

Communities Foundations of Texas Volunteer Research Memo

To: Professor Poynter

From: Vanessa Turner

Date: 1/20/22

Re: Research for April Volunteer Initiative

1. Find statistics for number of persons in US who volunteer.

- “Approximately 63 million Americans – 25% of the adult population – volunteer their time, talents and energy to making a difference.”

<https://nonprofitssource.com/online-giving-statistics/volunteering-statistics/#:~:text=Approximately%2063%20million%20Americans%20%E2%80%94%2025,time%20is%20%2424.14%20per%20hour.>

2. Find statistics on number of Gen z who volunteer.

- “67 percent of Gen Z report volunteering in the last 12 months and 26 percent of 16 to 19-year-olds report that they volunteer on a regular basis. Gen Z continues to be primarily interested in episodic volunteering with 70 percent contributing below 100 hours a year.”

<https://personifycorp.com/news/value-of-a-volunteer#:~:text=However%2C%2067%20percent%20of%20Gen,below%20100%20hours%20a%20year.>

3. Why are people motivated to volunteer.

- “The cause is really important to them (emotional connection to the reason of helping or the person/organization being helped), volunteering being connected to the needs of their family or friends interest in the work is also a strong motivator, along with having spare time and wanting to learn or gain experience that will help in their future career, their own community being in need is a big motivator for people to engage in volunteer work, and the big percentage of people stated that it is their philosophy of life or part of religious beliefs to help others.”

<https://vcla.net/what-motivates-people-to-volunteer/>

4. Can you determine volunteer preferences of Gen Z.

- “Volunteer experience, in particular, can be top of mind for Gen Z as they build their resumes. According to the last research of internships.com, 77% of Generation Z are extremely interested in volunteering opportunities and in careers for the nonprofits.”

<https://www.classy.org/blog/gen-z-next-generation-donors/#:~:text=Volunteer%20experience%2C%20in%20particular%2C%20can,in%20careers%20for%20the%20nonprofits>

5. Cite volunteer campaign by a company and describe purpose.

- “With North Texas Food Bank, there are many ways you can get involved to make an impact on your community: Volunteer, Donate Money, Donate Food, Use Your Voice.”

<https://ntfb.org/>

6. Cite volunteer initiative by another CFT or similar umbrella organization

- Make-A-Wish North Texas

<https://wish.org/ntx>

7. What are the benefits of volunteerism?

- “Volunteering connects you to others. Volunteering is good for your mind and body. Volunteering can advance your career. Volunteering brings fun and fulfillment to your life.”

<https://www.helpguide.org/articles/healthy-living/volunteering-and-its-surprising-benefits.htm>

8. How would you best motivate someone to volunteer-emotional or logical?

- “The decision to volunteer, like the decision to donate financially, is an emotional one. Volunteers are motivated by different things. People generally get involved for one or more of the following reasons:

- They want to contribute to a cause in which they believe
- They want to learn new skills
- Their need to fulfill business and/or social expectations
- They want to have a sense of ownership and control that they cannot find in a work situation
- They’re motivated by a desire for change
- They want to have fun and enjoy what they are doing
- They want to meet new people”

<https://donorbox.org/nonprofit-blog/motivate-and-engage-your-nonprofits-volunteers/>

9. When is national volunteer month?

- National Volunteer Month is in April.

https://www.huffpost.com/entry/national-volunteer-month_b_1413324

10. Include additional Research b adding your own categories.

- “6 Ways To Keep Your Volunteers Engaged:

1. Make your volunteers feel needed and appreciated.
2. Ask volunteers to help in specific, actionable ways
3. Inspire your volunteers with the cause, not the organization
4. Stay connected, make sure your communication channels go both ways
5. Develop a community of volunteers
6. Show your volunteers how they make a difference”

<https://blogs.volunteermatch.org/6-ways-to-keep-your-volunteers-engaged>