



Engaging and Connecting with the 21st Century Volunteer

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www.pointsoflight.org

Today's Presenters



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POINTS OF LIGHT

Overview

POINTS OF LIGHT ENTERPRISES:



www.pointsoflight.org

Who We Are

Points of Light is the world's largest nonprofit focused on volunteerism and service. We inspire, equip and mobilize people to take action that changes the world.

Points of Light equips volunteers to use their time, talent, voice and money to meet the critical needs of our communities.

Three divisions: Action Networks, Programs and the Civic Incubator.

- Action Networks – HandsOn Network, generationOn, AmeriCorps Alums, and the Corporate Institute
- Programs – training and education, signature events, Community Blueprint Network, recognition programs
- Civic Incubator – Fuse Corps, Global, Civic Accelerator



Points of Light: Our Work



A network of 250 local volunteer centers across the country and around the world.



The youth service movement that ignites the power of kids to make their mark on the world.



The national service alumni network that activates the next generation of service leaders.



Through the Corporate Institute, we enable companies to engage their employees and customers in service.



2.7 million
volunteers engaged

30 million hours
of volunteer service

\$626 million
of valued service

7,200 corporate
partners
activating employees

70,000 nonprofit
partners supported

88,000 volunteer
leaders trained

Today's Agenda

- Learning objectives
- Who is the 21st Century Volunteer?
- Types of Volunteering
- Explore how-to's
- Q&A

Learning Objectives

- Explore the various forms of volunteering
- Understand best practices
 - Engaging volunteers
 - Identifying the best fit
 - Designing projects with clear goals
 - Best Practices: Retention

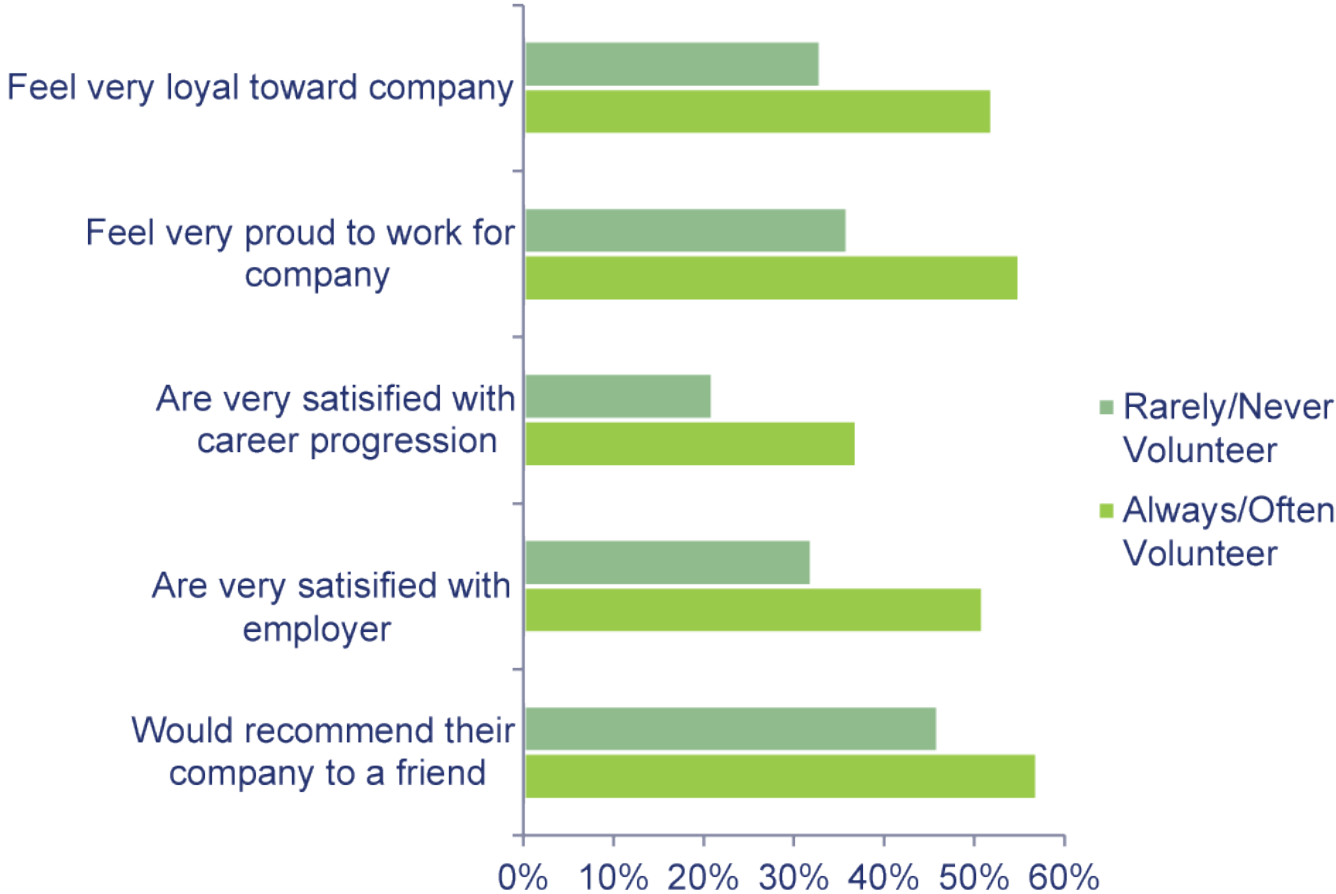
Who is the 21st Century Volunteer?



The 21st Century Volunteer

- **62.8 million adults volunteered almost 8.1 billion hours** through organizations in 2010
- Boomers (born between 1946-64) are currently the **most engaged** demographic
- Millennials are passionate about service, and are volunteering more than Boomers were when they were younger
- **89%** of Americans sit down to family dinners weekly – providing a venue to discuss civic engagement
- **Consistent community service ranks #4** in admissions factors for college applicants

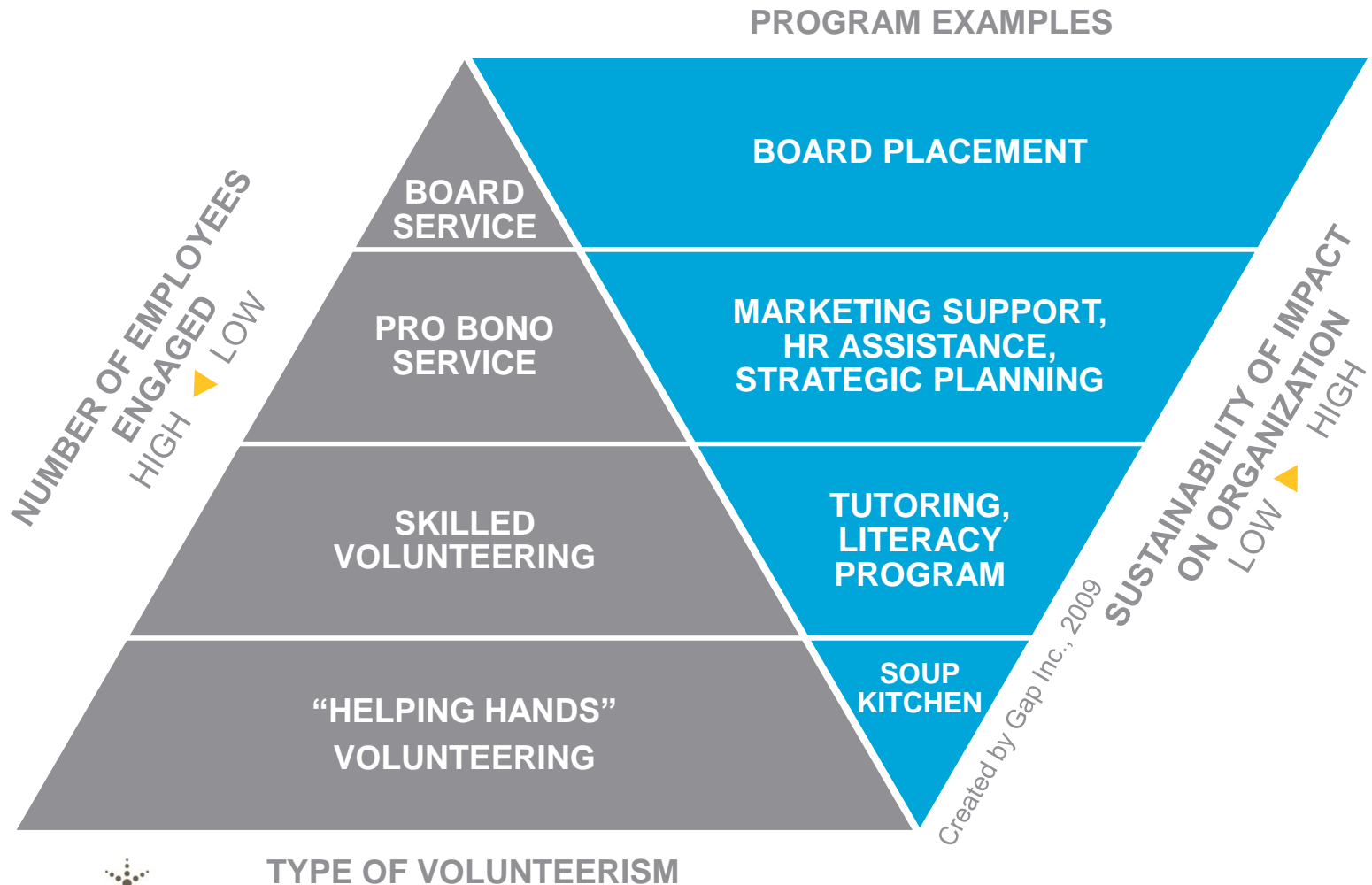
Millennials who frequently volunteer are more likely to be proud, loyal, and satisfied employees as compared to those who rarely or never volunteer.



The Many Ways People are Volunteering

1. Board Service
2. Skills Based Service
3. “Hands-On”
4. Family Volunteering

The Service Spectrum: Where board service fits in



Skills-Based Volunteering

- Skills-based volunteering is a unique approach to community engagement and a powerful driver of social change
- Matches employees' workplace skills and knowledge with nonprofit needs to increase their impact in the community
- SBV helps nonprofits expand their reach and become more sustainable
- Empowers employees to expand upon current skill set and develop leadership skills

SBV: The Benefits

To the Community

- Achieve high-impact social change
- Value of SBV services can be 500% greater than value of traditional volunteer services
- Allows nonprofits and communities to focus on what they do best

To the Employer

- SBV can be an effective way to cultivate critical business and leadership skills
- Ability to make business connections and build brands
- Enhances organizational culture and engages millennials
- Pro bono deepens reputation as a good corporate citizen

Models of SBV

- Done in a Day (Marathon Model)
- Coaching and Mentoring
- Open-ended Model
- Loaned Employee Model
- Standardized Team Projects
- Micro-volunteering



Examples

- **Marathon Model:** The Advisory Board Company's "Branding Blitz" during their 2012 Week of Service and Discovery's Creating Change Program
- **Coaching and Mentoring:** The Ritz-Carlton Company's Succeed Through Service Program
- **Loaned-Employee:** Pfizer's Global Health Fellows Program
- **Standardized Team Projects:** Morgan Stanley's Strategy Challenge
- **Open-Ended Outsourcing:** Allstate Foundation's Domestic Violence Program
- **Micro-volunteering:** UnitedHealth Group's Sparked Platform

A Billion + Change

A Billion + Change is a national campaign to mobilize billions of dollars of pro bono and skills-based volunteer services by 2013. We are seeking 500 companies willing to pledge their best business skills and talents to serve the needs of nonprofits and communities at home and around the world. Together, we will inspire the largest commitment of corporate pro bono service in history.

Powered by:



With additional founding sponsorship from:



An initiative of:



Housed and managed by:



Honorary Chairman:
Senator Mark Warner



Online Resources

- [Volunteer Match](#)
- [HandsOn Network](#)
- [Catchafire](#)
- [Idealist.org](#)
- [Sparked.com](#)
- [Causecast](#)
- [The Community Corps \(Npower\)](#)



Advisory Services & SBV Tools

- [Nonprofit Readiness Roadmap](#)
- [Taproot Foundation](#)
- [Common Impact](#)
- [True Impact](#)
- [Points of Light HandsOn Network](#)
- [Corporate Volunteer Councils](#)
- [BoardSource](#)
- [Urban Alliance](#)
- [PENCIL](#)

The Readiness Roadmap: Preparing for Skills-Based Service

- Organizational Readiness
- Needs Identification
- Project Readiness
- Sourcing
- Planning
- Implementation
- Evaluation
- Recognition



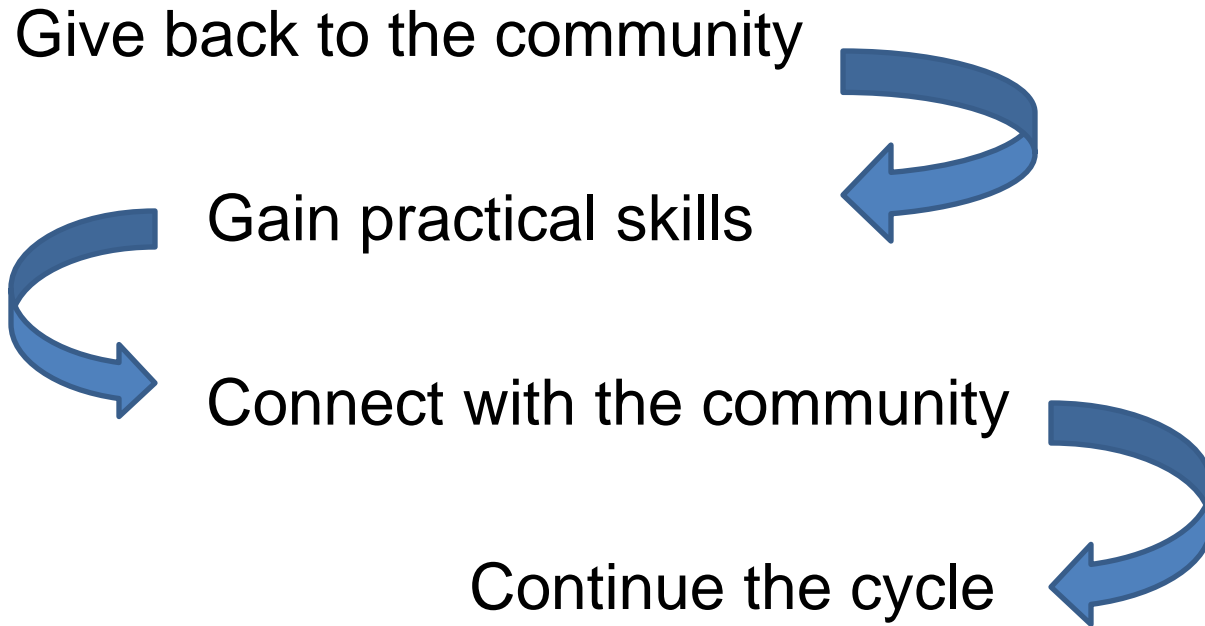
www.readinessroadmap.org

Family Volunteering

Reasons to Volunteer as a Family:

- Gain quality family time
- Strengthen bonds when you share the experience
- Give family members an opportunity to lead
- Increase commitment to volunteering and your community

Why Family Volunteering?



Example Projects

- **All Ages:**
 - Helping Hands in the Garden
 - Planting and harvesting, gathering eggs from chickens, composting and garden maintenance
 - Pet Visits
 - Bringing a family pet to a senior living facility to visit residents
- **Teenagers:**
 - Race Against Hunger
 - Sorting canned good donations
 - Homework Hounds
 - Afterschool tutoring



Things to Consider:

- When Designing a Project:
 - Age & Skill Level
 - Clear/simple tasks
 - Clientele connection to kids
 - Risk and liability
 - Skills needed and skills learned
- General Youth Engagement:
 - Create board position for youth representative
 - Set up meetings with youth organizations to learn there interests and goals
 - Create an open house opportunity to learn about your organization
- Resources
 - GenerationOn (<http://www.generationon.org/>)

Best Practices in Engaging the Modern Volunteer

Designing a well planned/executed program

- Identify:
 - Project Objectives
 - Scope and timeframe
 - Leadership/project management
 - Post-project plan to make it **sustainable**



How to Find the Best Suited Volunteer

- Identify:
 - Skills needed for project
 - Design clear project and job description
 - Share it with close networks and volunteer platforms
 - Schools, community organization, corporations, faith based groups etc.

Retaining Your Volunteers

- Volunteer Assessment/Survey
 - Identifies strengths and interests to create best fit and highest likelihood for successful placement
- Maintain strategic contact before, during and after
- Request post-project feedback surveys
- **RECOGNIZE** volunteers:
 - Immediate praise, public awards, celebrations etc.

Designing Service Projects with Clear Goals

- Output vs. Outcome
 - Output: How many food kits created
 - Outcome: The food kits I created fed a family for a weekend
- Hours vs. Tasks Completed
 - Hours: Number of volunteer hours completed
 - Tasks: Number of projects completed within a set period of time.

Recipe for Engaging the 21st Century Volunteer

- Understanding Your Volunteer
- Engaging in Best Practices
 - Designing a well planned and executed project
 - Finding the best suited volunteer
 - Retaining Volunteers
 - Designing service projects with clear goals

Q&A

Thank You!

Jackie Norris
&
Yvonne Siu