

Volunteerism 2.0

Challenging the Status Quo

TODAY'S SESSION

Who:



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What:

- We will explore our rapidly changing times and the trends that volunteer engagement professionals must pay attention to in order to stay relevant.
- We will discuss learnings from conversations we had with people right here in our community about volunteerism.
- We will look at a framework that will help each of us reimagine our own volunteer landscapes and create our own Volunteerism 2.0



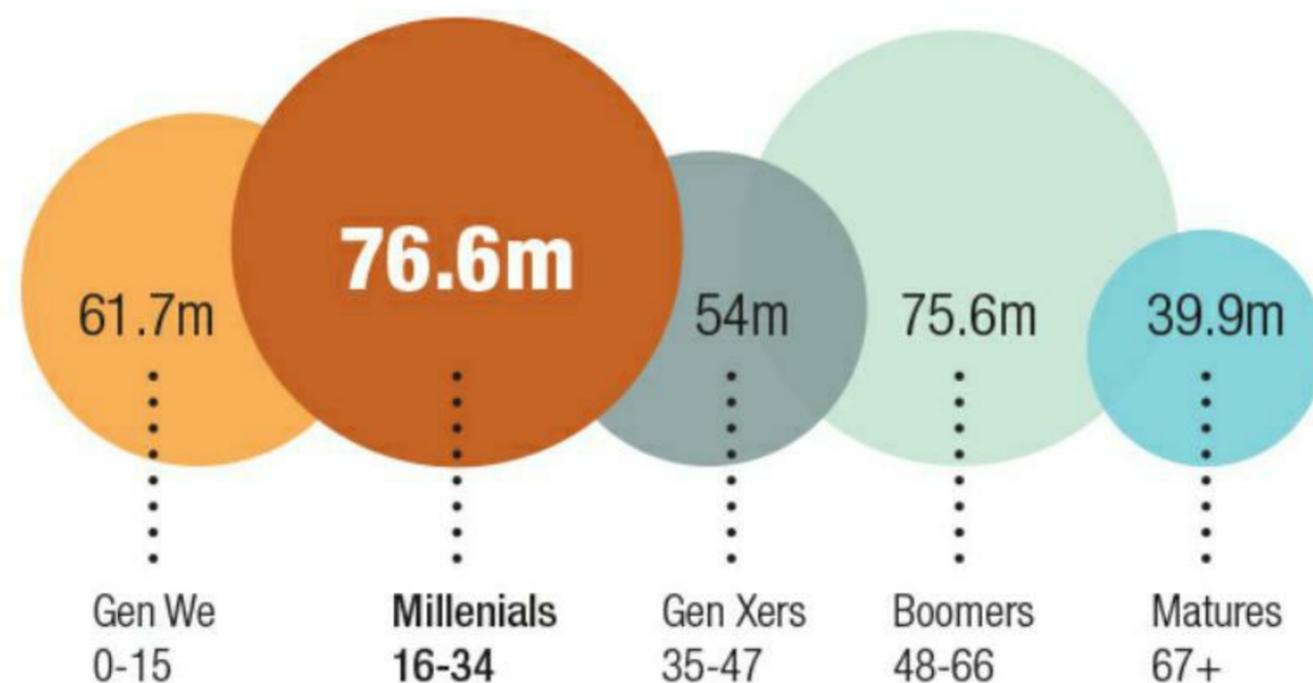
**A NEW VOLUNTEER
LANDSCAPE**

Changing Times...

- Generational Shifts
- Technological Advances
- Highly Engaged Corporations
- And more...

GENERATIONAL SHIFTS

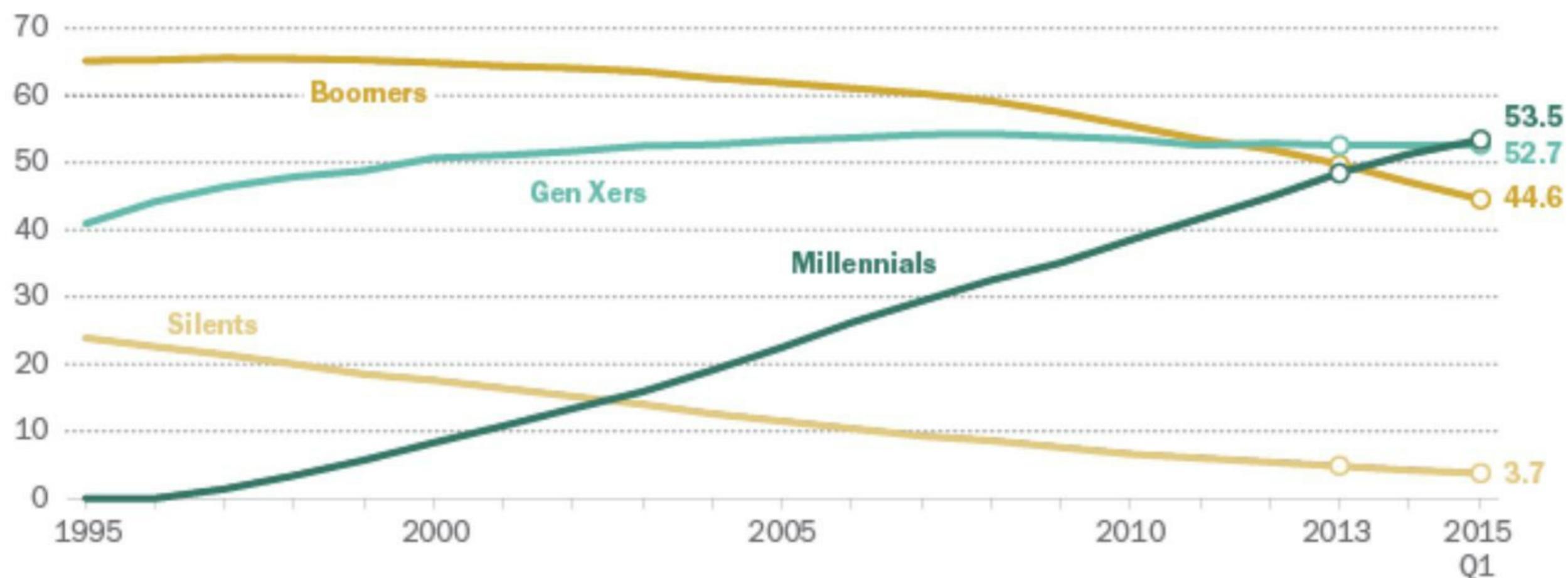
The Pew Research Center describes America today as being in throes of a demographic overhaul - headed toward a future marked by the most striking social, racial, and economic shifts the country has seen in a century.



How will generational shifts affect volunteer engagement in our community?

U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

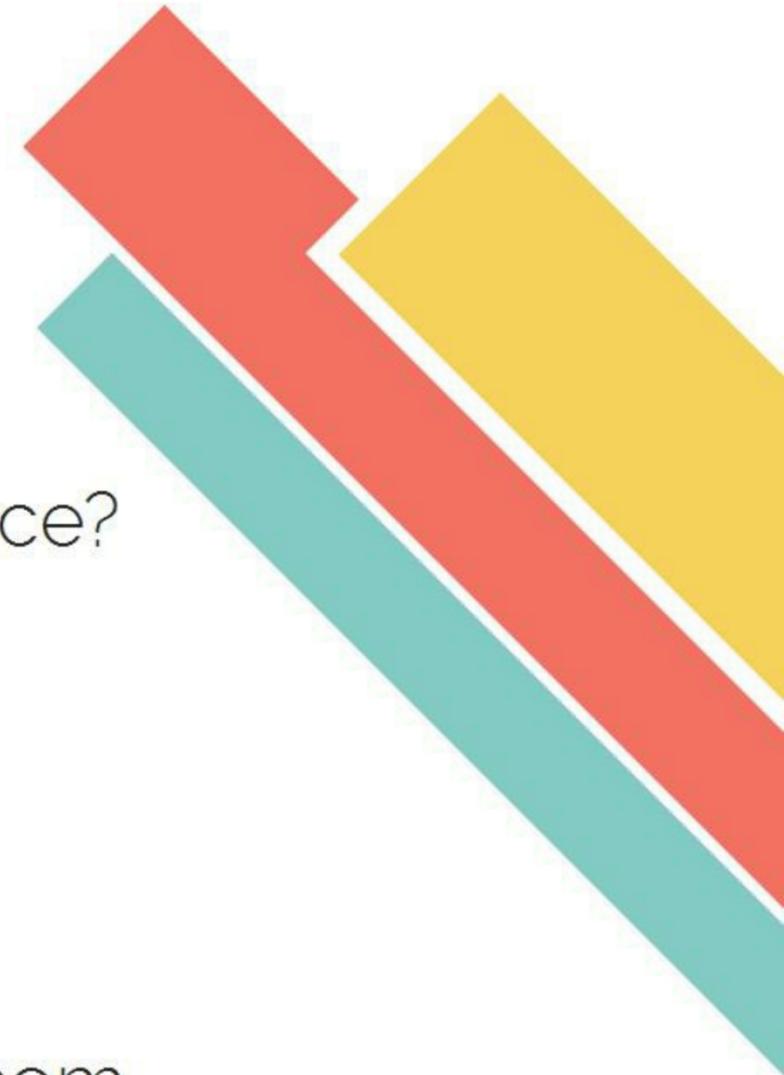
PEW RESEARCH CENTER

GENERATIONAL SHIFTS: TAKE ACTION

- Review your portfolio of opportunities and identify what demographic groups you are currently engaging
- Do you have opportunities to take advantage of the significant number of boomers who will be leaving the workforce?
- Do you have opportunities to engage the growing number of Millennials that will dominate the workforce?

Check this out:

- Millennial Impact Reports - www.themillennialimpact.com
- The Futures Company - www.thefuturescompany.com





TECHNOLOGICAL ADVANCES

Digital technology touches every aspect of our lives and volunteerism is no exception.

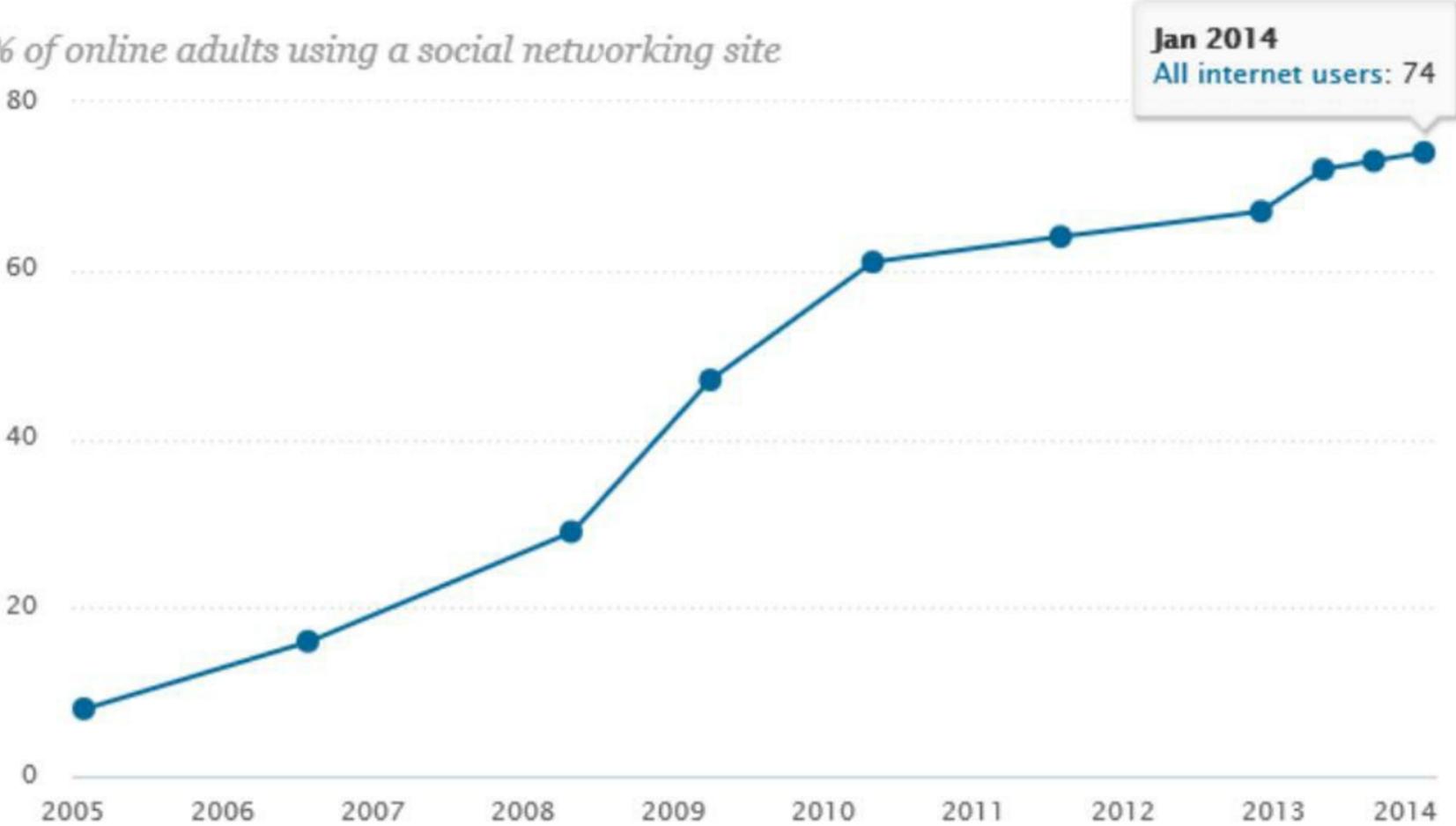
As Volunteer Administrators we must embrace technological advances and not be afraid to try new platforms to reach our ever changing audiences.

How can Volunteer Administrators adapt and integrate rapidly changing technology?

Social Media Landscape 2015



% of online adults using a social networking site



TECH ADVANCES: TAKE ACTION

- Learn where your community is online - do a quick survey.
- Are you in the right spaces? Do a social media audit (example provided)
- Struggling with content? Use the 3 R's and you will never run out - Recruitment, Retention, Recognition.
- Commit to trying 1 new social media platform

Check this out:

- Social & Mobile Media Blog for Nonprofits - www.nptechforgood.com



CHANGES IN CORPORATE ENGAGEMENT

Corporations are aware now, more than ever before, that employee engagement not only attracts and retains talent but also inspires employees, drives productivity and increases profitability. This focus is creating an increased demand on non-profits to engage corporate groups- and volunteer administrators must be able to adapt and change in this new landscape to ensure meaningful experiences.



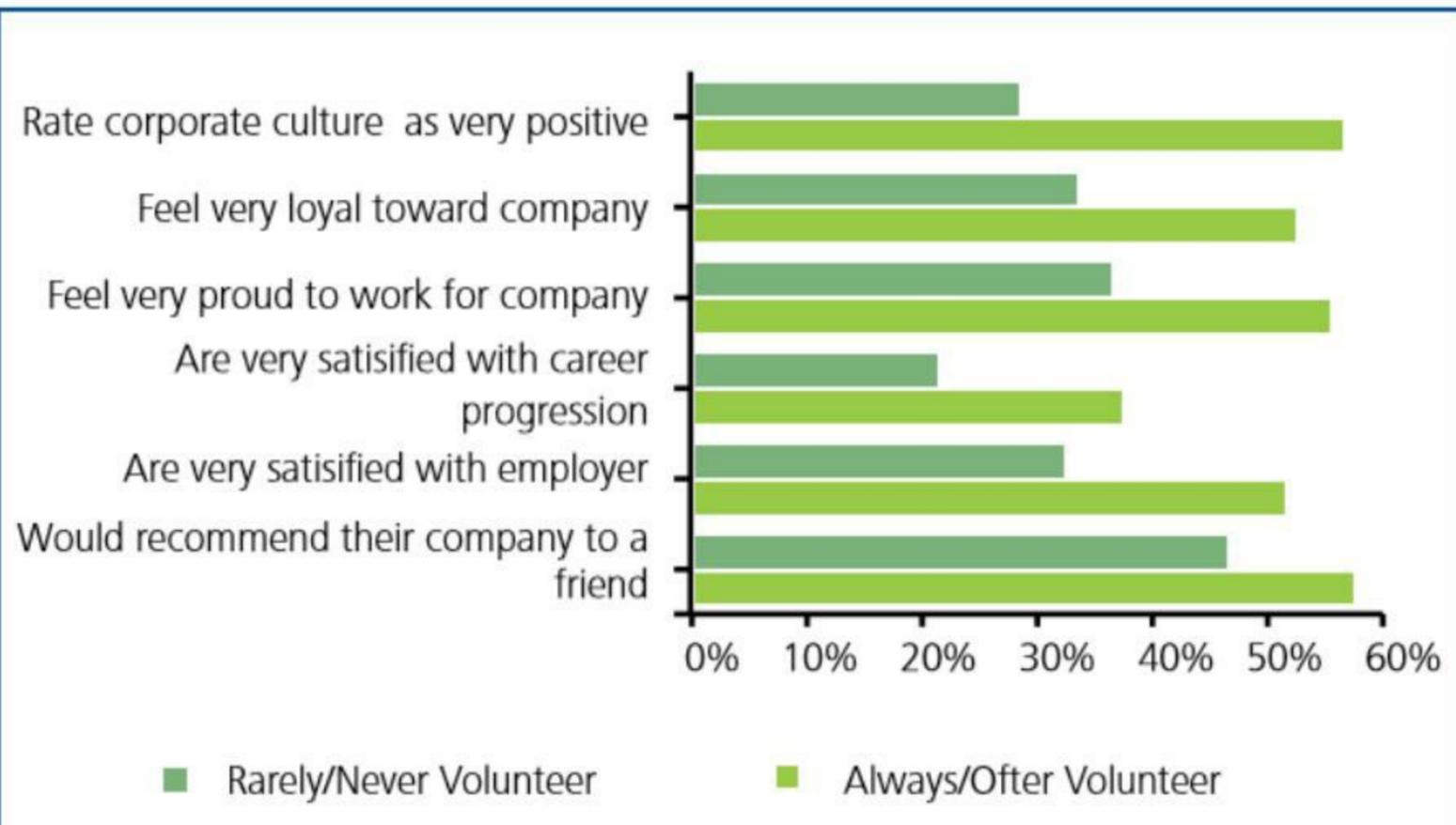


Figure 1. Millennials who frequently volunteer indicate higher levels of engagement than those who rarely or never volunteer.

“Our own experience has demonstrated the business case for Deloitte to invest in a strategic corporate volunteer program. It’s very exciting to have research that more broadly quantifies the connection between workplace volunteerism and several drivers of perceptions of positive corporate culture among millennials.”

– Evan Hochberg

National leader of Deloitte’s community involvement initiative

INCREASED ENGAGEMENT: TAKE ACTION

- Take inventory of your organization's needs and keep it updated
- Be proactive instead of reactive
- Don't be afraid to say no! If you cannot meaningfully engage 50 people, then don't try! Instead, explain what will help your organization the most and why
- Don't be afraid to ask for financial support!
- Tell your organization's story - every chance you get

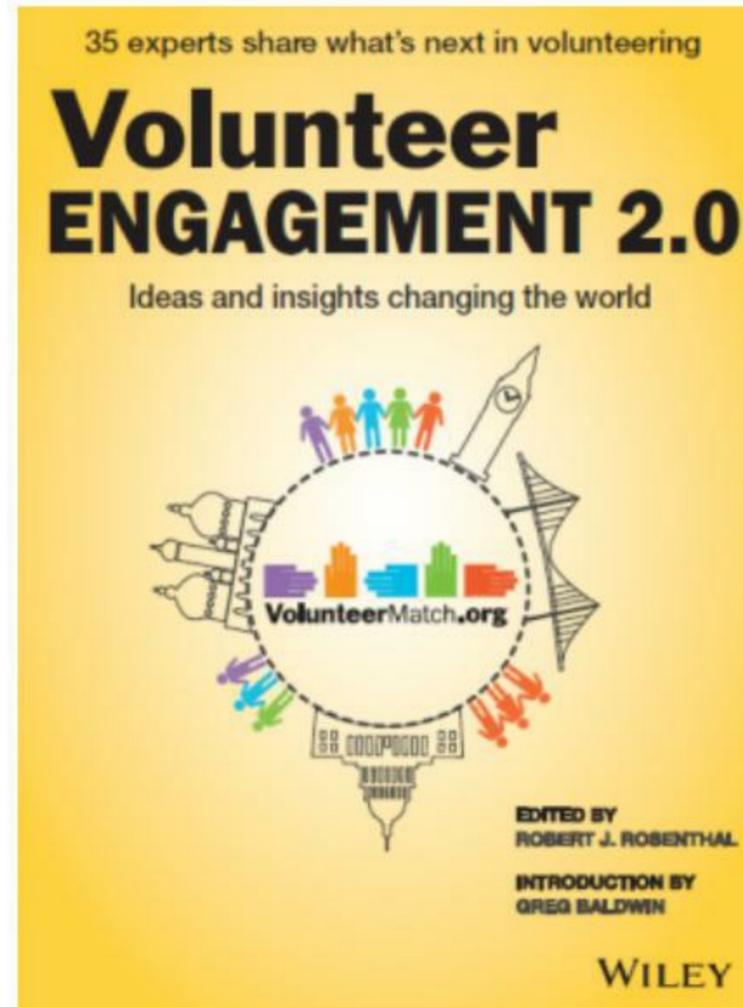




SO WHAT'S NEXT?

Create your own
Volunteerism 2.0
Roadmap

For a deeper dive into these topics and more, check out:



Thank you