



Giving Hope Today

VOLUNTEERS

A Generation of Difference

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Territorial Manager, Volunteer Services

Territorial Communications, THQ

1920

1940

1960

1980

2000

1925-1945 Age 94-74 8% of Pop

Values & Traits

Team Work
Respect for Authority
Consistent
Disciplined
Defined Sense of Right & Wrong
Loyal
Waste Not Want Not
Exprience

Points of Caution

Least likely to accept change or try new things
Top Down Leadership Model
Black & White



Defining Legacy

Chain of Command
Hardwork
Loyalty to company & organization
Founders
Charitable

Defining Moments

Great Depression / WWII /
New Deal / Korean War /
Space Age

Working With:

Follow the Rules
Show Respect
Value their exprience & feelings
Clearly explain task/procedure

1920

1940

1960

1980

2000

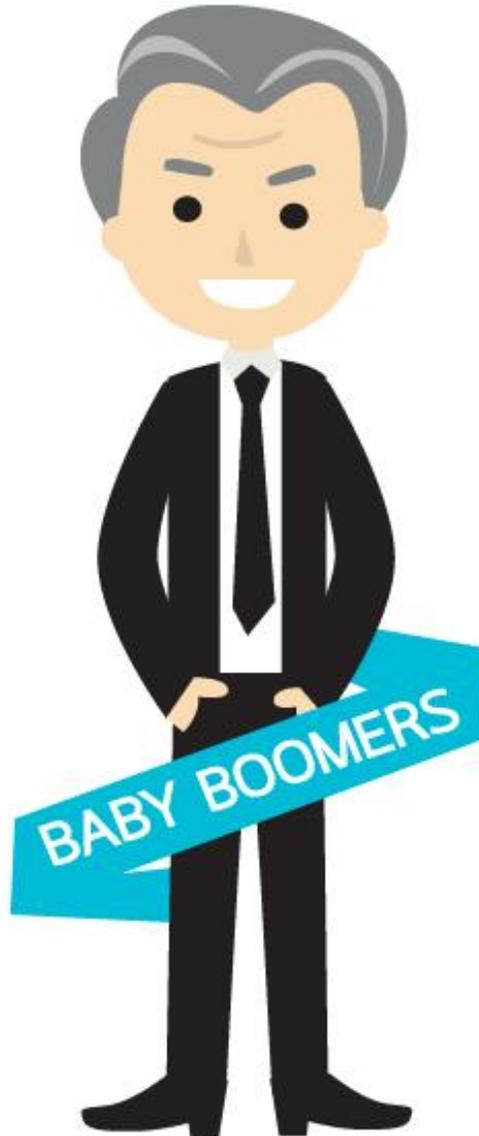
1946-1965 Age 73-54 26% of Pop

Values & Traits

Competitive
Individualism
Team Work
Adaptive
Goal Oriented
Expect Respect
Put in Your Time
Prosperity
Want to make a difference

Points of Caution

Expect everyone to be a work-a-holic
Process before the results
Rules apply as long as they benefit them



Defining Legacy

Hard working
Movement Generation
Push for Equality
Not Retiring

Defining Moments

Civil Rights/ Vietnam War/ Cold War/ Russia/ Space Travel

Working With:

Give attention, recognition & title.
Tell them the big picture and how their service matters.

1920

1940

1960

1966-1980

1980

2000

Age 53-39 19% of Pop

Values & Traits

Resourceful
Independent
Work-Life Balance
Feedback & Recognition
Diversity
Time w/ leadership
Outcome Over Process
Free Agent
Tech Savvy

Points of Caution

Impatient with "process"
Ask "why" to leadership
Dislike rigid work requirements
Results over process



Defining Legacy

Changing the way business is done
ie. Elon Musk, Sergey Brin & Larry Page (Google)
Restore work life balance
?

Defining Moments

Watergate / Energy Crisis / First Generation of Latchkey Kids / 24-hr Media

Working With:

Need to work w/ leadership-
It's okay to be informal
Allow them the freedom to accomplish the task

1920

1940

1960

1980

2000

1981-2000 Age 38-19 26% of Pop

Values & Traits

Self branding
Tolerant
Want to make a difference
Multitasking
Relaxed
Spiritual
Diversity
Collaboration

Points of Caution

Not good with failure
 Respond poorly to those who demand respect b/c of rank
 Dislike menial work
 Need structure/supervision



Defining Legacy

Modern Family
Social Media
Corporate Social Responsibility
Diversity

Defining Moments

Terrorism / 9/11 / AIDS / Instant Media
 / Social Media

Working With:

Work in teams
Learn about their "brand"
Want to work with friends
Show how they can make a difference

1920

1940

1960

1980

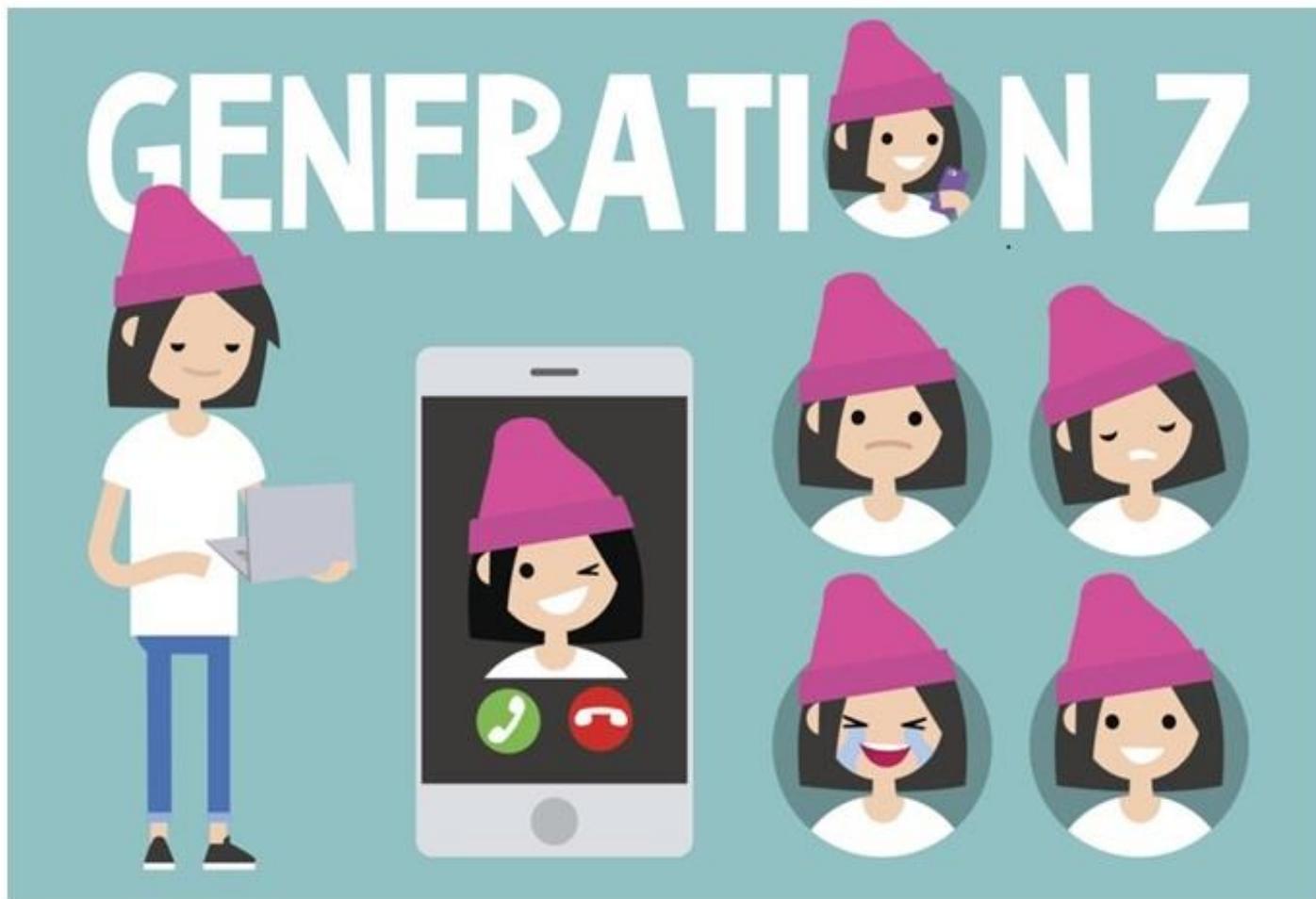
2000

Move over Millennials...
Born 2000-present

iPad before talking

Uber

Airbnb



Overwhelmed

Blurry

Personalization

	View of Authority	Motivated By	Recruiting	Leadership
Traditionalist	Don't question authority	"Your experience is respected."	Your experience is still needed	Seniority
Baby Boomer	Impressed	"Chance to make a lasting legacy"	Talk about an activity not age range	Experience
Gen X	Unimpressed	"Here is the task, get it done."	Do not oversell; simply relay the facts	Merit
Millennials	Relaxed	"You can make a change."	Be a cause	Contribution
Gen Z	Respect authority	"Make a mark and change work place culture."	Short and seamless application process	Entrepreneurial



What generation do you associate with?

Defining moment(s) of your generation?

Iconic childhood toy? TV show?

The Volunteer Landscape

• 6 in 10 Canadians have volunteered •



Formal vs Informal

44%
Formal
Volunteer Rate



Home Maintenance

Personal care

Driving to a store/appointment

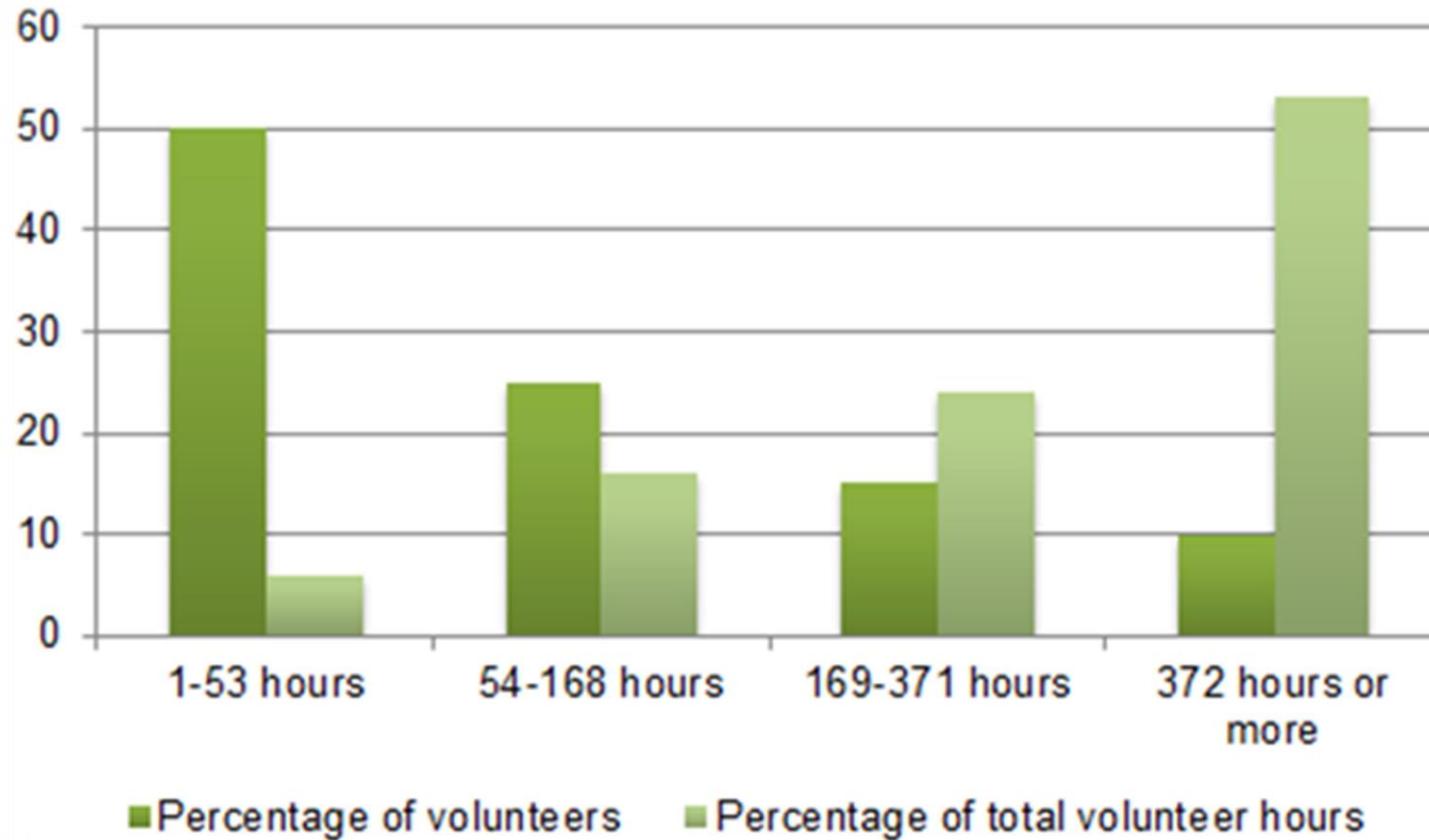
House Work

Health-related

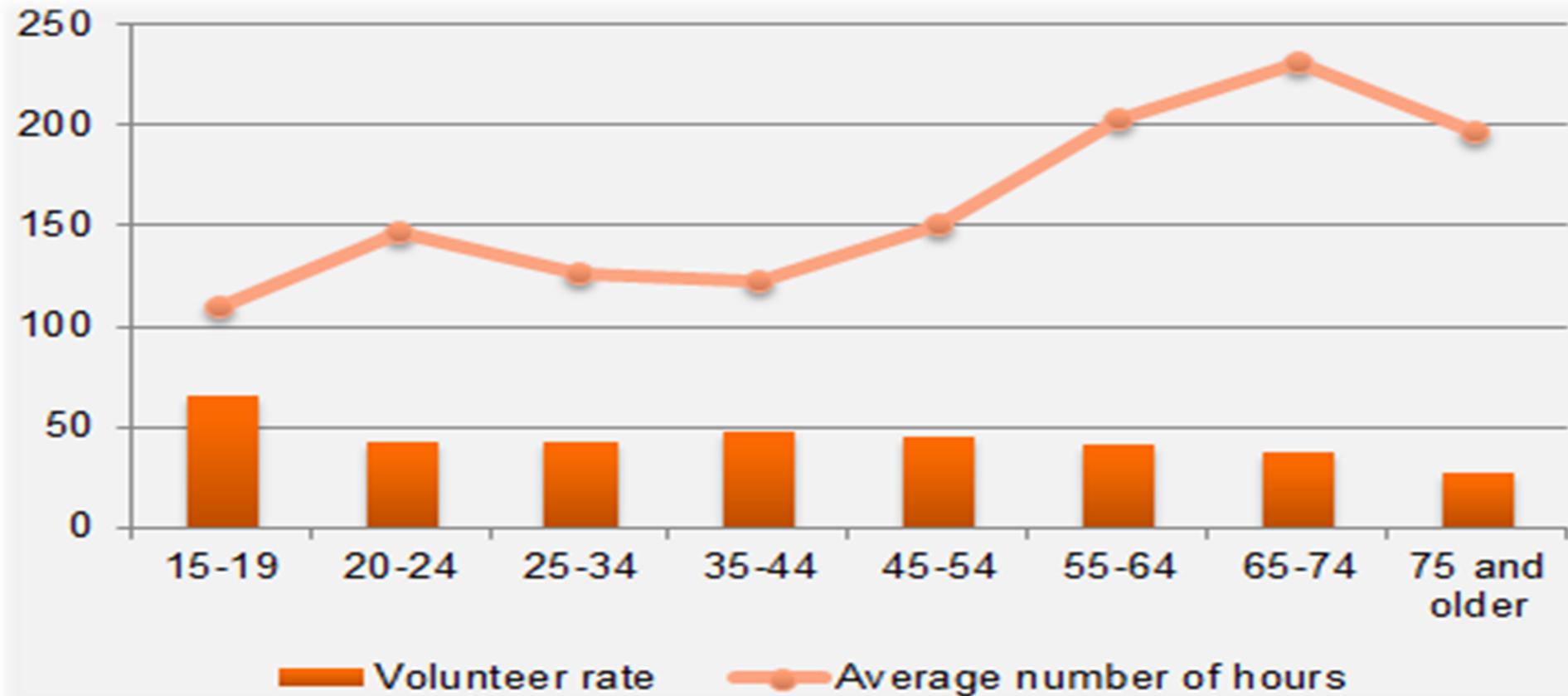
Shopping

91% of informal volunteers are youth

Over half of all volunteer hours are given by 10% of volunteers



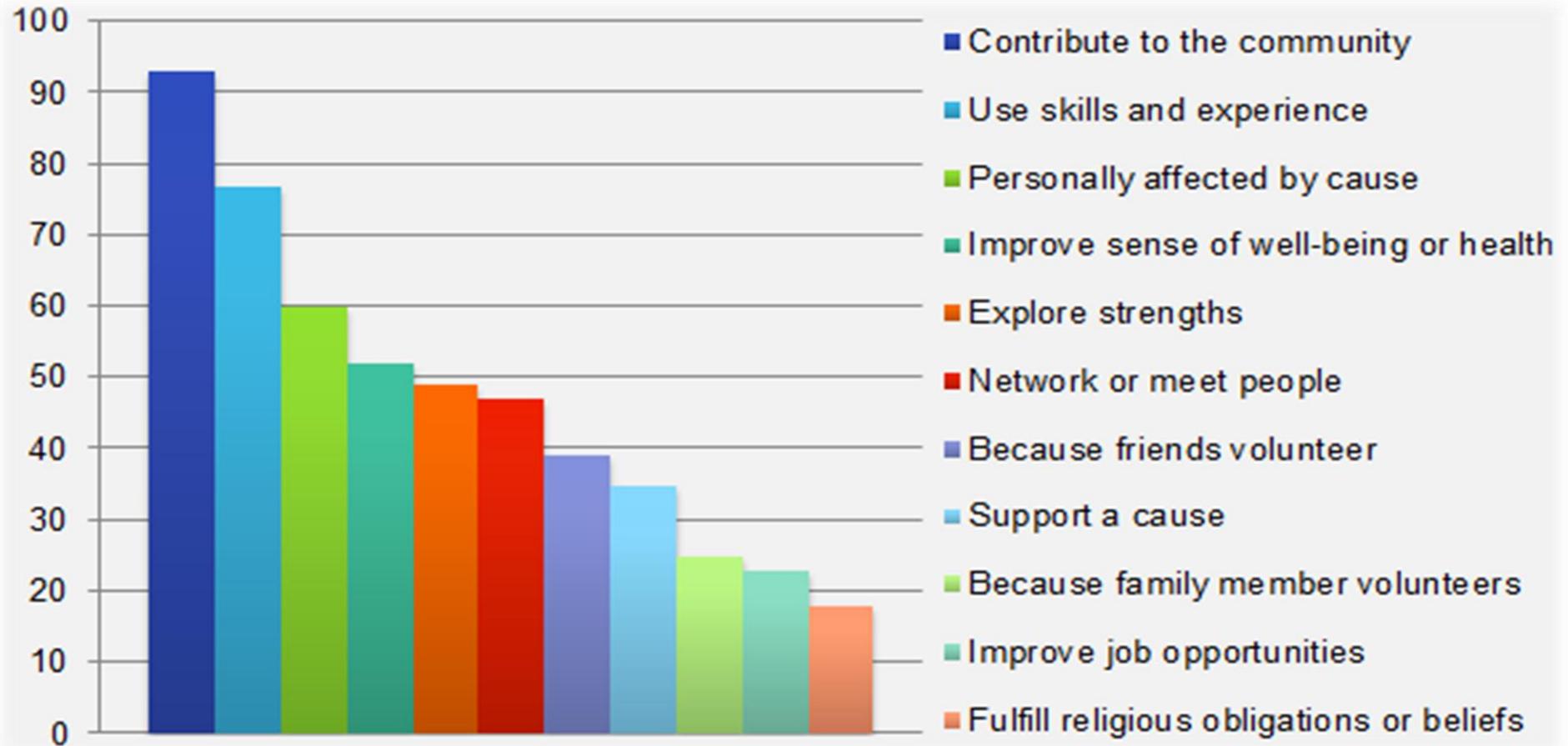
Youth Volunteers have the highest volunteer rate



Recruitment



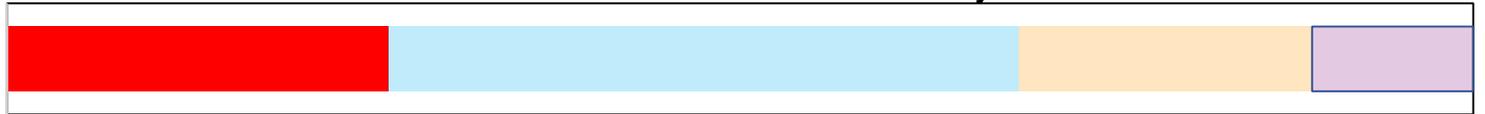
Motivations





Most generous generation

28% of all Canadian volunteers are 55yrs and older



64% in this age group cite that physical inability is a barrier to volunteering

42% sat on a committee board

Just over 50% aged 75 and older volunteer informally

More likely to provide health care and support through volunteering



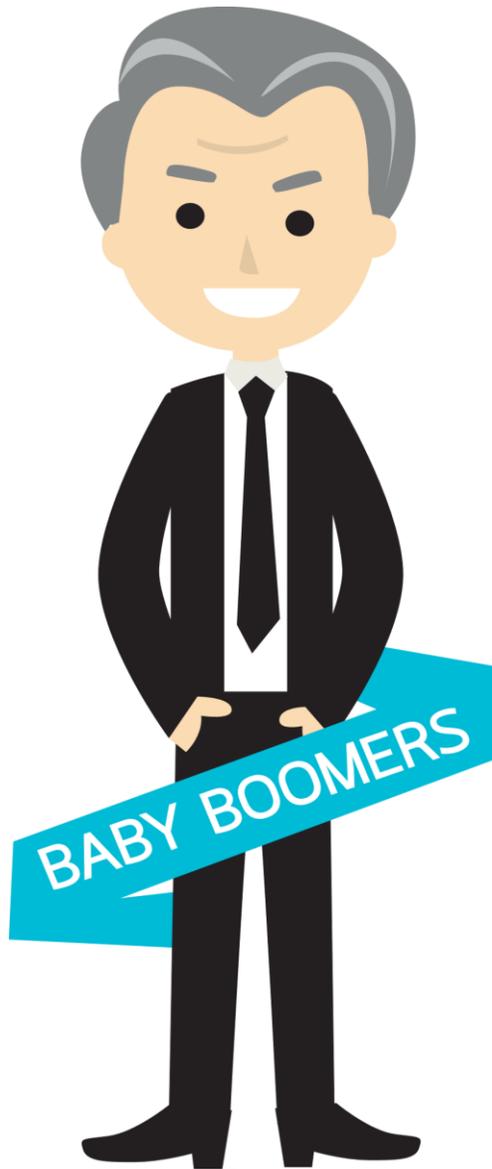
Volunteered an average of 196 hours



Over 50% Give in response to direct mail solicitation



Donated an average of \$726



Supported an average of 4.6 charities

43% of Baby Boomers volunteered



Despite the lower volunteer rate, Baby Boomers give the MOST hours annually

Want to see **impact** of their efforts

Driven by an organizations **cause**



Volunteered an average of **231 hours**



Give **equally** in response to direct mail solicitation and through an organization website



Donated an average of **\$698**



Approaching their prime giving years

60% of Generation-X with school-aged children volunteered



Prefer Group Activities

34% sat on a committee or board

Want more volunteer opportunities suited to all family members



Volunteered an average of 136 hours



Likely to be motivated by Direct Mail but give the donation on-line



Donated an average of \$664



Students
Early Career
Young Family

42% of Millennials volunteered



Want to get experience and
grow their networks



View online videos about
charities they support



Share information about
charities they support with
friends on Facebook



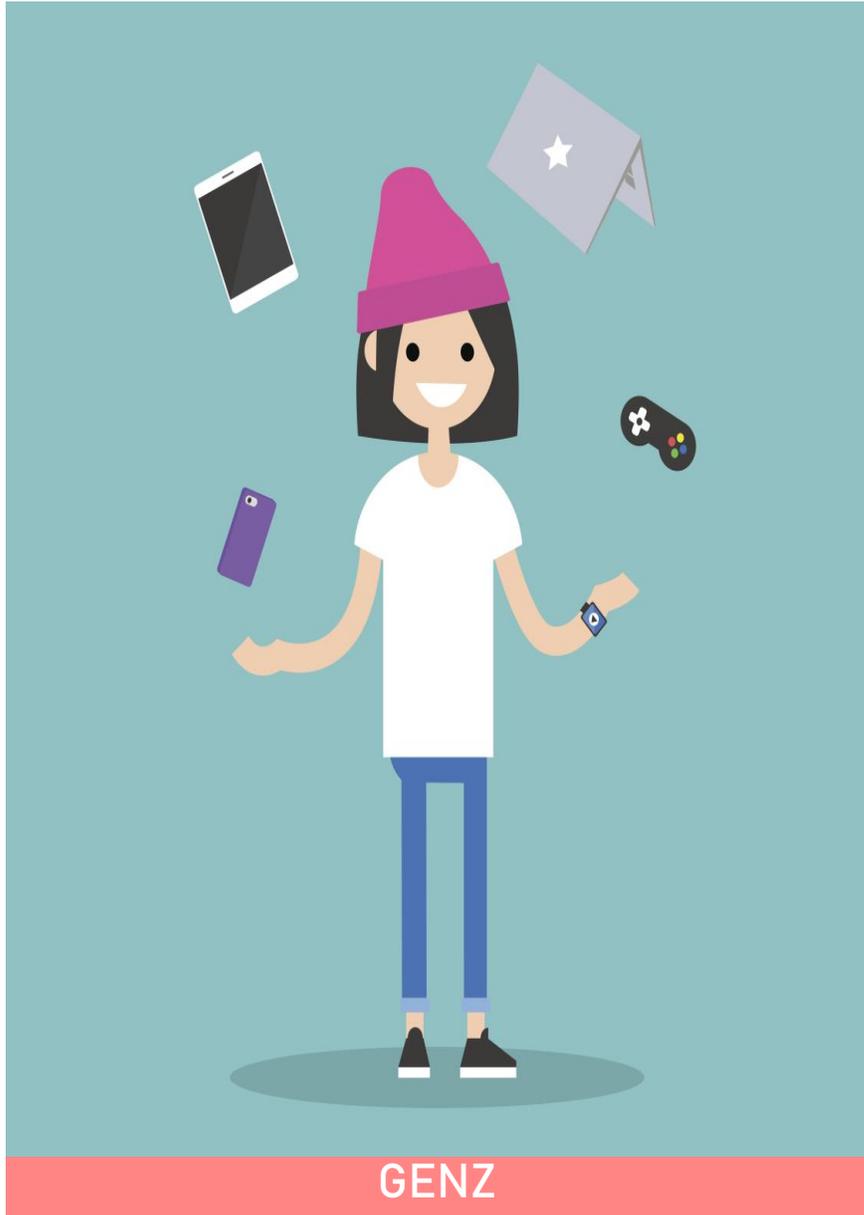
Volunteered an average of
137 hours



Follow beneficiaries on
Social Media



Donated an average of
\$345



66% of youth (15-19 yrs) volunteered



Important to offer skill based opportunities

91% aged 15-19 volunteered informally

Represent the **future** of volunteering



Volunteered an average of **110 hours**



Connected nearly every waking hour of the day



Donated an average of **\$156**

How to bridge the gap?

WHAT CANADIANS
ARE LOOKING FOR
IN VOLUNTEERING



HOW ORGANIZATIONS
ARE ENGAGING
VOLUNTEERS



“Canada has a wealth of boomers—foot soldiers of social change. They bring skill sets not being properly harvested; instead, they are disappearing on golf courses.”



Characteristics	Volunteer Interests	Barriers
Clear leaders and loyal	Activities that reinforce their strong sense of social commitment	Smaller organizations that need volunteers to do 'everything' and don't match boomers' skills with tasks
Impressive overall participation rates	Work independently and have a sense of ownership over the project	The perception that larger organizations are downloading the responsibility of unwanted tasks from staff to volunteers
Meaningful engagement	Projects where boomers can clearly see the impact they are making	Not being recognized as a person with a wide skill set, but simply 'a volunteer body'
Available time and flexibility	Activities that offer a chance to act outside their skill/knowledge base	
Expectation of organization	Casual or short-term opportunities where boomers can see what the organization is like before making a long-term commitment	

“I want to volunteer as a family to instill the sense of volunteerism in my children to continue the betterment of community later in life.”



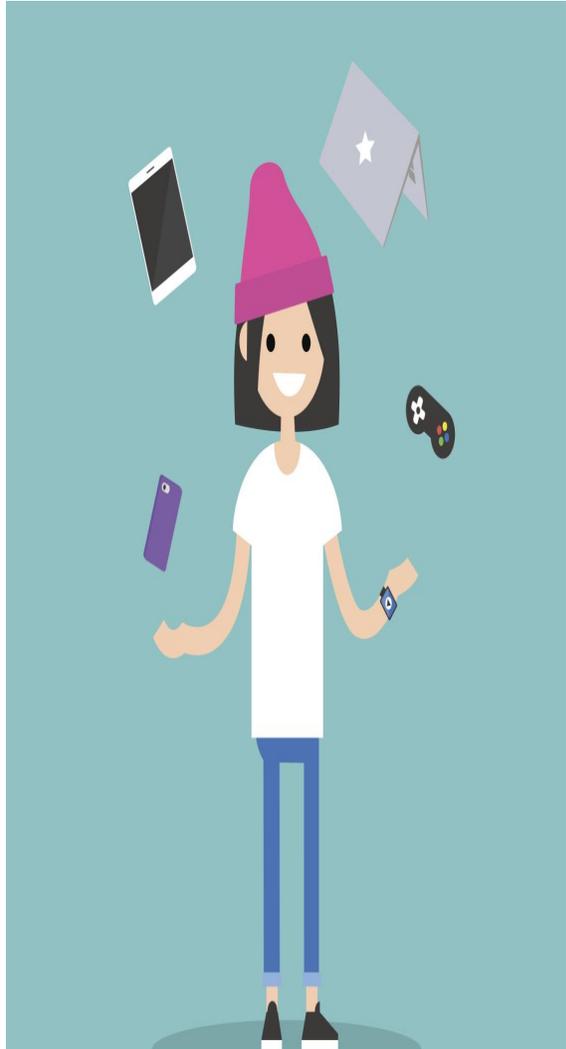
Characteristics	Volunteer Interests	Barriers
Busy schedules	Opportunities to develop youth through volunteering	Lack of time
Family cohesion	Virtual volunteer opportunities where families can participate via Skype or other online methods	Inappropriate volunteer activities for children
Generational differences	Casual opportunities ('one-offs' or 'two-offs') to allow family volunteers to try out assignments	Need for adequate supervision of children
Passing on values	Opportunities that can be perceived as 'family-friendly' and enjoyable for all ages	Concern that organizations don't make enough of an effort to get to know family members in order to match them with appropriate activities

“I would like to see the results of my volunteering, which would ideally consist of clearly defined tasks that are different from what I do at my everyday job.”



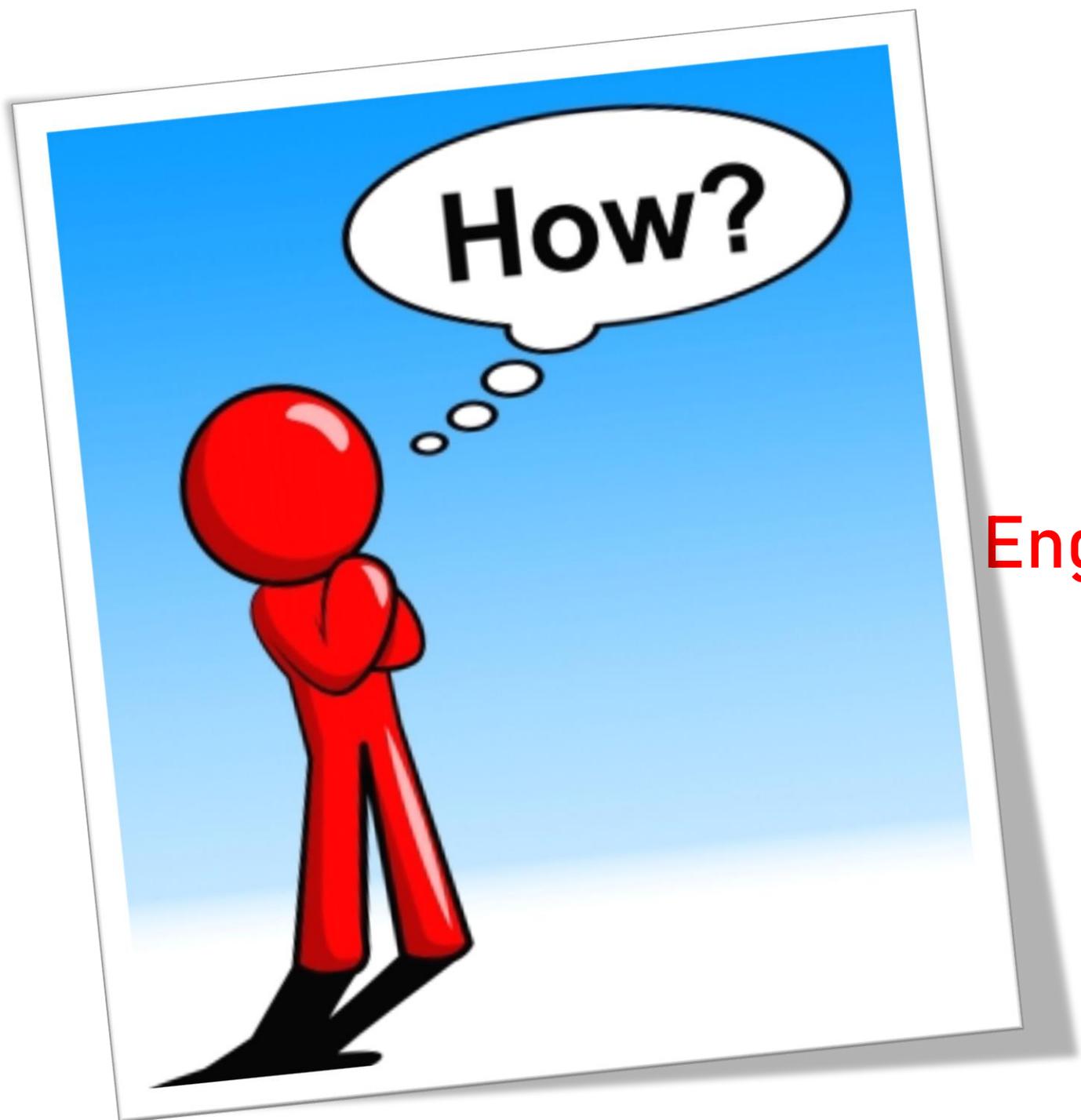
Characteristics	Volunteer Interests	Barriers
Results-oriented	Prefer opportunities to learn new skills, valuable to both employee and their company	The perception that applying for an employer-supported volunteer opportunity is a time-consuming or complex process
Measuring progress	do not want to perform the same job for a volunteer organization as they do for their employer	Expectations that volunteers want to commit to an extended, open-ended period instead of tasks with definable timeframes
Volunteerism as a hobby	Prefer organizations with the admin and HR support to efficiently run programs and ensure follow-up	Lack of recognition of volunteers' restrictions (e.g., conflicting work schedules or personal/family commitments)
Flexible volunteering	Look for opportunities without rigid hierarchies and volunteers are treated equally	Insensitivity to diversity issues, inflexibility re: time/space; inability to volunteer remotely
Structured volunteering	Enjoy meaningful volunteer engagement, not just 'one-day' company volunteer events	

“Organizations need to get to know their youth volunteers personally and learn about their skill set; this will improve long-term engagement with us.”



GENZ

Characteristics	Volunteer Interests	Barriers
Career-focused, flexible and receptive to new ideas	Most likely to volunteer for education/research organizations, or sports/recreation	Lack of time or inability to make a long-term commitment
More open-minded, Energetic and enthusiastic	Somewhat more likely to volunteer for social service organizations	Not being asked or unsure to become involved
Technologically savvy	Enjoy international volunteering as 'world citizens' and define community as being global	Feeling that their opinions and insights are not valued, respected or taken into account
Prefer peer camaraderie	Need flexible volunteer opportunities to accommodate other commitments for school, work, friends and family	Perception that youth need services instead of seeing youth as having skills to give to organizations
Affected by mandatory community service requirements	Appreciate opportunities to receive constructive feedback and certification where possible	Indicated that they did not know where to find a volunteer opportunity that matches their interests, skills and schedule
Sensitive to perceived age discrimination	Relate best to other youth and therefore value volunteer activities involving other youth	Volunteering with a friend is preferred



Recruit?

Engage and Retain?

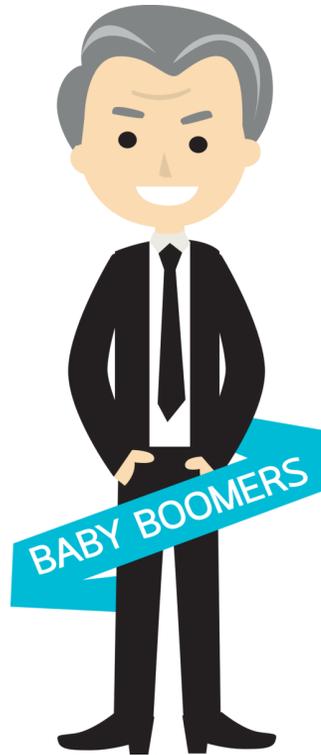
Improving the volunteer experience

WE NEEDED

YOU!



Common Themes



Current Volunteers

Loyal

Past Volunteers

33% of Canadians are not currently volunteering

Never Volunteers

Prefer manual labour



The Characteristics of volunteering today



Volunteering changes throughout our lifecycle

Volunteers today are different

Volunteering is a TWO-WAY relationship

Volunteering is Personal

Volunteering is a way to transfer and Develop Skills

Volunteering in Groups Appeal to All Ages

Recommendations

