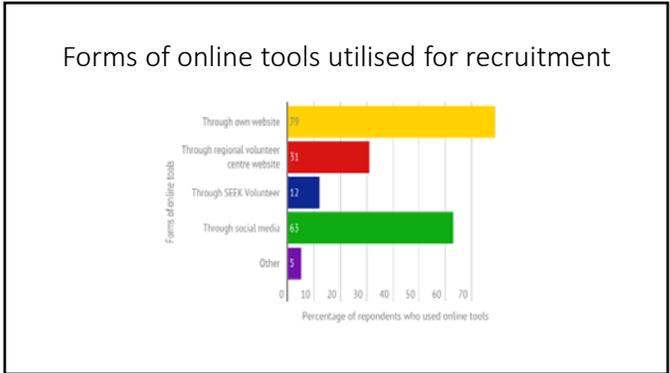
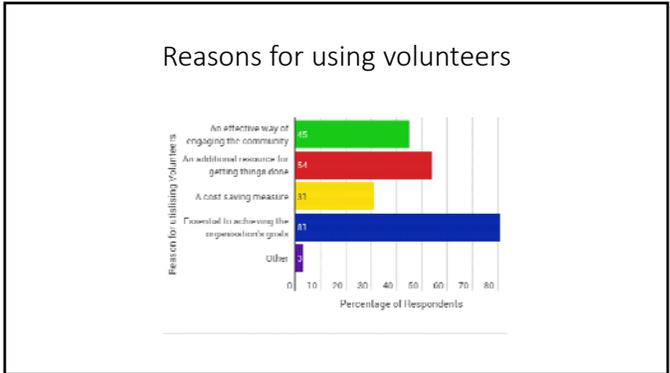
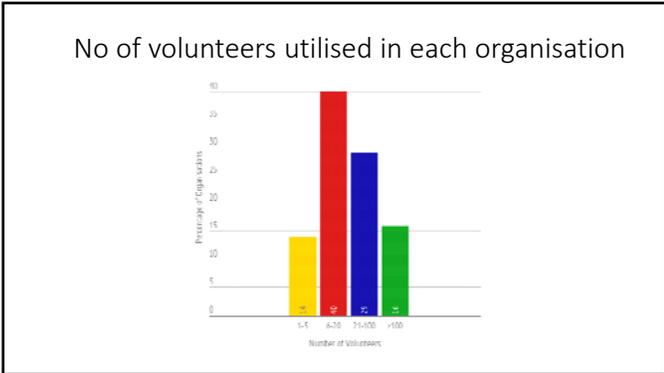




- ### What we wanted to know
- ▶ For what reasons do organisations utilise volunteers?
 - ▶ Do organisations utilise online tools to recruit volunteers, and in which form?
 - ▶ To what extent is technology being embraced to enable volunteers and volunteering?
 - ▶ Which challenges have volunteer involving organisations experienced in both recruiting and retaining volunteers in the last 12 months?
 - ▶ How common is it for organisations to offer reimbursements or monetary incentives to volunteers, and if they do, in what form?
 - ▶ What trends have been noticed with regard to volunteers and volunteering in New Zealand in the last 12 months?
 - ▶ How do volunteer involving organisations rate the state of the New Zealand volunteering sector?



Further comments on the state of volunteering in New Zealand

- ▶ Most volunteers are older and there is a shortage of young volunteers
- ▶ Lack of time is a major barrier
- ▶ New Zealanders are givers
- ▶ Recruiting volunteers is a challenge
- ▶ There is a good supply of volunteers
- ▶ People are not interested in volunteering because they are selfish
- ▶ Lack of Government funding
- ▶ Other themes: bureaucratic hurdles drive people away, volunteers don't stay long, more education and promotion is required

Strategies for improving access to volunteering:

- ▶ addressing the image of volunteering
- ▶ more and better sources of information about the range of possible activities
- ▶ more specific activities aimed at boosting people's confidence
- ▶ applying the principles of good volunteer management

(Rochester, 2006)

Conclusion

The face of volunteering as we have known it in the past is changing. The new generation of potential volunteers is very mobile and their life circumstances change a lot more rapidly than people's did a generation ago and they are thus unwilling to make long term commitments. We have to accept that change and work with it, not against it.

Recommendations for VIOs

- ▶ Increase public awareness and enhance profile through the media
- ▶ Provide more and improved sources of information about the range of possible opportunities
- ▶ Maximise the benefits of technology and social media as a vehicle of volunteer engagement.
- ▶ Offer flexible roles matched to fit the skill, abilities and motivations of individual volunteers. Long-term roles could be broken up into several smaller roles for people with different skill sets
- ▶ Offer internships to attract younger volunteers looking for work experience
- ▶ Follow the principles of good volunteer management, which includes providing support and communication, written policies and procedures, orientation and training for volunteers, and recognition activities
- ▶ Investigate offering volunteer perks such as petrol vouchers, reimbursements of expenses incurred or discounts on memberships
- ▶ Attempt to build meaningful relationships with volunteers

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