

The Future of Volunteering

So, what do we do when our old volunteers can no longer serve?

The Museum Lady Claudia Nicholson

651-207-9140
claudianicholson0625@gmail.com

Volunteerism is the hallmark of civic life in the United States (Alexis de Tocqueville)

Volunteering in America (2018)

- 77.34 million adults (30.3%) volunteered in 2017
- These individuals contributed nearly 6.9 billion hours
- Volunteers also donate to charities at twice the rate of non-volunteers
- In Minnesota, the rate of volunteerism in 2017 was 45.1%, second in the nation

Generational Differences

In 2017:

- Baby Boomers volunteered at the rate of 30.7%
- Generation X volunteered at the rate of 36.4%
- Millennials volunteered at the rate of 28.2%

While Gen X'ers volunteered at the highest rate, but Boomers gave more hours, total.

Motivation

There are many reasons that individuals choose to volunteer, and some of these motivations cross generations.

- Help causes they care about
- To be part of their community
- To help others
- Meet new people
- A gateway to new perspectives

Where the Volunteers Are

- Rural and Suburban volunteering is down, and City volunteering is remaining the same.
- Rural volunteering: high of 30.9% (2003) to 25.2% (2015)
- Suburban volunteering: high of 30.1% (2003) to 25.3% (2015)

Culture

Millenials are the first generation that has grown up with volunteering.

- Service Learning has become a component of primary school
- Community service requirements are very common as a graduation requirement

However, there are many organizations in which community service is ingrained, and have always been around.

How will we staff our institutions in the future?

Will the current model continue to serve? Can we use volunteers to carry out staff functions in the future? How will we attract and retain younger/new volunteers?

- Use peer influence
- Offer episodic, short-term volunteer opportunities
- Use competition and incentive
- Show how participation makes a difference
- Use new modes of communication with ALL volunteers

Discussion