

# **THE NEW FACE OF VOLUNTEERISM**



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# **“You had me at hello.”**

Renee Zellweger as Dorothy Baker in Jerry Maguire

Did you have your volunteer prospect at hello?

# VOLUNTEERISM BY THE NUMBERS

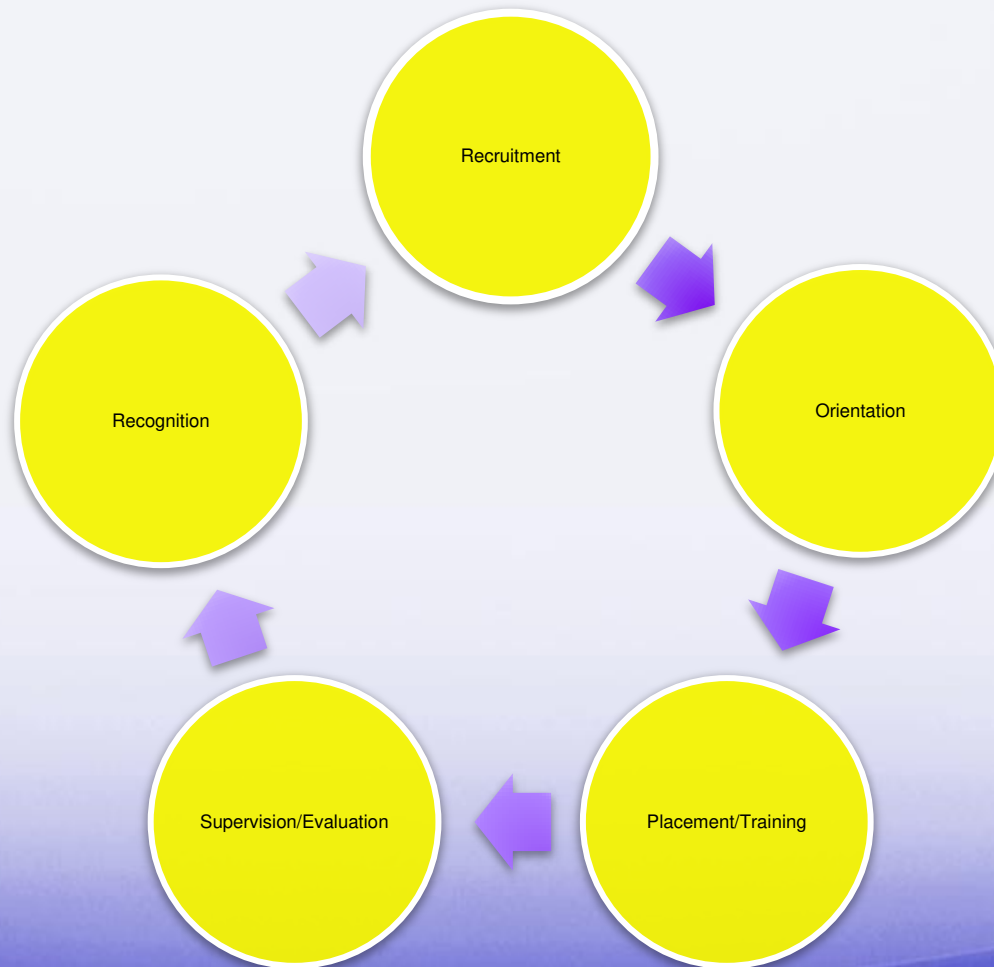
- 62.2M People volunteered
- 7.8B hours
- \$184B in volunteer time
- 24.2% of volunteer hours are involved in collecting preparing, and distributing food to those in need
- 35-45 years and 45-54 most likely to volunteer
- 26.4% teens who volunteer for school service hours



# **BASIC VOLUNTEER PROCESS**



# RETENTION – AN ONGOING PROCESS WITHIN THE VOLUNTEER EXPERIENCE



**WE'RE ALL IN THIS TOGETHER**



# **WHAT MAKES VOLUNTEERS HAPPY?**

- Experience is good use of time
- Tasks are clear
- Personal/professional talents being used
- Career skill development
- Outcomes/results are visible or reported

## **WHY DO VOLUNTEERS LEAVE?**

- Time demands
- Talents not used
- Tasks are unclear
- Neglect from staff or other volunteers
- Inadequate or no training
- Skills are not useful or not used by organization



# **HOW DO WE GET OUR DUCKS IN A ROW?**



# **FOCUS FORWARD**

## **CULTIVATE CHAMPIONS!!**

When you have work to be done and need volunteers,  
cultivate champions and ambassadors who feel part of  
the mission.

The result is the mission moves  
forward and great things happen!

# **WHO IS YOUR VOLUNTEER?**

## **BOOMERS:**

**Traditional, get it done, leadership, goal-oriented**

## **GENERATION X:**

**Family, flexible schedules, careers, connected to community**

## **GEN Y/MILLENNIALS:**

**Cautious, realistic, technology-savvy, activists, advocates**

# **HOW DOES YOUR ORGANIZATION ENGAGE GENERATIONAL VOLUNTEERS?**



# **DEVELOP A CULTURE OF VOLUNTEERISM**

Staff Support (Top down!)

Outline how roles work and impact change

Engage volunteers in meaningful experiences

Encourage storytelling

Understand the desire and need of volunteers

Ask for feedback. Be transparent.

Go where they are – physically and emotionally

# **EMBRACE SOCIAL MEDIA**

**Listen – Share – Connect – Inspire**

# **HOW CAN YOU ENHANCE YOUR ORGANIZATION'S PRESENCE THROUGH SOCIAL MEDIA?**

Instagram

Blog

Microblog (Twitter)

Facebook  
Google+

Linked In

Meet Up

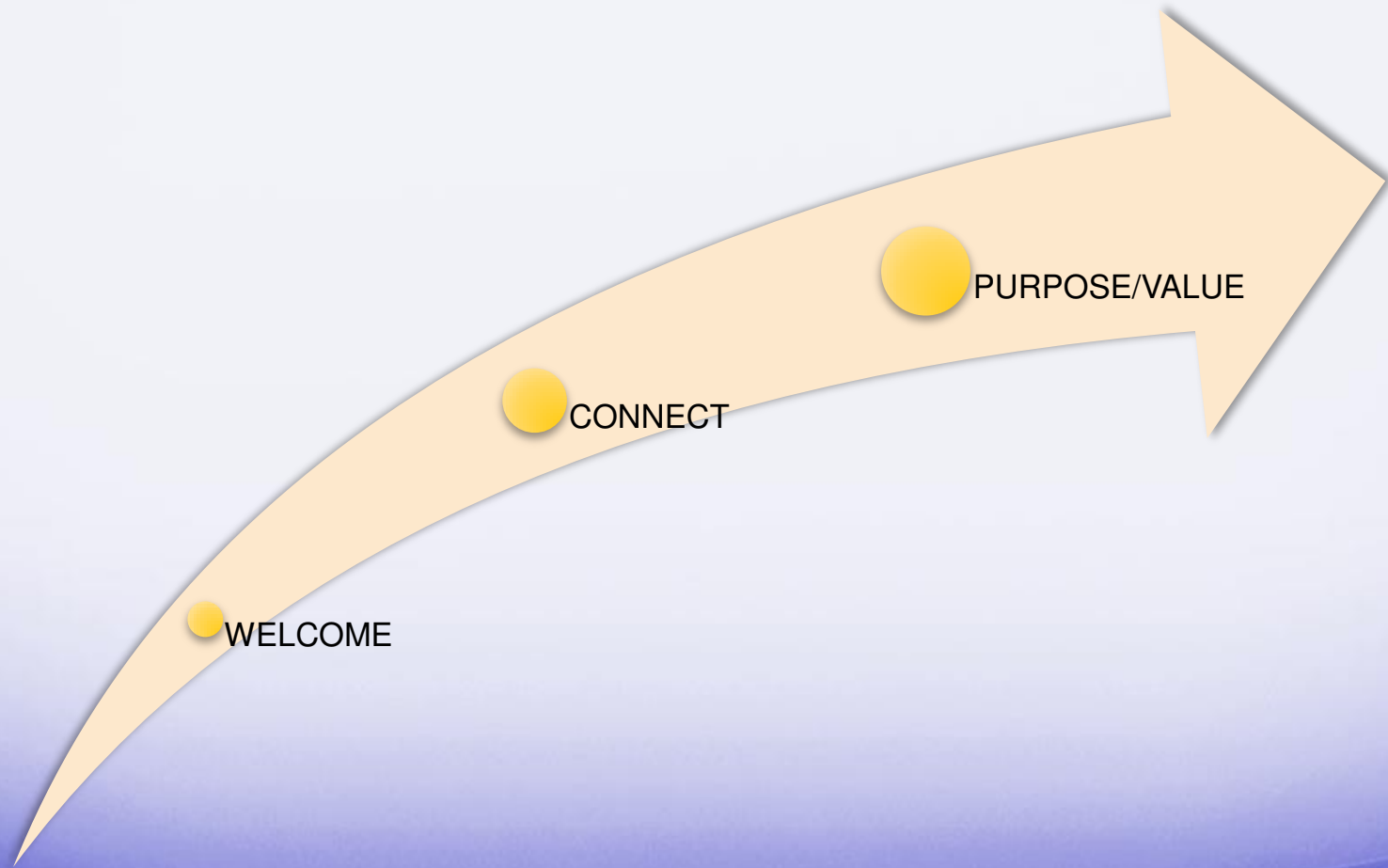
Pinterest

Podcast

YouTube

Vimeo

**IF YOU WANT WANT TO GO FAST, GO ALONE.  
IF YOU WANT TO GO FARTHER,  
GO TOGETHER.**





**BACK TOGETHER!**

**SHARE OUR DISCUSSIONS**

Thank you for the work and commitment you give to  
volunteers and to our community.

You make an difference in the lives of many people.

Remember ...

People want to help. People want to belong.

Our responsibility is to engage and guide them.