and frame the idea
- Measure the results—or think results!
- Learn the term “economies of scale”
- Become friends with “compliance”
- Celebrate victories with media
- Frame impact and engagement around constituents (voters, business, other officials)



Create Multiple Points of Entry

- “Straight Up” Volunteering
- Issue Education
- Special Skills
- Leadership Development
 - Project Leadership
 - Committee Work
 - Office support
- Different target demographics



Resources

- **On Work Design**
- www.energizeinc.com

- **On Engagement Barriers**
- Casey Foundation work with low income volunteers
 - www.aecf.org
- U of Minnesota Center for Democracy & Citizenship
 - www.publicwork.org



Resources

- **On Recruitment**

- Business for Social Responsibility with compancies www.bsr.org
- United Nations Volunteers online www.unv.org
- National Service Resource Center
- www.nationalserviceresources.org

- **General**

- www.handsoncentraltexas.org
- www.serviceleader.org
- www.handsonnetwork.org
- www.nationalservice.gov
- www.pointsoflight.org
- www.evolunteerism.org
- <http://www.census.gov/field/www/faith/>



Q&A

