

VOLUNTEER



Arizona Volunteerism

Today and in the Future

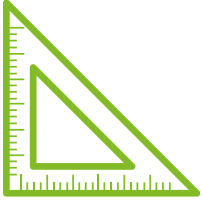
2016 Survey and Focus Group Results—a summary

Authors: Bob Shogren, Maureen West, Terence Driscoll, Robert F. Ashcraft, Ph.D.

Design: Travis Butterfield



Governor's Office
of Youth, Faith and
Family



About This Study

A total of 900 Arizonans participated in-person or via an electronic survey to provide their thoughts about the current state of volunteerism and their ideas for the future.

The information will be used to create a new State Service Plan for Arizona, which contains:

1. Priorities, goals, and strategies for the promotion of service and volunteerism.
2. Ideas for better leveraging Corporation for National and Community Service (AmeriCorps) resources to address critical community needs.
3. Plans for strengthening Arizona's service and volunteerism infrastructure.

Key Findings



Volunteering extends the work of organizations and strengthens communities

More work needs to be done

In rural areas, volunteers are an integral and essential part of community life, but participants said smaller communities need more help sustaining volunteerism in the future, including recruiting younger volunteers and more national service support.

In 2014, 23.3 percent of residents volunteered, ranking Arizona 41st in the nation, according to a national study by the Corporation for National and Community Service. A total of 1.19 million volunteers provided 171.8 million hours. That service is valued at \$4 billion.

Boost public awareness of the benefits of volunteering.



Study participants say:

- Create a statewide, multi-pronged public awareness marketing campaign to recruit more volunteers, and make it easier to find opportunities.
- Provide a centralized source for listing all volunteer opportunities and registering skills of available volunteers.
- Expand the use of social media for recruiting younger volunteers.



Increase training so volunteers and staff can work more comfortably together



The new breed of volunteer wants to participate when they want and how they want. The challenge is finding volunteer managers able to make good fits and remain patient and flexible.



Personalization matters to volunteers today, according to survey participants and focus groups. They want personal growth and learning through their volunteer assignments. They want networking, mentoring, and to be part of a community. More organizations are using volunteers in leadership roles. These new roles bring challenges and training needs for staffs.



Communicate results to volunteers



Only one in five volunteers hears about the results of his or her work from staff members.

64% of volunteers learn the results of their volunteer work, mostly from their own observations; 33% see results first-hand, in the faces of clients or their comments, or by watching them have successful lives over time; 21% hear about results from staff members.

Attract millennial volunteers by meeting their needs



Two Arizona generations, 17-to-34-year-old millennials and adults 55 and older, are driving changes in volunteerism. Most volunteers today are 55 and older, but millennials, who make up the largest percentage of the population, are the future and new strategies are needed to attract them.

Both generations value respect and attention from staff. Older volunteers want respect for their experience; youth want to be recognized for their potential.

Millennials and mature volunteers' needs converge and diverge. Both generations want organizations to customize assignments to their skills, passions and interests.

Millennials want volunteering to be a two-way street. Organizations need to link millennials' volunteering to professional networking and their career aspirations. Use social media to more effectively recruit them, and consider group activities. Those with families want family volunteering.

Millennials value incentives

Millennials view volunteering as a transactional experience. They appreciate small gestures like free T-shirts and food, as well as more meaningful incentives, such as college credit, professional networking, mentoring, resume building, and seeing concrete results from their efforts. They want to see that they have made a difference.



Provide more flexibility

Volunteers want more short-term and immediate volunteering opportunities, including nights, weekends and activities they can do remotely from their own homes or offices.



Eliminate barriers to spur volunteerism

Both potential volunteers and organizations become discouraged or deterred by obstacles that stand in the way of volunteering. Such barriers include transportation needs, lengthy backgrounding and fingerprinting processes, and stringent national service eligibility requirements, among others.



It's important to have safeguards, but there are a million hoops to jump through to do any volunteering.

- survey respondent





ASU **Lodestar Center**
for Philanthropy & Nonprofit Innovation

A R I Z O N A S T A T E U N I V E R S I T Y

The mission of the ASU Lodestar Center is to build the capacity of the social sector by enhancing the effectiveness of those who lead, manage, and support nonprofit organizations.

lodestar.asu.edu

ASU Lodestar Center for Philanthropy & Nonprofit Innovation
Arizona State University
College of Public Service & Community Solutions
411 N. Central Ave., Suite 500
Phoenix, AZ 85004-0691
602.496.0500 | nonprofit@asu.edu