



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

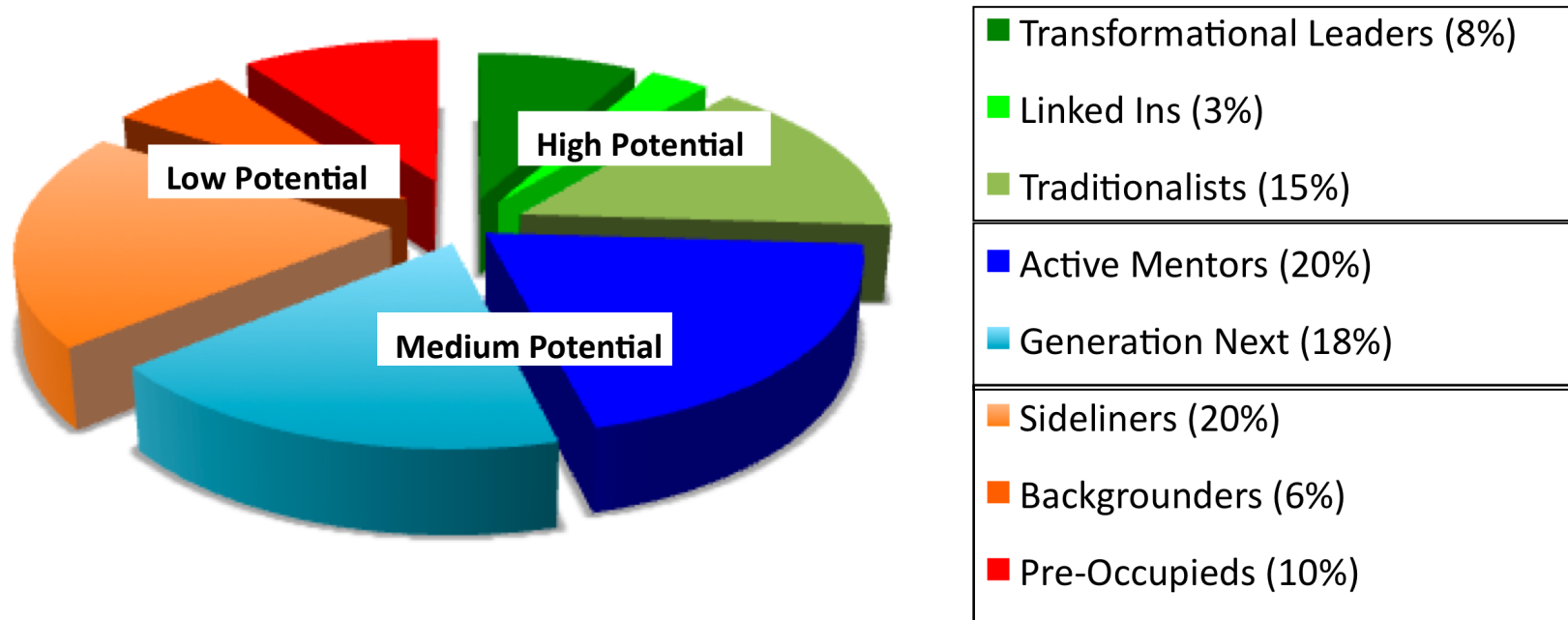
Following are the top five segments of people to target for 4-H volunteer recruitment based on matching mission and values.

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

www.4-H.org/VEAR

Volunteer Segments

% of Volunteer Population



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

8%

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

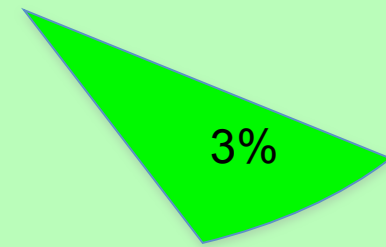
- 58% Male
- Highest educated (84% college+) – skills in SET
- Highest income segment
- High concentration of <50-year-olds
- Highest representation of Hispanics at 16%
- Already volunteering about 22 hours/month

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

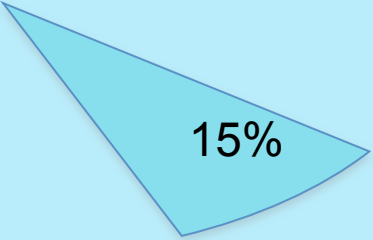
32% are rural residents
51% are 50+
66% Female
Least educated segment (46% HS grad or less)
Work/job responsibilities are an obstacle for volunteering
but do so 18 hrs./month

Lifestyle Interpretation

Practical people
Blue-collar
Economic pressure

Bargain shoppers
Willing to roll up sleeves
Community is important

How to Approach Traditionalists



15%

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

Concerned about kids today – don't have skills needed

Active grandparents
Loyal church-goers

How to Approach Active Mentors



20%

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-hers, 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

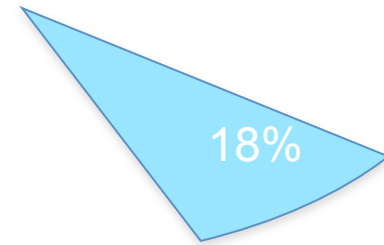
Believe the future will be

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 stores, 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)