



Now What? Emerging Strategies for Leading Volunteers in a Post- Pandemic World

***Ideas and
Action Steps***

**Minnesota Nonprofit Leadership
Conference
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ASSESSING TRENDS AFFECTING YOUR ORGANIZATION

In the last 2 - 3 years, how would you rate your:

Volunteer Supply

Short
of goals

Right
amount

More than
enough

Volunteer Interest

Fewer new
inquiries

About the
same amount

More new
inquiries

Volunteer Participation

Generational Cohorts	In our pool	Estimated %	Would like more
Traditionalists (over 77)			
Boomers (77 – 59)			
Generation X (58 – 43)			
Millennials (42 – 27)			
Generation Z (under 27)			
Mixed groups (families/ work teams, etc.)			

Ongoing Trends

In your experience	Gaining	Sustaining	Waning
Interest in short term volunteering			
Volunteers have less time/are busier			
Regulations affecting volunteer engagement			
Interest in remote and virtual volunteering			

Other Trends of Interest

Volunteer Engagement Strategies

Have tried

Could try

EVALUATING EMERGING TRENDS

What's true for you? How does this show up in your organization/community?

1. Virtual Volunteerism is Here to Stay

2. Recruitment Alone is Not Enough

3. Flexibility is more Important than Ever

4. Internal Advocacy Can't be Overlooked

5. Variety is Key

6. Groups are Changing

7. Skills-Based Volunteering Continues to Grow

8. New Volunteers Have Different Needs

Are any trends missing from this list?

RECOMMENDATIONS FOR TAKING ACTION



**AMP UP
ADVOCACY**



**EVALUATE YOUR
VOLUNTEER ROLES**



**ASSESS YOUR
PROCESSES**



**SHIFT FROM PASSIVE TO
ACTIVE RECRUITMENT**

Ideas from presentation and peers for awareness and action

1. Amp Up Advocacy

***Action steps for Amping Up
Advocacy***

2. Evaluate Your Volunteer Roles

***Action Steps for Evaluating Volunteer
Roles***

3. Assess Your Process

Action Steps for Assessing Your Process

4. Shift from Passive to Active Recruitment

Action Steps for Shifting from Passive to Active Recruitment

OTHER NOTES, IDEAS, COOL PEOPLE TO CONNECT WITH

NOW WHAT? ACTION PLANNING

Thinking of changes taking place and to come, what trend or recommendation is most important to focus on now so your organization is ready for the future?

List 3 steps you can take to tackle this issue now and 3 steps for future action

Steps to take now	Steps to take in the future
1.	1.
2.	2.
3.	3.

Thank you for joining us today! For more on MAVA's current and past field-based research on volunteerism trends, check out MAVA's website:

www.mavanetwork.org

Resources>Research and Initiatives>Shifting Environment

