

**COMMUNITY
ACTION
SUFFOLK**



Strengthening the voluntary and community sector

Understanding Volunteers

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WHY DO PEOPLE VOLUNTEER?

“People choose to volunteer for a variety of reasons. For some it offers the chance to give something back to the community or make a difference to the people around them. For others it provides an opportunity to develop new skills or build on existing experience and knowledge.”

NCVO, 2016

BENEFITS OF VOLUNTEERING MODEL

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COMMUNITY/SOCIETY

- Increased Social Capital
- Community Development
- Less isolation for vulnerable groups
- Communities see themselves as the solution
- Community cohesion

- Increased mental and physical health and wellbeing
- Improved social connections
- Personal growth
- Good volunteering experience
- Fun
- New skills and increased employment opportunities

INDIVIDUAL

- Increased capacity to deliver
- Ambassadors for the Organisation (and volunteering)
- Connecting people together
- Enhances service reach
- Supports local community

ORGANISATION

PEOPLE ARE CHANGING

- Demographic change
- Technological change
- Volunteer expectation change



WHAT WILL OUR NEW AGEING SOCIETY LOOK LIKE?

Older

By 2033 nearly a quarter of the UK population will be aged 65 or over. This statistic heralds a seismic shift in the nature of our society. Everything—the make-up of families and communities, the attitudes of the new generations, and the distribution of wealth and political power—will be different, with far reaching implications for the voluntary sector.



65+



DEMOGRAPHIC CHANGE:

- As the UK ages, baby boomers retire, marriage and child-rearing is pushed back
- Teens and young adults spend ever-longer breaking into the jobs market,
- Our finances, time and obligations change considerably throughout our lives and the 'typical volunteer', if she ever existed, looks very different in 2016.
- An age range to be aware of which has the most pressure on it is 'Mid-Life' 45-64yrs



TECHNOLOGICAL CHANGE

- Since 2005, Facebook, Twitter and Instagram have taken over the world
- Smartphones and tablets have become essential.
- Need to consider how do changes in communication and networking impact on how you get in touch and keep in touch with volunteers



VOLUNTEER EXPECTATION CHANGE

- In 2005, NFPSYNERGY researched and found the rise of '**selfish altruism**' in volunteering, the idea that it was no longer possible to rely on finding the time-rich volunteer with few personal demands.
- Volunteer management in most organisations therefore requires a more tailored and flexible approach than ever
- Understanding who is in a community and what skills they have to offer, along with their personal situation will be a key to success.

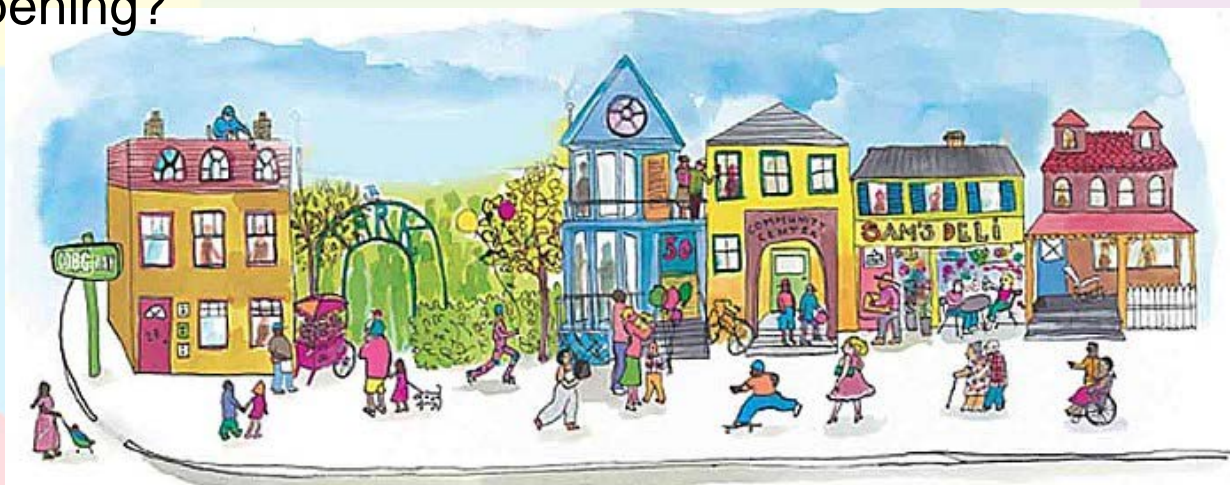


Who's in your community?

Every community has a mix of people, from those who like to be involved in everything, to those who are a little reluctant to step forward.

There are the big ideas people, and then there are the naysayers

The tricky question is how to get as many people involved as possible to make things happen in your community, and keep happening?



TERRI



Terri has lived in the village for the past 20 years. She has a very busy life and has only recently retired.

She is very active, a member of a local choir, gym as well as being involved at the allotment.

Terri is looking forward to some time to herself, seeing more of her grandchildren, enjoying holidays with her husband and dog.

KELLY



Kelly is a busy mum to three young children.

She works 3 days a week and still fits in childcare, all the jobs around a family as well as catching up with friends.

Kelly has lived in the village since being a teenager and loves the community spirit, which is why she and her family have stayed.

Kelly would love to get the whole family more involved in things going on.

TOBY



Toby is 45 years old and works full time as a Sales Executive for a multi-national business.

His job requires him to travel around the UK a lot.

He and his family moved to the village 5 years ago and really like the community. They have supported lots of events, and Toby has taken part in a local fundraising bike ride for the toddlers group.

KIERAN



Kieran is 15 years old and attends the local high school.

He is social, fun and talks to lots of people about what is good about where he lives and what he would like to change.

Kieran would love to get involved, but feels no-one asks teenagers what they can do unless it is about anti-social behaviour, skate parks or mental health.

How To Create Community Champions

STEP 1

- Do you know who is in your community?
- What skills to they have?
- What networks/links do they have?
- How much time do they have?

STEP 2

- How do you get them involved? Think back to how people are changing, the pressures they are under or how they like to be communicated with.

STEP 3

- What are you trying to achieve in your community? Can you match the skills and attributes of people in your community to meet your goal?

STEP 4

- Get started, make something happen, celebrate, communicate and remember to say 'thank you.'