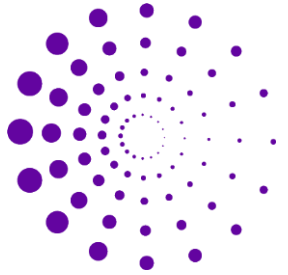




# Now What? Emerging Strategies for Leading Volunteers

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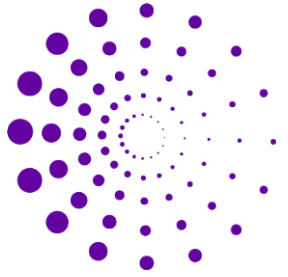
Minnesota Nonprofit Leadership Conference  
June 14, 2023



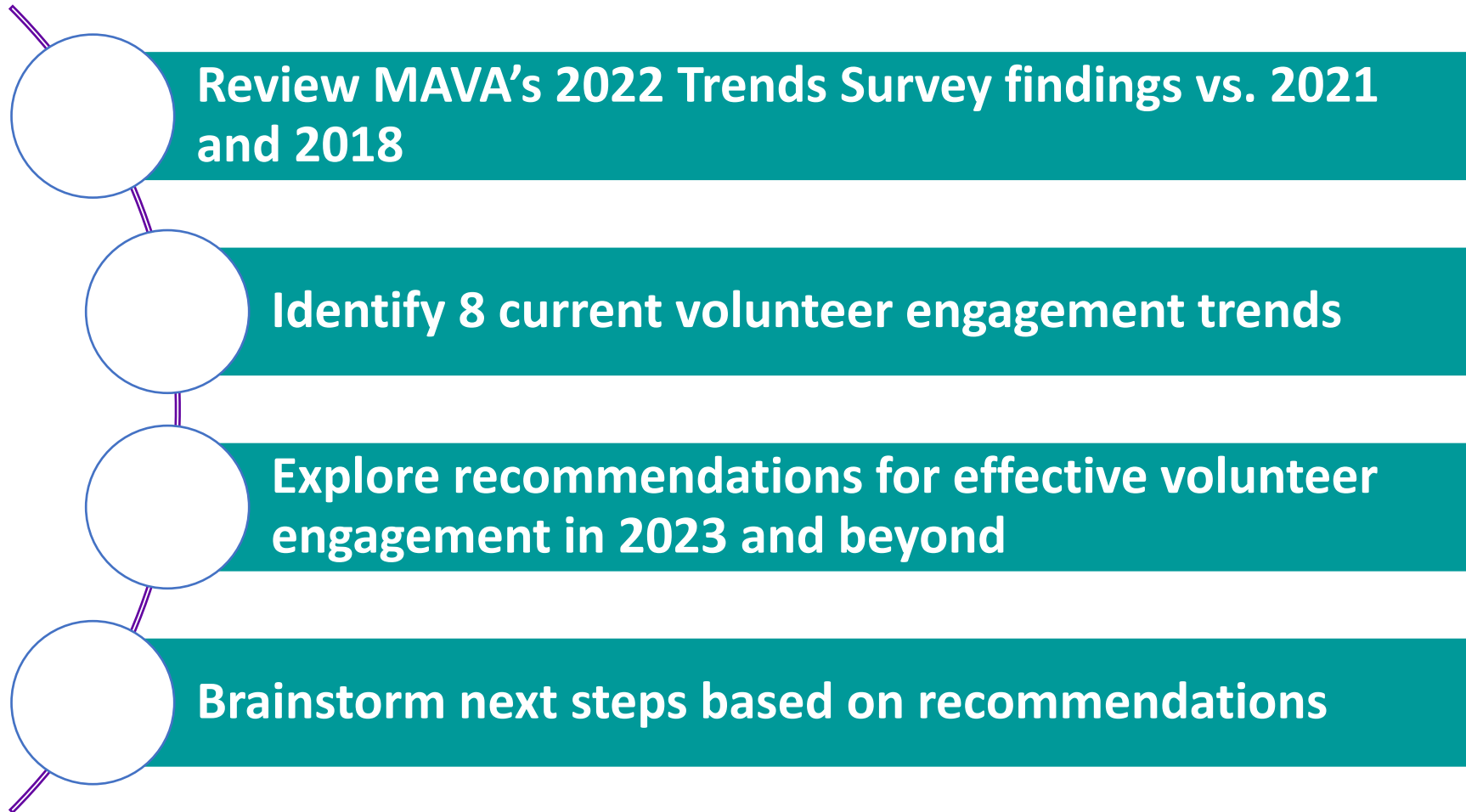
# About MAVA

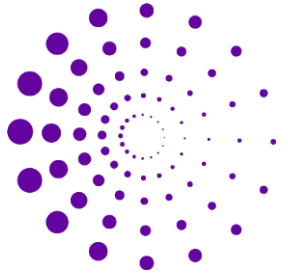
The Minnesota Alliance for Volunteer Advancement (MAVA) advances the power of volunteerism to deepen community impact through uplifting community voice, building connections, providing education, and promoting advocacy.

We envision a world in which everyone has an equitable opportunity to positively impact their community through volunteerism.



# Agenda



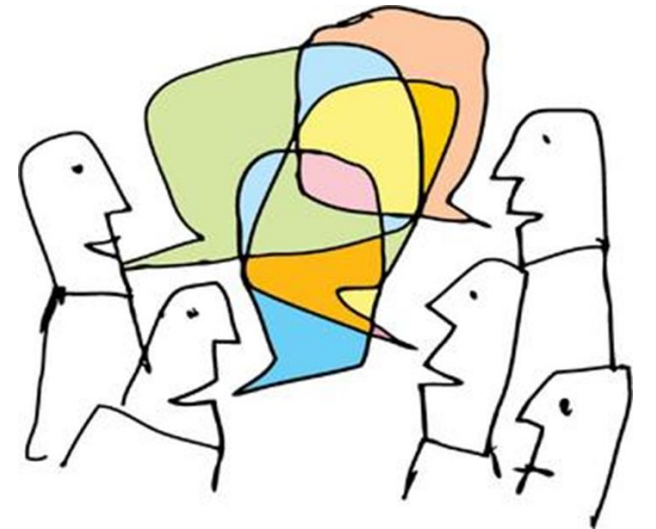


# Introductions

Over the last year, what has been your biggest pain point related to volunteerism?

Introduce yourself to a neighbor, share your experience

Any commonalities?





# About the Trends Survey

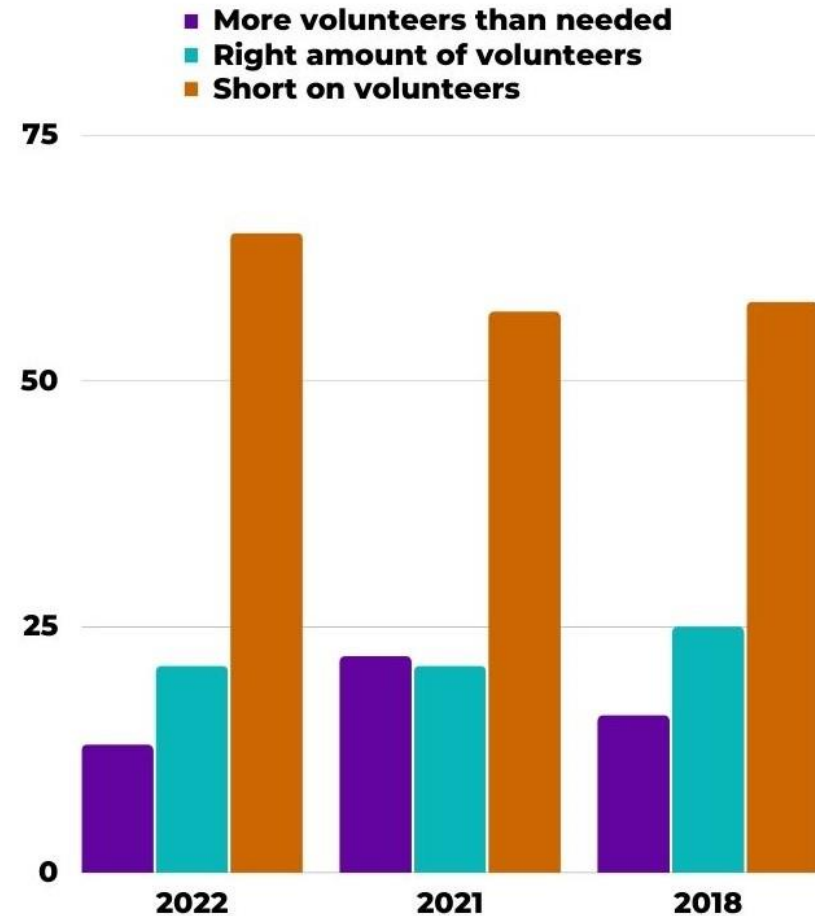
- Distributed to MAVA contacts and partners
- 154 responses in 2021;  
162 in 2021; 239 in 2018
- 2022 survey was abbreviated version of 2021/2018 surveys
- 32% of respondents from outside MN





# By the Numbers: Enough Volunteers?

- **65%** - “we are short on the amount of volunteers for our needs”
- **21%** - “we have about the right amount of volunteers for our needs”
- **13%** - “we have more people who want to volunteer than we have space for”



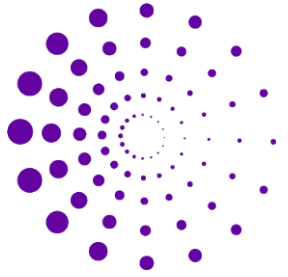


# By the Numbers: Volunteer Inquiries

	2022	2021	2018
More volunteer inquiries	36%	26%	28%
Fewer volunteer inquiries	28%	45%	13%

When asked why they believe inquiries are down in 2022:

- “People seem to have less time to volunteer” (55%)
- “People seem to be less interested in volunteering” (48%)



# By the Numbers: Volunteer Categories

- **Generation Z:** 33% of organizations report **increase**, 10% decrease
- **Traditionalist:** 9% increase, 40% **decrease**
- **Gen X, Millennials, Boomers:** **little change** from previous years
- **Individuals from corporations:** 13% increase, 19% decrease
- **Groups from corporations:** 22% increase, 16% decrease (**improved over 2021** when organizations reported 17% increase, 28% decrease)

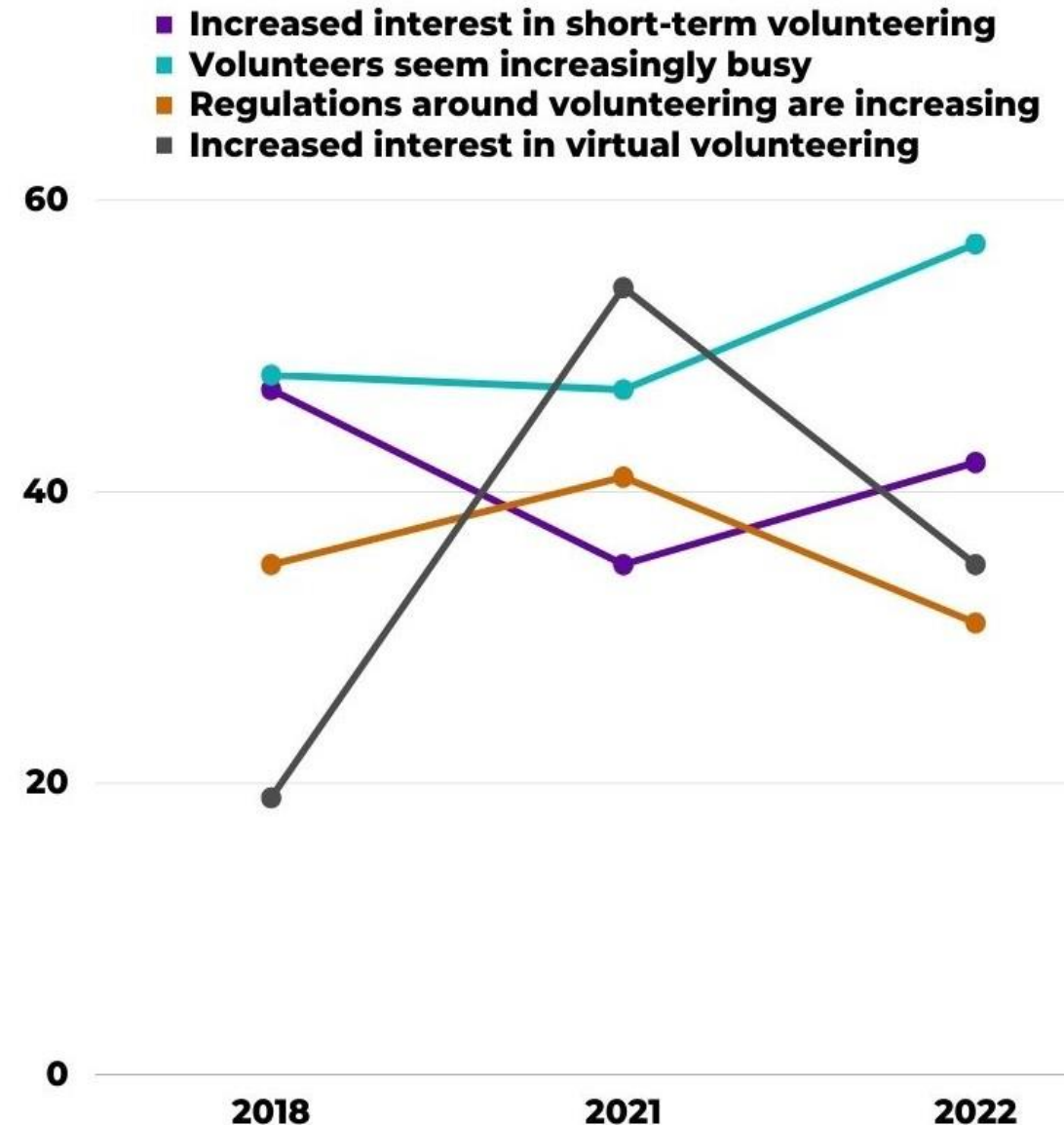




# By the Numbers: Volunteer Trends

- ❑ Short-term volunteering interest is recovering
- ❑ Volunteers seem busier than ever (to organizations)
- ❑ Impact of regulations may be lessening post-pandemic
- ❑ Interest in virtual volunteering peaked sharply but may be resetting

## Changing Volunteerism Trends





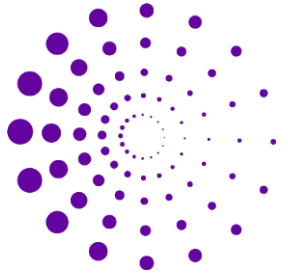
# By the Numbers: Consistent Trends

	2022	2021	2018
Increased interest in volunteers using workplace skills	29%	28%	30%
Increased interest in helping the local community	31%	31%	n/a
Increased interest in evening and weekend volunteering	25%	28%	35%
Increased interest in volunteering with friends and family	26%	23%	n/a
Older volunteers increasingly aging out	59%	55%	45%
Increased interest in student internships	21%	21%	n/a



# By the Numbers: What's Working?

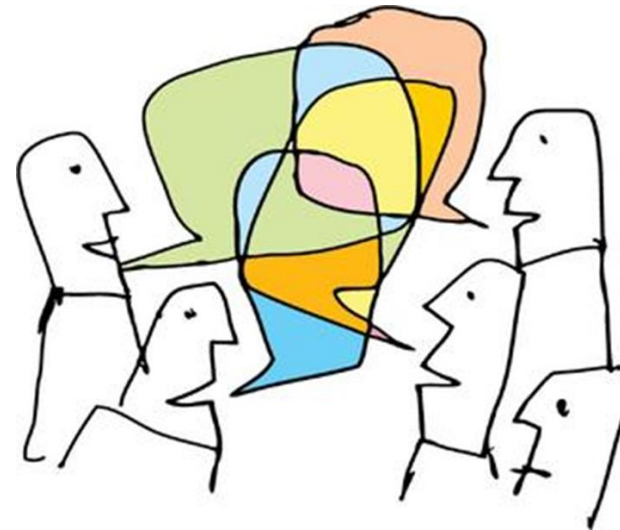




# Small Group Discussion

**Reflect: Does this data line up with your experience over the past several years?**

**What surprised you?**





# 8 Trends for 2023 and Beyond

**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**

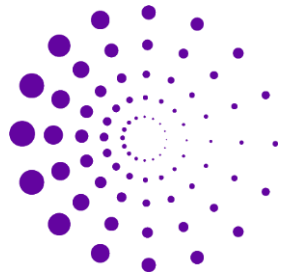
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**7** **SKILL-BASED CONTINUES  
TO GROW**

---

**8** **NEW VOLUNTEERS HAVE  
DIFFERENT NEEDS**

---



# Virtual Volunteerism is here to stay

- In 2021, **69%** organizations reported adding virtual/remote opportunities (top strategy that year)
- Demand for virtual opportunities has declined some, but is still strong
- In 2022, only **39%** of orgs added virtual/remote roles (10<sup>th</sup> strategy)
- Demand is there, but organizations are not prioritizing development of remote opportunities



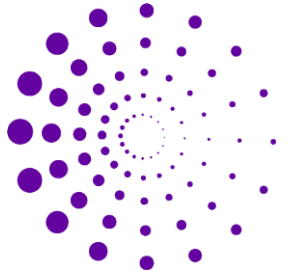


# Recruitment alone is not enough

- Despite growing emphasis on recruitment, volunteer shortages continue to be a problem
- Volunteer leaders suspect people have less time and less interest in volunteering
- Increased recruitment won't help if positions aren't appealing

*"It's hard to speculate on why people AREN'T coming because we can't ask them, of course. My personal thoughts are that it's similar to issues in filling jobs right now - there's lots of shifting going on, resetting priorities, and a lot of competition for people's time, not just for other volunteer opportunities but for everything else that people want to do now that the world has mostly opened up again."*





# Flexibility is more important than ever

*Flexibility seems to be very important for volunteers – maybe more than ever...what I really think it comes down to is volunteers prioritizing their time and wanting balance in their lives – whether that's work, home, or volunteer life."*

- **51%** of organizations with enough volunteers added flexibility; only **34%** of organizations short on volunteers used this strategy
- Self-scheduling, hybrid roles, weekend shifts all increase flexibility

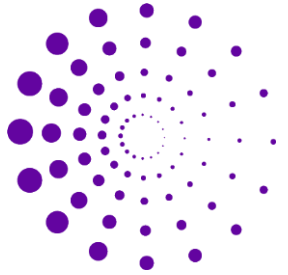




# Internal advocacy can't be overlooked

- In 2022, **46%** of organizations with enough volunteers employed internal advocacy; only **23%** of those short on volunteers did this
- Training staff, gaining buy-in, lobbying for resources, highlighting volunteer work in communications, etc., can increase how volunteerism is valued





# Variety is key

- **74%** of organizations with enough volunteers added new roles or positions, while only **50%** of those short on volunteers did this
- Creating new opportunities is important, but it's also important to ask if they are the **right** positions

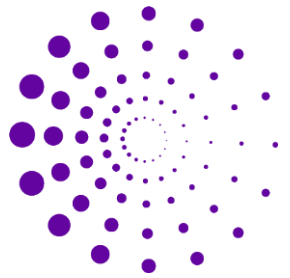
*"[Our team did] dream-casting with staff to include volunteer roles where there have not been."*



# Groups are changing



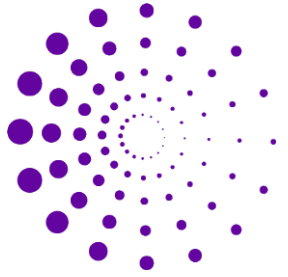
- Interest from corporate groups is increasing and seems to be headed back toward pre-pandemic levels
- Groups are smaller in numbers
- Some seeking longer-term relationships/partnerships



# Skills-Based volunteering continues to grow

- **29%** of organizations in 2022 reported increased interest from volunteers in using workplace skills; 2021 and 2018 were similar
- Some organizations are having success with pro-bono volunteer programs





# New volunteers have different needs



- Increased interest from youth - Generation Z
- BIPOC communities are often an untapped resource
- Removing barriers and adding flexibility are key for all of these groups





# Recommendations



**AMP UP  
ADVOCACY**



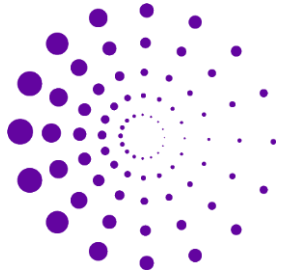
**EVALUATE YOUR  
VOLUNTEER ROLES**



**ASSESS YOUR  
PROCESSES**



**SHIFT FROM PASSIVE TO  
ACTIVE RECRUITMENT**



# Amp Up Advocacy

Share this  
report with  
organizational  
leaders

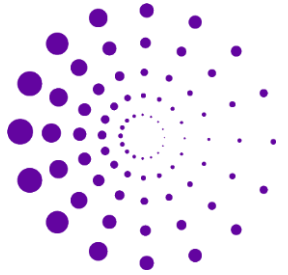
Conduct  
training for  
staff

Meet with  
supervisors and  
department  
leads

Hold a “Dream  
Casting”  
session

Ask for more  
resources

Share volunteer  
success stories



# Evaluate Your Volunteer Roles

Which of your volunteer positions:

☐ **Can be done virtually/remotely**

☐ **Allows volunteers to use workplace skills**

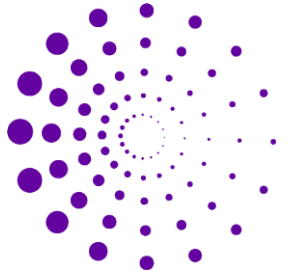
☐ **Takes place outside of normal business hours**

☐ **Do not require an ongoing commitment**

☐ **Is open/accessible to youth or students**

☐ **Can be converted to team/job-share positions**





# Evaluate Your Volunteer Roles

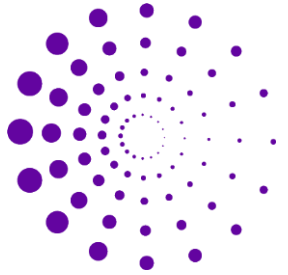
Ask two important questions:

**1**

What volunteer opportunities do you have?

**2**

What volunteer opportunities are you missing?



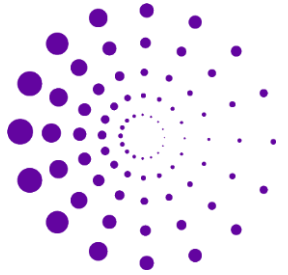
# Assess Your Processes

**Can your initial  
volunteer  
application or  
intake format be  
shortened?**

**Can orientation  
or training for  
some positions  
take place on  
the first day of  
volunteering?**

**Are there some  
volunteer  
positions that  
don't need a  
background  
check?**

**Are your  
applications or  
training materials  
available online?  
(esp. for virtual  
positions!)**



# Shift from Passive to Active Volunteer Recruitment

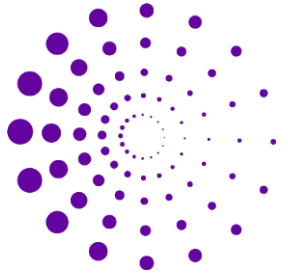
**Reach out to  
clubs/teams/service  
learning offices at local  
high schools and  
colleges**

**Build relationship with  
BIPOC-led community  
groups**

**Attend community  
events that are not  
volunteer-focused**

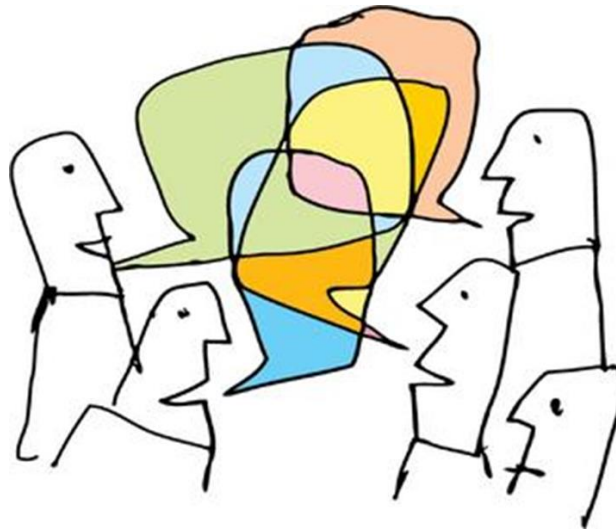
**Contact small to mid-  
sized local companies**

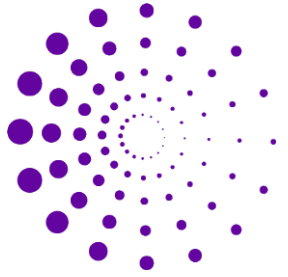
**Focus recruitment  
language on volunteer  
impact and benefits  
instead of  
organization's needs**



# Activity

**Choose one recommendation to explore. Divide into groups and discuss action steps you might take in that area.**

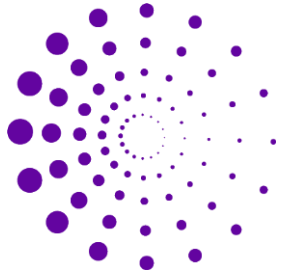




# Activity

## Some questions to consider:

- ❖ Why does this recommendation speak to you?
- ❖ What steps have you taken or could you take to implement this strategy?
- ❖ What resources would you need to make it work?



# Now What?

- ❑ Use the workbook to start your own action planning
- ❑ Check out the full Post-Pandemic Volunteerism report at [www.mavanetwork.org](http://www.mavanetwork.org)>Resources>Research and Initiatives>Shifting Environment

Stay in touch!

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**Holly Daniels**

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# THE GREAT VOLUNTEER ENGAGEMENT **MVA GET-TOGETHER** July 19-21 St. Paul, MN **2023 CONFERENCE**

Join us for two and half days of networking and interactive sessions, in a hybrid light format facilitated by national and local innovators in the field of volunteer engagement, leadership, and more.



Photo Credit: KARE-11

***Registration is open through  
July 14<sup>th</sup> at [mavanetwork.org](https://mavanetwork.org)!***