

**Arizona
Governor's
Commission
on Service and
Volunteerism**



Arizona Volunteerism Today and in the Future

Throughout 2013, more than 1,000 Arizonans participated in-person or via an electronic survey to provide their thoughts about the current state of volunteerism in Arizona and their ideas for the future. This input was used to create a new State Service Plan for Arizona, which contains:

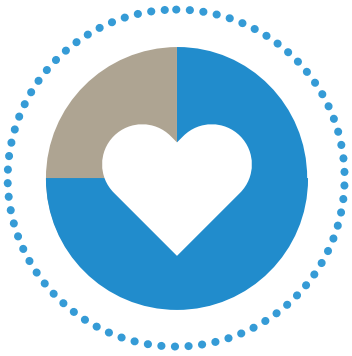
- 1) Priorities, goals, and strategies for the promotion of service and volunteerism.
- 2) Ideas for better leveraging Corporation for National and Community Service (AmeriCorps) resources to address critical community needs.
- 3) Plans for strengthening Arizona's service and volunteerism infrastructure.

Key Findings

1 Volunteerism continues to be an active force that addresses a wide range of community issues and needs.

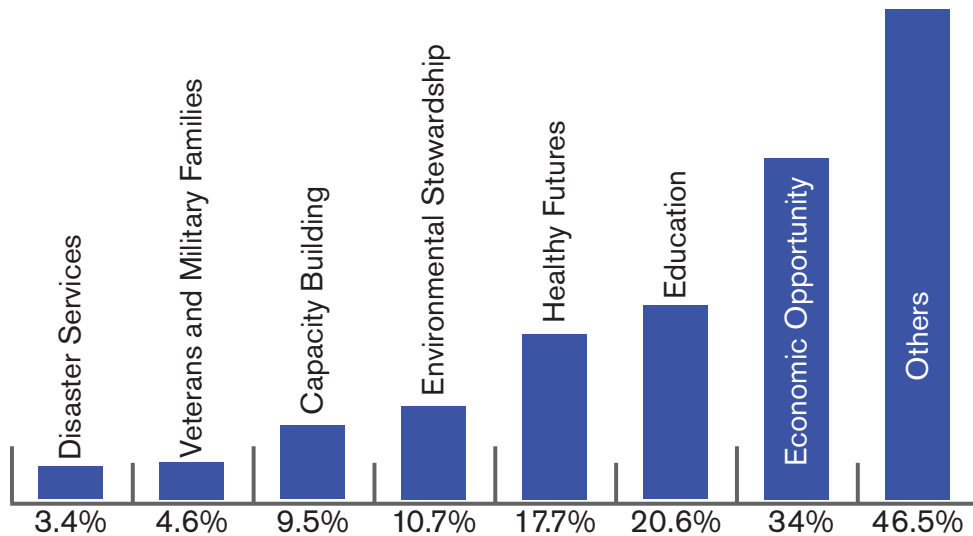
When asked how volunteerism currently looks in their communities, positive statements about the health and strength of volunteerism outnumbered negative comments approximately

3:1



An enormous breadth of community issues and needs are being tackled by Arizona's volunteers; as stated by one: "way too many for me to name inclusively."

2 Helping to ensure a sound economic future for our state and all of its residents is a priority.



Although the list of community issues and needs that "are being addressed" and those that "could be effectively addressed," are extensive, meeting basic needs and ensuring a sound economic future for all Arizona residents rises to the top of the list.

3 The best chance we have to fully meet needs and effectively address community issues is through collaboration and collective action.

The importance of organizations working together to address needs and solve problems was frequently mentioned, with participants also describing the challenges of collaboration and the need for resources to assist with collective efforts. “Each group currently runs its own program resulting in massive duplication and territorial battles,” said one participant.



When asked how national service resources can be leveraged to address community issues and needs, the idea of national service resources being directed toward assisting with collaborative efforts and capacity-building was mentioned repeatedly. A couple of examples:

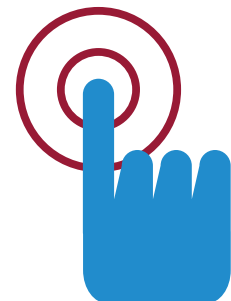


- “Bring representatives from the community together to address the issues and work together.”
- “Consider convening those who direct/coordinate volunteer programs to continue building concerted partnerships.”
- “Have a community-wide focus to concentrate all efforts on making a visible impact.”

4 More awareness is needed, to reinforce the value and elevate the status of volunteerism and service.

Many respondents believe that more people should know about the important work volunteers accomplish and the immense difference that volunteer service makes in their community. Better awareness was frequently cited as a strategy to help organizations and communities recruit and retain volunteers.

Also mentioned was the need for the availability of web and other media intended to connect potential volunteers with opportunities.



5 The best recognition is public recognition.

When asked, "How can we better acknowledge and appreciate volunteers?"

66% percent of respondents mentioned some form of public recognition, including acknowledgement in media outlets and at special events.



Although the importance of volunteer recognition is well-established in both the practice and scholarly literature, this is a remarkably high percentage of responses specifically mentioning public forms of volunteer recognition.

6 Better online tools (and training to best utilize those tools) are needed.

Several respondents said their work could be facilitated through the creation and expansion of online tools, including web sites, online applications, social media, and e-mail tools. Many participants want to see improvement in these tools, to better facilitate their volunteer programs and help build a culture of service.



What tools or resources are currently used in your community to support volunteer efforts?

21.3% Social Media

20.4% Collaboration

19.5% Other Media

This report was researched and authored by Bob Shogren, Stephanie La Loggia, M.A., and Karina Lungo, MBA/MNpS. Findings are based on responses to an online survey and information collected from 20 in-person focus groups that were held throughout the state. Focus group participants were asked to complete a paper version of the online survey; this report is based on the 609 total responses to the questions contained in the online survey and paper questionnaire. For further information on this research, the Arizona State Service Plan, or to read the full report, please visit: http://gocyf.az.gov/CommGroups/AGCSV_SSPD.asp
Graphic design by Devin Oakes.

Copyright © 2013 Arizona Board of Regents for and on behalf of the ASU Lodestar Center for Philanthropy and Nonprofit Innovation, College of Public Programs, Arizona State University. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the express written permission of the ASU Lodestar Center, except for brief quotations in critical reviews.

For full details and further information about our research and the Center's other programs, please visit our website at <https://lodestar.asu.edu/>.