

**WELCOME**

# Understanding and engaging 21st century volunteers

---

SHARE Volunteering Forum

2 July 2015

Newmarket

# Who am I?

---

- Worked in volunteering movement for 20 years
- Formerly Director of Development & Innovation at Volunteering England
- Active volunteer for the last 26 years
- Co-author of The Complete Volunteer Management Handbook (DSC, 2012)
- The “Voice of Volunteering” blogger for Third Sector Online

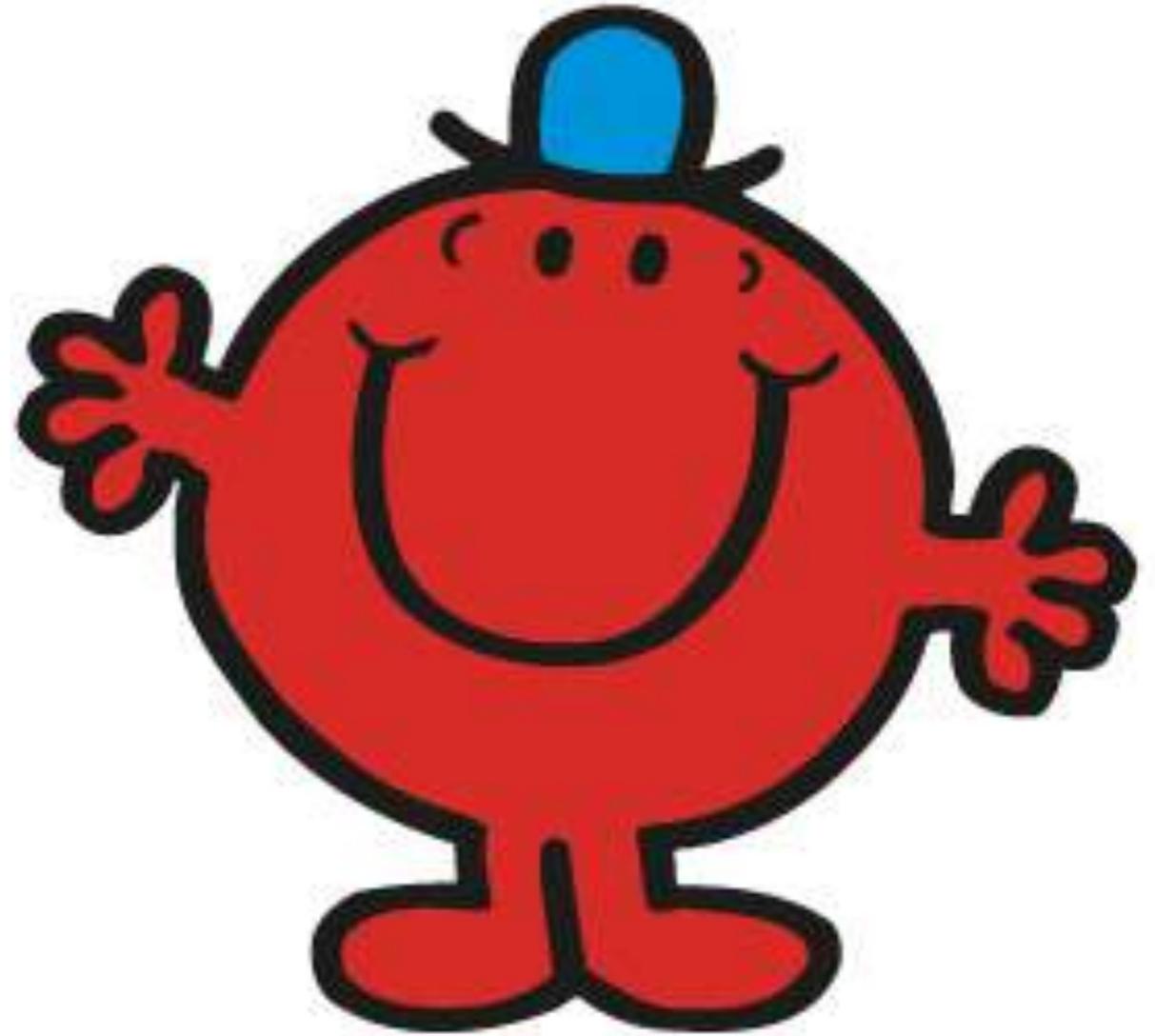


# This session

---

- Two key trends
- What is affecting volunteering?
- Bridging the gap

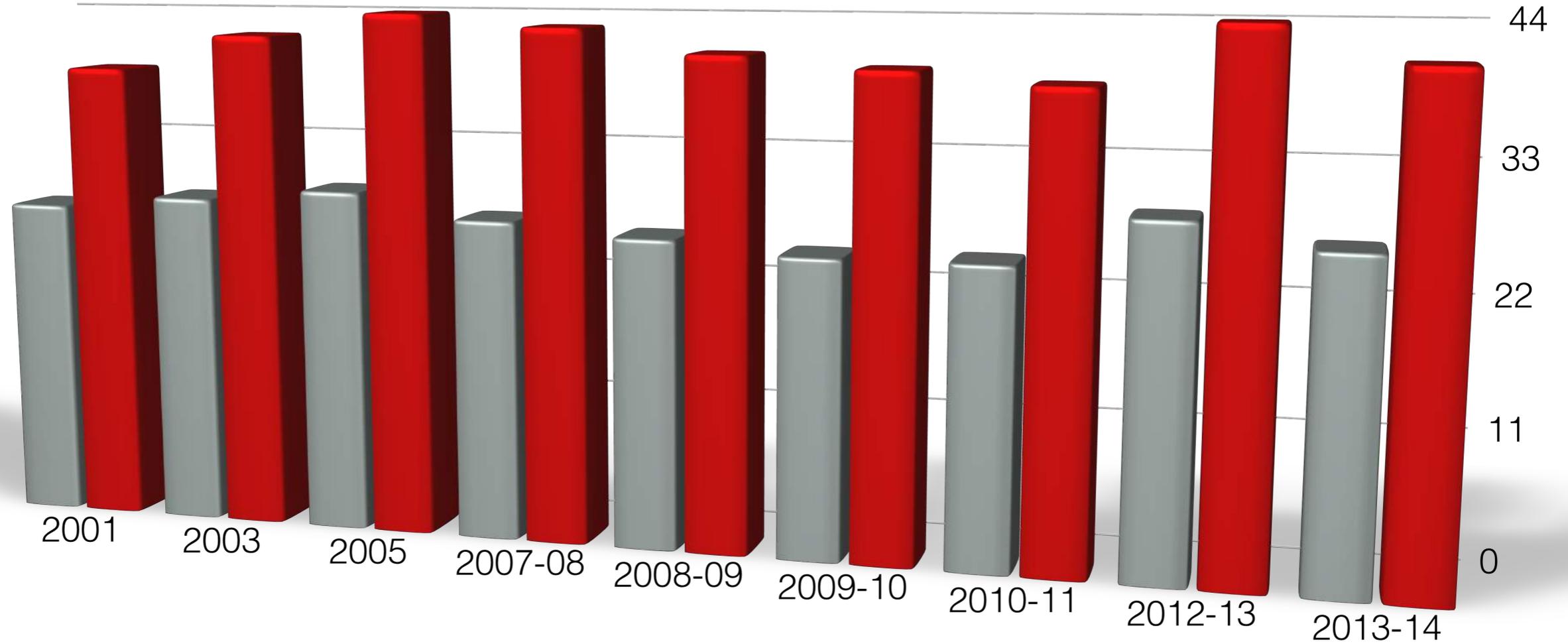




Two key trends

# Levels of volunteering are static

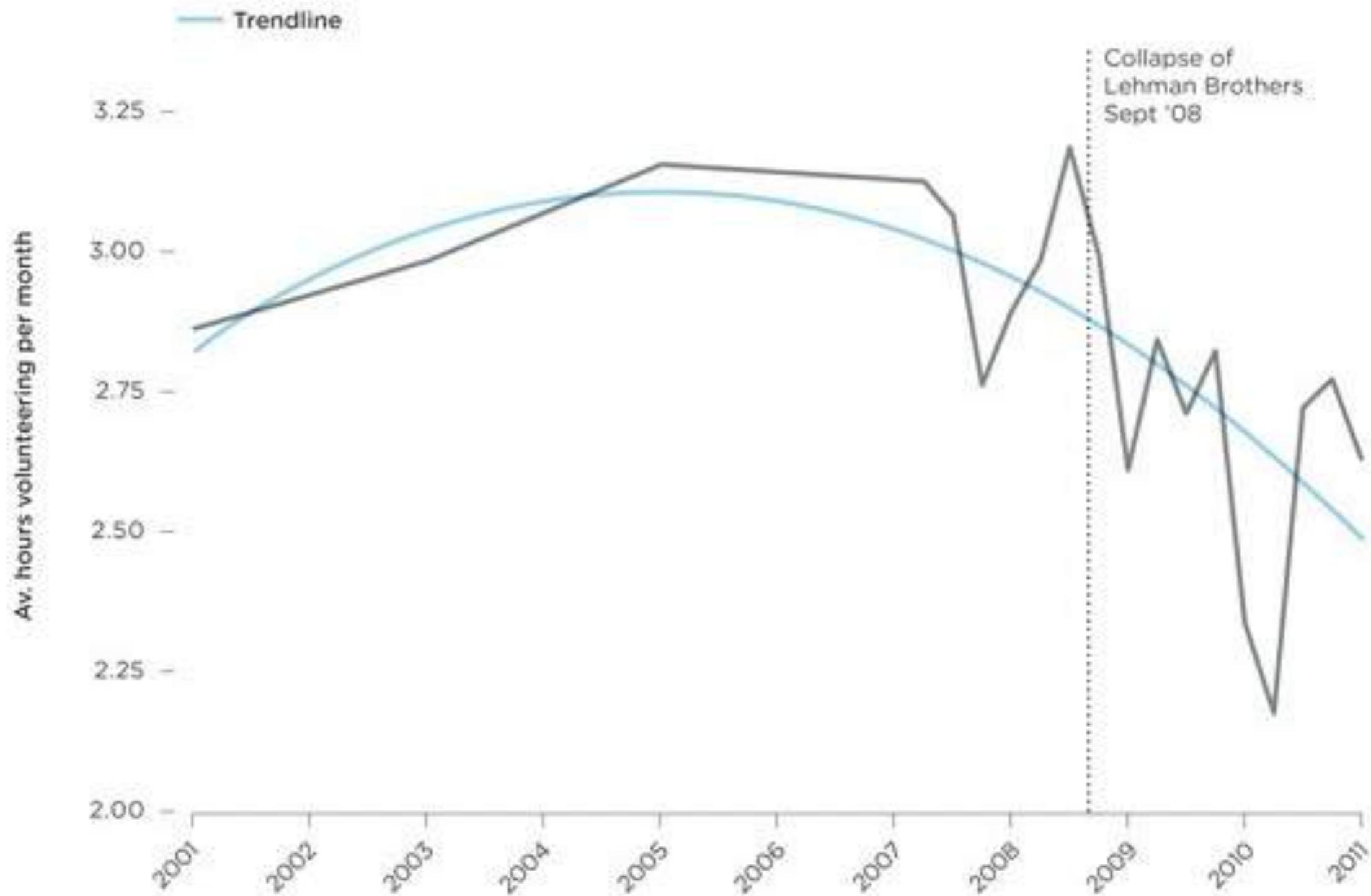
- Formal volunteering (at least once a month)
- Formal volunteering (at least once a year)



# The amount of time given is decreasing

---

- The average amount of time given by volunteers is decreasing
  - 2.7 hours per week in 1991
  - 4.05 hours per week in 1997
  - 3 hours per week in 2008/9
- After 2008 things got a lot worse...

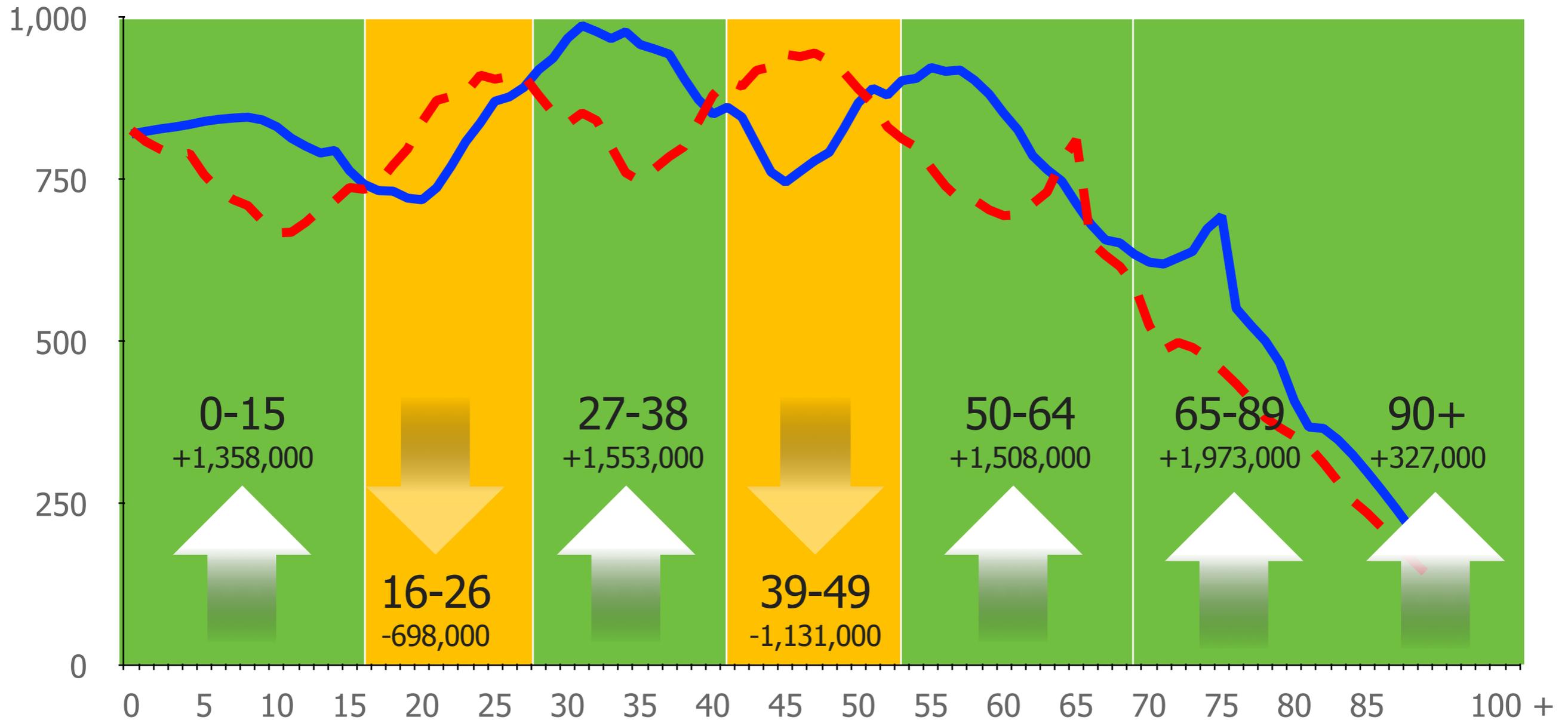


The amount of time given is in decline

# What is affecting volunteering?

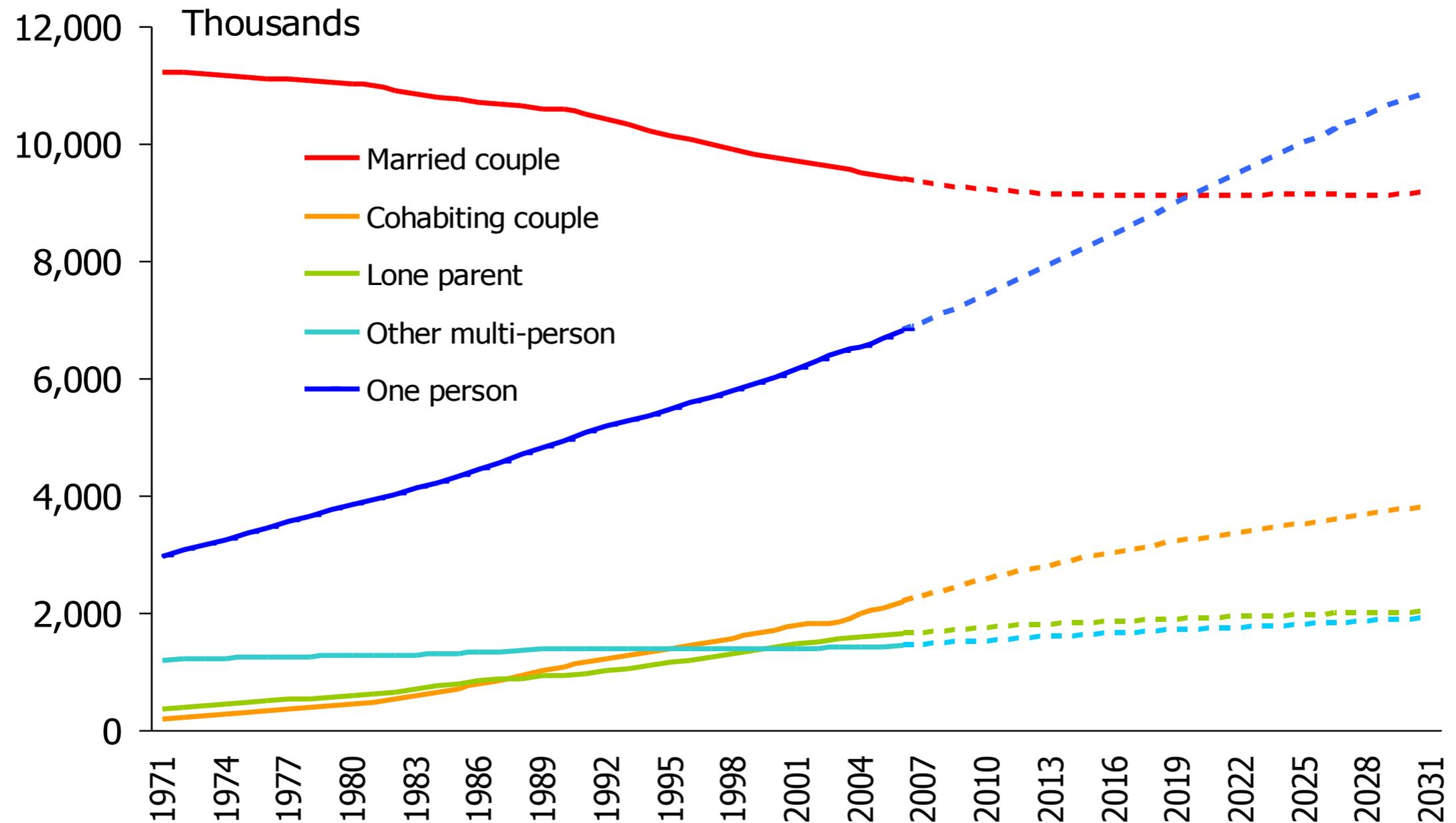
---

# Population changes and generational shifts



UK population in 2012 and 2022, by age | Thousands

# The kinds of houses we live in





Choice



Choice





# The social media revolution

# To summarise

---

- Change is constant
- The world has changed significantly & It will continue to do so
- Levels of volunteering haven't changed
- People are giving less time when they volunteer
- The ways organisations involve volunteers haven't changed much



# The challenge we face

---

- A disconnect (growing?) between what people want from volunteering and what organisations offer
- A need to embrace different approaches to getting and keeping volunteers
- Competing against anything else that tries to attract people's spare time



# Bridging the gap

---

# The issue of the uber-volunteers

---

- 31% of the adult population provide almost 90% of the donated time
- 8% of the adult population provide almost half the volunteer hours

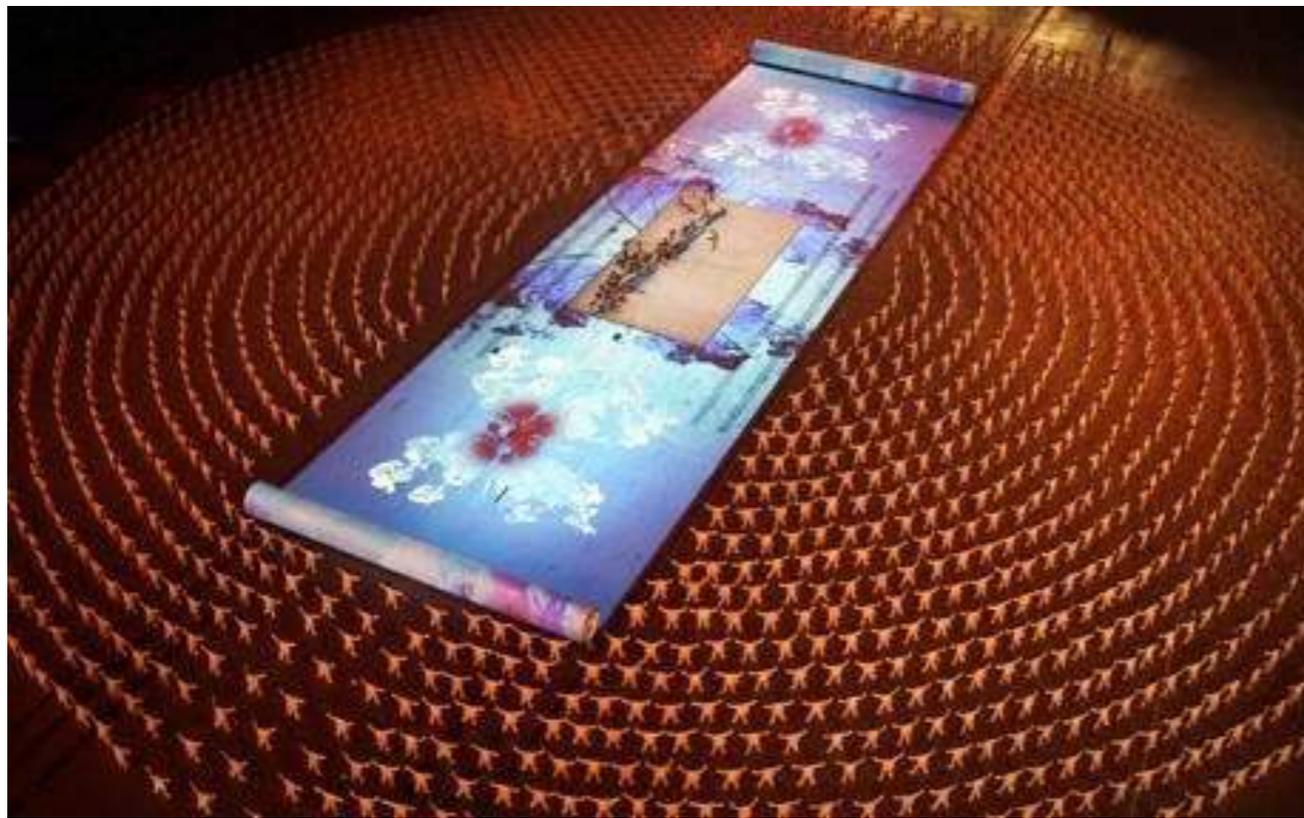


# The gaps





#riotcleanup



# How can we respond?

---

- Evaluate afresh who does what in pursuit of your mission
- Develop a continuum of volunteer engagement
- Get to know volunteers as individuals (how their interests etc. change)
- Be well organised but ensure systems & processes support people
- Provide flexibility, choice and the chance for people to walk away
- Give people the opportunity use their skills

Q & A



# Discussion

---

- What has struck you most from this morning? Why?
- How do you see these issues impacting your organisation?
- What actions did you come up with to start to 'bridge the gap'?
- What support might you need to do this?



# Getting in touch

---

[rob@robjacksonconsulting.com](mailto:rob@robjacksonconsulting.com)

+44 (0)7557 419 074

[www.robjacksonconsulting.com](http://www.robjacksonconsulting.com)

@robjconsulting

[www.robjacksonconsulting.blogspot.com](http://www.robjacksonconsulting.blogspot.com)

<http://robjackson.thirdsector.co.uk>

