

# HARNESSING THE POWER OF VOLUNTEERS



## WHAT WE WILL COVER...



- NEED FOR SKILLED VOLUNTEERS
- VOLUNTEER TRENDS
- GENERATIONAL DIFFERENCES
- RECRUIT AND RETAIN VOLUNTEERS FROM EVERY GENERATION
- BREAKOUT SESSIONS
- GET CONNECTED: A RECRUITMENT SOLUTION

## **WHAT GENERATION ARE YOU?**

**TRADITIONALISTS**

**BABY BOOMERS**

**GENERATION X**

**MILLENNIALS**

## **WHICH GENERATION ARE YOU?**

- **DO YOU HAVE YOUR OWN WEB PAGE? (1 POINT)**
- **HAVE YOU MADE A WEB PAGE FOR SOMEONE ELSE? (2 POINTS)**
- **DO YOU IM YOUR FRIENDS? (1 POINT)**
- **DO YOU TEXT YOUR FRIENDS? (2 POINTS)**
- **DO YOU WATCH VIDEOS ON YOUTUBE? (1 POINT)**
- **DO YOU REMIX VIDEO FILES FROM THE INTERNET? (2 POINTS)**

## **WHICH GENERATION ARE YOU?**

- **HAVE YOU PAID FOR AND DOWNLOADED MUSIC FROM THE INTERNET? (1 POINT)**
- **DO YOU KNOW WHERE TO DOWNLOAD FREE (ILLEGAL) MUSIC FROM THE INTERNET? (2 POINTS)**
- **DO YOU BLOG FOR PROFESSIONAL REASONS? (1 POINT)**
- **DO YOU BLOG AS A WAY TO KEEP AN ONLINE DIARY? (2 POINTS)**

## **WHICH GENERATION ARE YOU?**

- **HAVE YOU VISITED MySpace AT LEAST FIVE TIMES? (1 POINT)**
- **DO YOU COMMUNICATE WITH FRIENDS ON FACEBOOK? (2 POINTS)**
- **DO YOU USE EMAIL TO COMMUNICATE WITH YOUR PARENTS? (1 POINT)**
- **DO YOU TEXT TO COMMUNICATE WITH YOUR PARENTS? (2 POINTS)**
- **DO YOU TAKE PHOTOS WITH YOUR PHONE? (1 POINT)**
- **DO YOU SHARE YOUR PHOTOS FROM YOUR PHONE WITH YOUR FRIENDS? (2 POINTS)**

## WHICH GENERATION ARE YOU?

### SCORES

- 0-4 POINTS - TRADITIONALISTS
- 4-8 POINTS - BABY BOOMER
- 8-14 POINTS - GENERATION X
- 14 OR MORE POINTS - MILLENNIAL

## NONPROFIT TRENDS

There were 9,975 organizations registered as charities with the N.H. Attorney General's Office at the end of 2017.



- Increasing by about 200 organizations per year for the past several years
- There are 5.76 nonprofits per 1,000 people in the State of New Hampshire
- 77.9% of NH Nonprofits report revenue of less than \$100,000
- Almost 100,000 people, or 1 in 8, are employed by nonprofits

## STATE OF NONPROFITS: VOLUNTEER DEPENDENT

New Hampshire relies heavily on the volunteer sector!



"If all of the volunteers didn't show up one day, the state could not function" – GOV JOHN SUNUNU

Nationally in 2015, 62.6 million people volunteered.

- They contributed **7.9 Billion** hours of service, valued at **\$184 Billion**.
- **24.9%** of residents volunteer.

In New Hampshire in 2015, 329,600 volunteers gave 37.33 million hours of service, valued at \$960 million.

- **28.6%** of residents volunteer, which ranks us 20th among the 50 states.
- **58.4%** of NH residents donate \$25 or more per year to charity

## But Nonprofits are struggling....

Nonprofits are fragile:

- **7-8%** Have liabilities exceeding assets
- **30%** Face cash flow issues
- **30%** Have lost money over the last three years
- **About 50%** Have less than one month of operating reserves



Nonprofits face some unique challenges:

- Unprecedented growth, due to issues such as the opioid crisis
- Retirement of leaders: **3 out of 4** nonprofit executives will retire in the next 5 years

**Constantly changing funding environment**

- Dependent on state and federal grants, which may change with changes in the political landscape
- Uncertainty of donations

## Volunteers are filling the gap

- One way that nonprofits can survive is to use volunteers in creative ways to accomplish more of the organization's critical tasks



- To recruit and use volunteers effectively, volunteer managers need to understand current trends in volunteering.



- Everyone is busy these days, but people still find time for things that are important to them.
- **The #1 reason** people don't volunteer, according to a group called Reimagining Service, is.....

**No one ever asked them!!**

## Volunteer Trends – Skilled Volunteers

**Skilled** volunteers may bring skills and expertise that are not available within the organization. Match their expertise with your needs.

The skilled volunteer pool in NH is approximately 70,000 people

- **21%** of them are not currently helping nonprofits
- **BUT-71%** of the respondents to the survey volunteer for two or more nonprofits.



10,000 people a day are retiring in the U.S.

- Many have professional skills they can offer
- Most popular assignments are **10 hours/month**, for up to a year in length.
- **42%** of those volunteering say they were recruited by a friend or colleague.

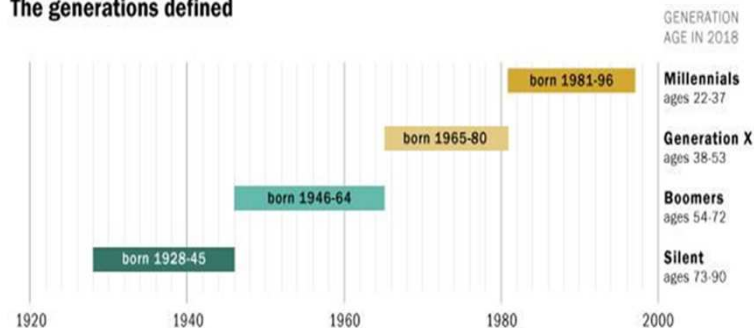
## Employer Based Volunteer Programs

- Employers offer this as an addition benefit
  - Attract and retain employees
  - Build their brand recognition in the community
  - Viewed as a “good neighbor”
- Trend toward offering paid volunteer hours
  - Lonza Pharmaceuticals in Portsmouth
  - Fidelity Investments, Merrimack
  - Badger Companies, Gilsum
- Skills can include
  - IT
  - Strategic Planning
  - Marketing and Fundraising
  - Project Management



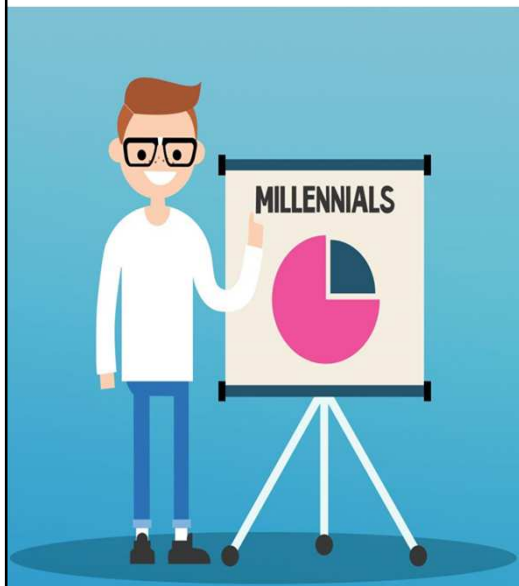
## GENERATION TRENDS AND CHANGES

The generations defined



- ALL GENERATIONS MATTER
  - SUCCESSFUL VOLUNTEER ENGAGEMENT DEPENDS ON UNDERSTANDING THE GENERATIONAL GAPS
- MAJOR DIFFERENCES BETWEEN GENERATION
  - VALUES
  - REASONS FOR VOLUNTEERING
  - TIME
  - INTERESTS
- RECRUIT AND RETAIN

## MILLENNIALS



### IMPACT AND STATS

- **26% OF US POPULATION** – LARGEST DEMOGRAPHIC
- 22% OF MILLENNIALS VOLUNTEERED NATIONALLY IN 2015
- 17 MILLION VOLUNTEERS
- 1.6 BILLION HOURS OF SERVICE = \$38.5 BILLION IN VALUE
- 85% GIVE TO CHARITY
- **3 OUT OF 10** BELIEVE THAT CITIZENS HAVE A “VERY IMPORTANT OBLIGATION” TO VOLUNTEER
- **WHERE:** EDUCATION/YOUTH, RELIGIOUS ORGS, COMMUNITY SERVICES
- **WHAT:** A LITTLE BIT OF EVERYTHING, BUT MOSTLY DIRECT SERVICE

## MILLENNIALS

### CHARACTERISTICS AND NEEDS:



- **TECH SAVVY** – “MOBILE FIRST” APPROACH
- ALL ABOUT THE INTERNET AND **SOCIAL MEDIA**
- TEXT – NOT BIG ON EMAIL, VOICEMAIL, OR PHONE CALL
- FEAR **BOREDOM** MORE THAN ANYTHING
- **CAUSE FOCUSED** – INTEREST DRIVEN
- NOT LOYAL TO BRANDS OR ORGANIZATION
- INSTITUTIONS JUDGED ON THEIR **OWN MERITS**
- WORK HAS **MEANING** AND PURPOSE FOR “ME”
- WANT TO MAKE AN “**IMPACT**”



## MILLENNIALS

### RECRUIT

- STRONG SOCIAL MEDIA PRESENCE
- CREATE MISSION FOCUSED OPPORTUNITIES
- BE FLEXIBLE - PROVIDE MULTIPLE SHIFT OPPORTUNITIES
- BE DIVERSE- PROVIDE MANY DIFFERENT ACTIVITIES AND TASKS
- GROUP OR TEAM ACTIVITIES
- OFFER DIRECTION AND SUPPORT



### RETAIN

- PROVIDE OPPORTUNITIES THAT HAVE "MEANING" FOR THE INDIVIDUAL
- EMPHASIZE THEIR ABILITY TO "MAKE A DIFFERENCE"
- USE TECHNOLOGY TO DELIVER INFO
- COMMUNICATE CLEAR OBJECTIVES
- PROVIDE STRUCTURE AND SUPPORT
- RECOGNIZE THEM ON SOCIAL MEDIA

## GENERATION X

### IMPACT AND STATS



- **29% VOLUNTEER** - MORE THAN ANY OTHER GEN
- 20 MILLION VOLUNTEERS
- 2.3 BILLION HOURS OF SERVICE = \$53.7 BILLION IN VALUE
- **48 MEDIAN HOURS** - 2ND MOST OF ANY OTHER GEN
- 59% GIVE TO CHARITY
- **WHERE:** 40% EDUCATION/YOUTH & 30% RELIGIOUS
- **WHAT:** A LITTLE BIT OF EVERYTHING, BUT PRIMARILY FUNDRAISING

## GENERATION X



### CHARACTERISTICS AND NEEDS

- CONSIDERED THE “BUSIEST” GENERATION
- VALUE TIME AND ORDER
- DESIRE BALANCE – CATEGORIZE LIFE INTO BOXES
- 80% OWN A SMARTPHONE
- USE EMAIL AND SOCIAL MEDIA
- GOAL ORIENTED
- THRIVE ON INDEPENDENCE
- INNOVATORS AND CREATORS
- FLEXIBILITY IN ROLES AND SCHEDULES
- WANT TO BE CHALLENGED

## GENERATION X

### RECRUIT

- OFFER DIVERSE WORK EXPERIENCES
- OFFER CHALLENGING POSITIONS
- **OFFER OPPORTUNITIES TO CREATE, DEVELOP OR EXPAND PROJECTS**
- SELL THE OPPORTUNITY ON THE MERITS OF WHAT THE **POSITION CAN OFFER THEM PROFESSIONALLY**
- OFFER GOAL ORIENTED TASKS
- PROVIDE FLEXIBILITY



### RETAIN

- **LET THEM TAKE THE LEAD**
- PROVIDE INDEPENDENCE AND FREEDOM TO INNOVATE OR DRIVE A PROJECT
- **DON'T MICROMANAGE!**
- COMMUNICATE VIA SOCIAL MEDIA, EMAIL, AND PHONE
- **RESPECT THEIR TIME!**
- PROVIDE TIMELY FEEDBACK

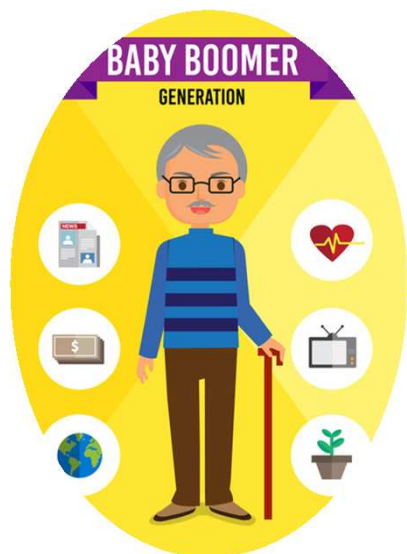
## BOOMERS

### IMPACT AND STATS



- 23% OF POPULATION – NO LONGER THE LARGEST
- 25.7% OF BOOMERS VOLUNTEER
- 19.2 MILLION VOLUNTEERS – 2ND MOST OF ANY GEN
- **2.7 BILLION** HOURS OF SERVICE – 1ST PLACE!
- 60 MEDIAN HOURS OF SERVICE
- **\$63.7 BILLION** IN SERVICE VALUE – 1ST PLACE!
- 72% GIVE TO CHARITY – **43% OF TOTAL US GIVING**
- **WHERE:** 40% RELIGIOUS ORG
- **WHAT:** DIRECT SERVICE AND GIVING

## BOOMERS



### CHARACTERISTICS AND NEEDS

- **CAREER ORIENTED – WORK FIRST APPROACH**
- BELIEVE MORE HOURS OF WORK = BETTER PERFORMANCE
- **COMMUNITY AND CIVICALLY MINDED**
- BELIEVE IT IS “OUR DUTY” TO VOLUNTEER
- **LOYAL TO ORGANIZATION**
- WANT TO **LEAVE STAMP ON ORGANIZATION** – BE A PART OF DECISION MAKING PROCESS
- 71% USE SOCIAL MEDIA DAILY – 19 HOURS A WEEK ONLINE
- WANT TO PUT THEIR “**SKILLS AND TALENTS**” TO USE
- WANT TO BE RECOGNIZED

## BOOMERS

### RECRUIT

- EMPHASIZE **IMPACT ON THE COMMUNITY**
- EMPHASIZE **SKILLS NEEDED**
- CREATE **LEADERSHIP OPPORTUNITIES**
- COMMUNICATE HOW THEIR EXPERTISE IS DESIRED AND NEEDED
- EMPHASIZE ORGANIZATION'S VALUES AND IMPACT ON PEOPLE



### RETAIN

- GIVE BOOMERS MORE RESPONSIBILITY
- **DEVELOP OPPORTUNITIES FOR BOOMERS TO DIRECT OR LEAD**
- INVITE THEM TO DO TRAININGS OR PRESENTATIONS
- **PUBLICLY RECOGNIZE THEIR ACCOMPLISHMENTS**
- PROVIDE WORK THAT ALLOWS THEM TO USE THEIR EXPERTISE OR SKILLS

## TRADITIONALISTS

### IMPACT AND CHARACTERISTICS



- 23.5% OF OLDER ADULTS VOLUNTEER
- 11 MILLION VOLUNTEERS
- 1.9 BILLION HOURS = \$45.4 BILLION VALUE
- **90 MEDIAN HOURS - 1ST PLACE!**
- 88% DONATE TO CHARITY - \$1,367 PER AVERAGE
- LATE ADOPTERS OF EMAIL - **PREFER PHONE CALLS AND MAIL**
- POSSESS INTELLECTUAL CAPITAL AND INSTITUTIONAL KNOWLEDGE
- SEE THEMSELVES AS OFFERING WISDOM AND GUIDANCE
- STRONG VALUES AND WORK ETHIC
- **NO NEWS IS GOOD NEWS - NO FEEDBACK IS GOOD FEEDBACK**

# TRADITIONALISTS

## RECRUIT

- **OFFER MENTORING OPPORTUNITIES**
- **POST OPPORTUNITIES IN PAPER OR IN COMMUNITY CENTERS**
- **TRADITIONAL BUSINESS HOUR SCHEDULE**
- **OFFER OPPORTUNITIES THAT DON'T REQUIRE USE OF TECHNOLOGY**



## RETAIN

- **DON'T OFFER TOO MUCH FEEDBACK**
- **COMMUNICATE ON THE PHONE OR THROUGH MAIL**
- **DONT REQUIRE THEM TO USE TECHNOLOGY OR SOCIAL MEDIA**
- **MAKE THEM FEEL THAT THEIR KNOWLEDGE IS SOUGHT AND NEEDED**
- **LET THEM MENTOR YOUNGER GENERATION**

## Generation Clashpoints

Clashpoint	Traditionalists	Baby Boomers	Generation Xers	Millennials
Institutions	Are loyal to institutions	Want to put their own stamp on institutions	Are skeptical of institutions	Will judge institutions on their own merits
Rewards	Satisfaction of a job well done	Money, title, advancement, renewal	Freedom is the ultimate reward	Work that has meaning for "me"
Feedback	No news is good news	Formal yearly feedback with lots of documentation	Frequent, honest, immediate feedback	Feedback whenever I want it at the push of a button
Balance	Support me in shifting the balance	Help me balance everyone else and find meaning myself	Give me balance now, not when I'm 65	Work isn't everything; I need flexibility to balance all my activities
Training	I learned it the hard way; you can too	Train them too much and they might leave	The more they learn, the more they stay	Continuous learning is a way of life
Job Changing	Job changing carries a stigma	Job changing puts you behind	Job changing is necessary	Job changing is part of my daily routine

# BREAKOUT DISCUSSION

**WHAT SUCCESS HAS YOUR ORGANIZATION HAD RECRUITING AND RETAINING MILLENNIALS, GEN Xers, BOOMERS, AND TRADITIONALISTS?**

**HOW CAN YOUR ORGANIZATION IMPROVE OUTREACH AND ENGAGEMENT WITH MILLENNIALS, GEN Xers, BOOMERS, TRADITIONALISTS?**

**WHAT STRATEGIES CAN YOU USE?**

**WHEN IT COMES TO OUTREACH AND ENGAGEMENT TO EACH GEN, ARE THERE THINGS THAT YOUR ORGANIZATION SHOULD STOP DOING ?**



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## CONTACT US!

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