Engaging Volunteers

Your guide to finding & engaging potential volunteers

Brought to you by:
NIFA and National 4-H Council partnered to commission a comprehensive national study among current and prospective 4-H volunteers.

Harris Interactive was hired to conduct this two-phased research project. To gather this data, they conducted:
- One-on-one telephone interviews with volunteer specialists
- Online focus group sessions with current 4-H volunteers
- Survey of volunteers (both current and prospective volunteers)
- Results were tested via telephone focus group session with volunteer specialists

Following are the top five segments of people to target for 4-H volunteer recruitment based on matching mission and values.

For more information or to read the full research study, go to:

www.4-H.org/VEAR
Volunteer Segments

% of Volunteer Population

- Transformational Leaders (8%)
- Linked Ins (3%)
- Traditionalists (15%)
- Active Mentors (20%)
- Generation Next (18%)
- Sideliners (20%)
- Backgrounders (6%)
- Pre-Occupieds (10%)

Source: Harris Interactive Segmentation Study, September 2010
Engaging Volunteers: Prime Targets

COMMON MOTIVATORS

• Teach kids enduring life skills
• Have a positive impact on the next generation
• Apply what I’ve learned through hands-on experience

KEY MESSAGES

• You can have a positive impact on the next generation in your community by sharing your experience and knowledge
• Help fuel the extraordinary efforts of our youth by joining the Revolution of Responsibility
Transformational Leaders

Primary Motivators
Want to be leaders/mentors for future generations
Like working with young people
Believe in the importance of teaching life skills
Like having longer-term engagements
Want to build relationships with kids
Like to set an example

4-H Relationship
Extremely familiar with 4-H (72%)
Extremely favorable to what 4-H offers (70%)
1/3 say it never occurred to them to volunteer with 4-H

Demographics
70% Female, 49% are 50+
Live in urban/suburban areas
Spend a lot of time volunteering already (26.7 hrs./month)
Most ethnically diverse segment (24% Black, 9% Hispanic)

Lifestyle Interpretation
Experiences over things  Active lifestyles
Care about multiple causes  Highly organized
Natural leader, responsible  Invest in what they believe in
Connected/in the know
How to Approach Transformational Leaders

Why 4-H Needs You
• 4-H needs caring, active volunteers to provide hands-on guidance and mentoring
• 4-H seeks out natural leaders like you to set positive examples and build trusted relationships
• Help youth reach their full potential by building their confidence, leadership skills, sense of responsibility

Your 4-H Experience
• Do something you love by teaching important life skills through hands-on experiences
• A flexible experience where you decide your level of involvement; Volunteer in a variety of settings including in or after school, camp, or clubs
• 90% of volunteers have been satisfied!

How You Make a Difference
• You will lead by example by having positive development of young people
• When you share your experiences with 4-Hers, it pays its way forward as they make choices that matter and contribute to positive change in their lives

Touch Points*
**Community:** Libraries, church, restaurants, grocery stores, gardening stores, parks
**Online:** MapQuest, photo share sites, recipe sites, medical sites, travel sites
**TV:** Weather channel, FOX news, CNN, Food Network, Lifetime, HGTV, Hallmark, NCIS
**Magazines:** AARP, Better Homes and Gardens, Good Housekeeping
**Other:** AM radio, direct mail to home

*Source: MRI Fall 2010 (activities/interests of women 50+ who have volunteered in the past 12 months)
Linked Ins

Primary Motivators
Like to share their experiences/make an impact
Want to apply what they’ve learned
Like action and fun
Inclined to episodic and virtual volunteering

4-H Relationship
Low familiarity with 4-H
62% have volunteered with youth organizations in the past
Interest in 4-H rises when learn more about organization

Demographics
58% Male
Highest educated (84% college+) – skills in SET
Highest income segment
High concentration of <50-year-olds
Highest representation of Hispanics at 16%
Already volunteering about 22 hours/month

Lifestyle Interpretation
Highly engaged parents
Attend church regularly
Life revolves around their children
Volunteer at child’s school
Draw on own childhood
High value on family time
How to Approach Linked Ins

Why 4-H Needs You

• 4-H needs volunteers with a range of backgrounds and skills, especially skills in leadership training, science, engineering and technology, to create a positive impact on the next generation

Your 4-H Experience

• Enjoy hands-on experiences with a wide range of interests from robotics to photography
• A flexible experience where you decide your level of involvement; Volunteer in a variety of settings including in or after school, camp, or clubs
• 90% of volunteers have been satisfied!

How You Make a Difference

• You will take an active role by having positive development of young people, and even learn new skills yourself
• When you share your experiences with 4-Hers, it pays its way forward as they make choices that matter and contribute to positive change in their lives

Touch Points*

Community: Restaurants, fitness centers, parent events, kids sports, home shows
Online: Facebook, YouTube, Weather.com, Google Maps/MapQuest, Amazon, Wikipedia, Gmail, ESPN
TV: Discovery, History, ESPN/ESPN2, TBS, TNT, Comedy Channel

*Source: MRI Fall 2010 (activities/interests of men 25-49 with college degrees who have volunteered in the past 12 months)
Traditionalists

**Primary Motivators**
- Interested in learning new skills
- Like working with different generations

**4-H Relationship**
- Average familiarity with 4-H (53%)
- Above average favorability to what 4-H offers (62%)
- 4-H is already highly visible in their community

**Demographics**
- 32% are rural residents
- 51% are 50+
- 66% Female
- Least educated segment (46% HS grad or less)
- Work/job responsibilities are an obstacle for volunteering but do so 18 hrs./month

**Lifestyle Interpretation**
- Practical people
- Blue-collar
- Economic pressure
- Bargain shoppers
- Willing to roll up sleeves
- Community is important
How to Approach Traditionalists

Why 4-H Needs You
• 4-H needs volunteers to help young people of all ages succeed at home, in school and in life

• You can provide guidance and mentoring to enhance their confidence, leadership skills and their sense of responsibility to others

Your 4-H Experience
• Enjoy hands-on experiences with others who enjoy learning new skills
• A flexible experience where you decide your level of involvement; Volunteer in a variety of settings including in or after school, camp, or clubs
• 90% of volunteers have been satisfied!

How You Make a Difference
• Rolling up your sleeves and instilling confidence and compassion will create positive change and a lasting difference
• When you share your experiences with 4-Hers, it pays its way forward as they make choices that matter and contribute to positive change in their lives

Touch Points*
Community: Libraries, church, restaurants, grocery stores, gardening stores, parks
Online: MapQuest, photo share sites, recipe sites, medical sites, travel sites
TV: Weather channel, FOX news, CNN, Food Network, Lifetime, HGTV, Hallmark, NCIS
Magazines: AARP, Better Homes and Gardens, Good Housekeeping
Other: AM radio, direct mail to home

*Source: MRI Fall 2010 (activities/interests of women 50+ yrs who have volunteered in the past 12 months)
Active Mentors

**Primary Motivators**
Want to pass on the skills they’ve learned in life

**4-H Relationship**
Average familiarity with 4-H (47%)
Average favorability to what 4-H offers (49%)

**Demographics**
Fairly equally balanced men/women
Oldest segment (52% are 50+)
Many retired (31%)
Beginning to have more time to volunteer than others
Average volunteering (17 hrs./month)
35% are rural residents

**Lifestyle Interpretation**
Experience has given them strong opinions
Active grandparents
Loyal church-goers
Concerned about kids today – don’t have skills needed
How to Approach Active Mentors

**Why 4-H Needs You**
- 4-H needs volunteers to provide youth with practical life skills, to reach their full potential
- You can provide a positive impact on the next generation and enhance their confidence, skills and their responsibility to others

**Your 4-H Experience**
- Enjoy hands-on experiences working with young people and learn new skills
- A flexible experience where you decide your level of involvement; Volunteer in a variety of settings including in or after school, camp, or clubs
- 90% of volunteers have been satisfied!

**How You Make a Difference**
- When you share your talents and life experiences with the 4-her, you teach kids enduring life skills
- You’ll create change that makes a lasting difference paying its way forward as they make choices that matter and contribute to the community, their homes and the workplace

**Touch Points***
- **Community**: Church, community banks, gardening stores, parks, traditional American events, hair salons, barber shops, insurance agencies
- **Online**: None
- **TV**: Weather channel, FOX news, CNN, Lifetime, Hallmark, Macy’s Thanksgiving Day Parade
- **Magazines**: AARP, financial magazines
- **Other**: AM radio, direct mail to home, coupons

*Source: MRI Fall 2010 (activities/interests of men 50+ yrs who have volunteered in the past 12 months)
Generation Next

Primary Motivators
Want to teach skills to kids/be a mentor

4-H Relationship
Not very familiar with 4-H (30%)

Demographics
70% Female
Youngest segment (41% 18-29 yrs.) (40% 30-49 yrs.)
On the verge of starting families, many students in this group
Fairly diverse group (15% Black, 12% Hispanic)
Highest concentration of urban dwellers (35%)
Low volunteering pattern (12 hrs./month)

Lifestyle Interpretation
Parents-in-training
Working at first “real” job
Trying to figure it all out
Have many priorities
Believe the future will be better than the past
Altruistic –improve the world
Care about a variety of issues
How to Approach Generation Next

Why 4-H Needs You
• 4-H needs volunteers with unique skills and experiences that can help kids discover and explore what matters to them most
• Even if you haven’t done a lot of volunteering, you can apply what you have learned through volunteering with 4-H

Your 4-H Experience
• Enjoy hands-on experiences with a wide range of interests from robotics to photography
• A flexible experience where you decide your level of involvement; Volunteer in a variety of settings including in or after school, camp, or clubs
• 90% of volunteers have been satisfied!

How You Make a Difference
• You will make a positive difference in your community by teaching young people skills, confidence and compassion, so they’re set up for success
• When you share your experiences with 4-Hers, it pays its way forward as they move toward a life of successful contributions

Touch Points*
Community: church, school related activities, parades, grocery stories, fitness centers, pet stores/vets
Online: Facebook, YouTube, Weather.com, MapQuest, Amazon, Wikipedia
TV: Food Network, A&E, Lifetime, ABC Family, TLC, HGTV, Disney, E!, Academy Awards
Magazines: People, Better Homes & Gardens
Radio: Contemporary and urban FM stations

*Source: MRI Fall 2010 (activities/interests of women 25-49 who have volunteered in the past 12 months)