



Volunteers: You've Got to Love 'Em

Rick Blain, CFRE



For



Volunteering: It's not a new concept

What is the essence of life? To serve others and to do good.

Aristotle (384-322 BC)



Today's Topics

- Advantages and disadvantages of using volunteers
- Recruiting and retaining volunteers
- What motivates volunteers
- Generational differences
- Losing some good volunteers



Corporation for National & Community Service: Volunteering in America

Overview

- One in three adults (30.3%) volunteered through an organization, demonstrating that volunteering remains an important activity for millions of Americans.

Corporation for National & Community Service: Volunteering in America

Overview

- The overall volunteer rate increased by more than 6%
- Volunteers donated to charity at twice the rate of non-volunteers
- Generation X had the highest volunteer rate among age groups at 36.4%
- Baby Boomers had the highest number of hours at more than 2.2 billion
- Millennial volunteering increased more than 6% since the last report, now at 28.2%

Corporation for National & Community Service: Volunteering in America

State Rankings by Volunteer Rate

	Rank	State	
•	18	New Hampshire	35.7%
•	25	Massachusetts	32.6%

Corporation for National & Community Service: Volunteering in America

MASSACHUSETTS

GIVES BACK.

Last year, more than **1.8 Million** Massachusetts residents volunteered.

Their service has an estimated economic value of more than **\$3.4 Billion.**



[SERVE.GOV](https://www.serve.gov)

#GoVolunteer

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COMMUNITY
SERVICE** ★★ ★

NEW HAMPSHIRE

GIVES BACK.

Last year, more than **391,000** New Hampshire residents volunteered.

Their service has an estimated economic value of more than **\$884.4 Million.**



[SERVE.GOV](https://www.serve.gov)

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Where Do They Volunteer?

- Religious organizations 32%
- Sport, Hobby, Culture, Art 25%
- Educational or youth service 19%
- Health 6%
- Civic, Political, Professional, International 6%
- Environment & Animals 5%

Corporation for National & Community Service: Volunteering in America

Our Volunteers

You've got to love 'em

What would we do
without them?

How do you use volunteers?

On Using Volunteers

Advantages and Disadvantages

Why Do People Volunteer?

- Passion for mission
- Giving back
- Professional advancement
- Business enhancement
- Employer policy
- Mandatory Reciprocity
- Family tradition
- Social status
- Other?

Why do they volunteer?

“It is one of the beautiful compensations of life that no man can sincerely try to help another without helping himself.”

Ralph Waldo Emerson

Involuntary Volunteering

- Employer expectations
- School requirement
- Sometimes we “plant seeds”

Students who were engaged in some sort of community service in high school — whether mandatory or voluntary — were more likely to volunteer or be involved in some civic activity.

Joseph E. Kahne, Mills College

It's Good For You

Volunteers who devote a “considerable” amount of time to volunteer activities (about 100 hours per year) are most likely to exhibit positive health outcomes.

Those Valuable Volunteers

Where do we find them?

Those Valuable Volunteers

How do we recruit them?

Why Do We Lose Them?

- Lack of clarity
- Mismatch
- Not important or impactful
- Not rewarding
- Poor communication
- Other?

How Do We Use Them?

- What do you need them to do?
- Job description/clarity
- The reward
- Job match

“Ask me about Mary’s napkins.”

Volunteer Leadership

- Board
- Committee
- Other

The Younger Generation Will Respond

- Fun
- Win/win
- Efficient
- Technologically up-to-date
- Team based
- Empowered—a high level of freedom
- Cut-to-the-chase decision making
- Flexible—not one size fits all Fun

**Ticket sales are low for this year's
gala . . . So what will you say
to your volunteers?**

Write it down

Communication

Matures & Boomers

“Ticket sales are low for this year’s gala. We need for each committee member to sell 20 tickets. Please reach out to your business and social network.”

Genexers and Millenials

“Ticket sales are low for this year’s gala. What can we do about it?”



Our Volunteers

You've got to love 'em

You've Got To Love 'Em

- Determine what you need of your volunteers.
- Create a job description including time requirement.
- Carefully match the volunteer to the job.
- Make it purposeful.
- Make their job impactful.
- Communicate effectively.
- Appreciate them appropriately.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Dr. Maya Angelou

Thank you for your attention and participation.

Rick Blain



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