



THE ROLE OF VOLUNTEERISM DYNAMICS
ON ENVIRONMENTALLY-FOCUSED
STUDENT ASSOCIATIONS

Sharon Østerby

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INTRODUCTION



Over the past two decades, environmentally -focused volunteer opportunities for students have increased yet overall volunteerism rates among young adults remain low.

INTRODUCTION



In order to maximize the impact of environmentally-focused student associations, student leaders, advisors, and board members need to understand the factors that affect volunteerism.



FACTORS THAT AFFECT STUDENT VOLUNTEERISM

Factors that affect student volunteerism:

1

Personal Motivation

2

Time Availability

3

Access to Quality Volunteer Opportunities

TOP 5 ISSUES FOR VOLUNTEERING

1. Animal welfare
2. Hunger
3. Homelessness
4. The Environment
5. The Economy

#1

**TEENS CARE
ABOUT ANIMALS
THE MOST**

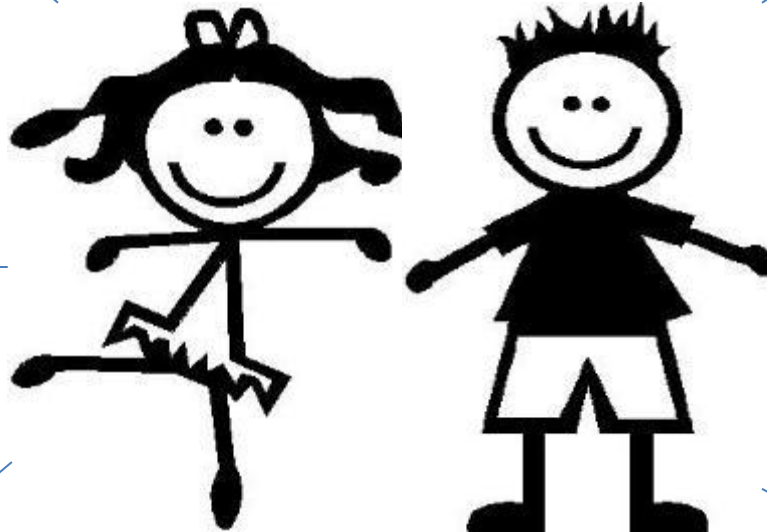


Why Guys and Girls Volunteer?

CAUSE I CARE ABOUT

CAUSE I CARE ABOUT

WANT TO
MAKE A
DIFFERENCE
THAT
MATTERS

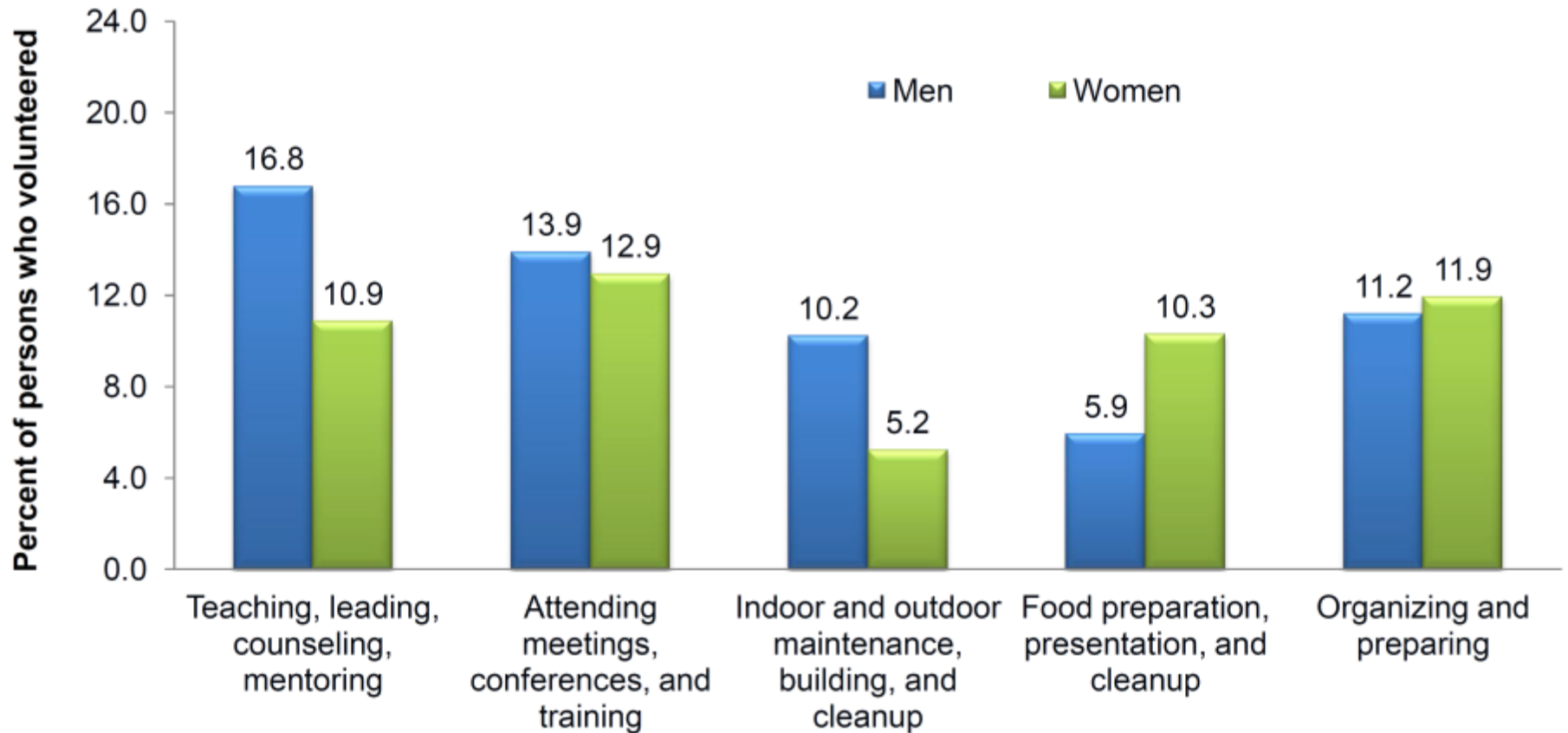


TO GET
INTO
COLLEGE

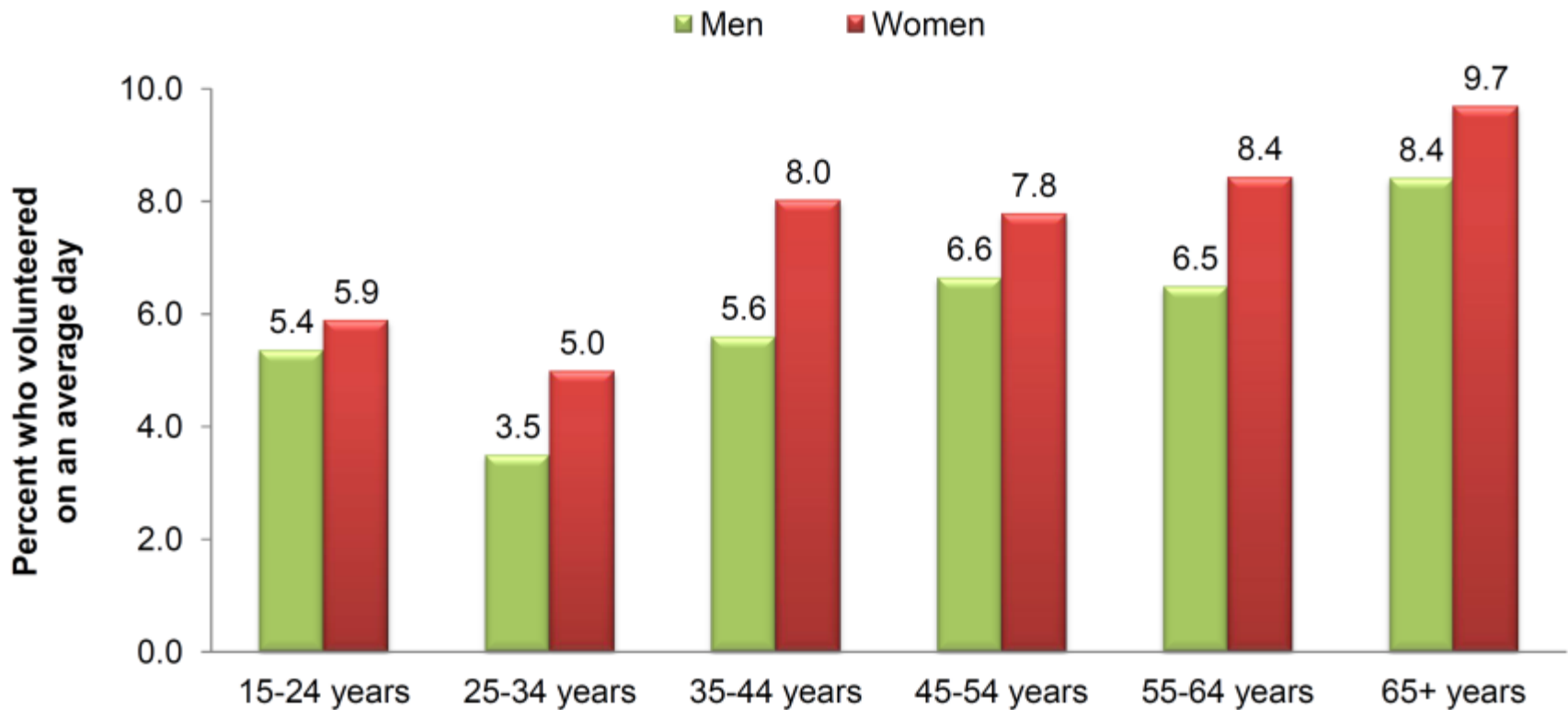
VOLUNTEERING IS
ITS OWN REWARD

TO GET A
GOOD JOB

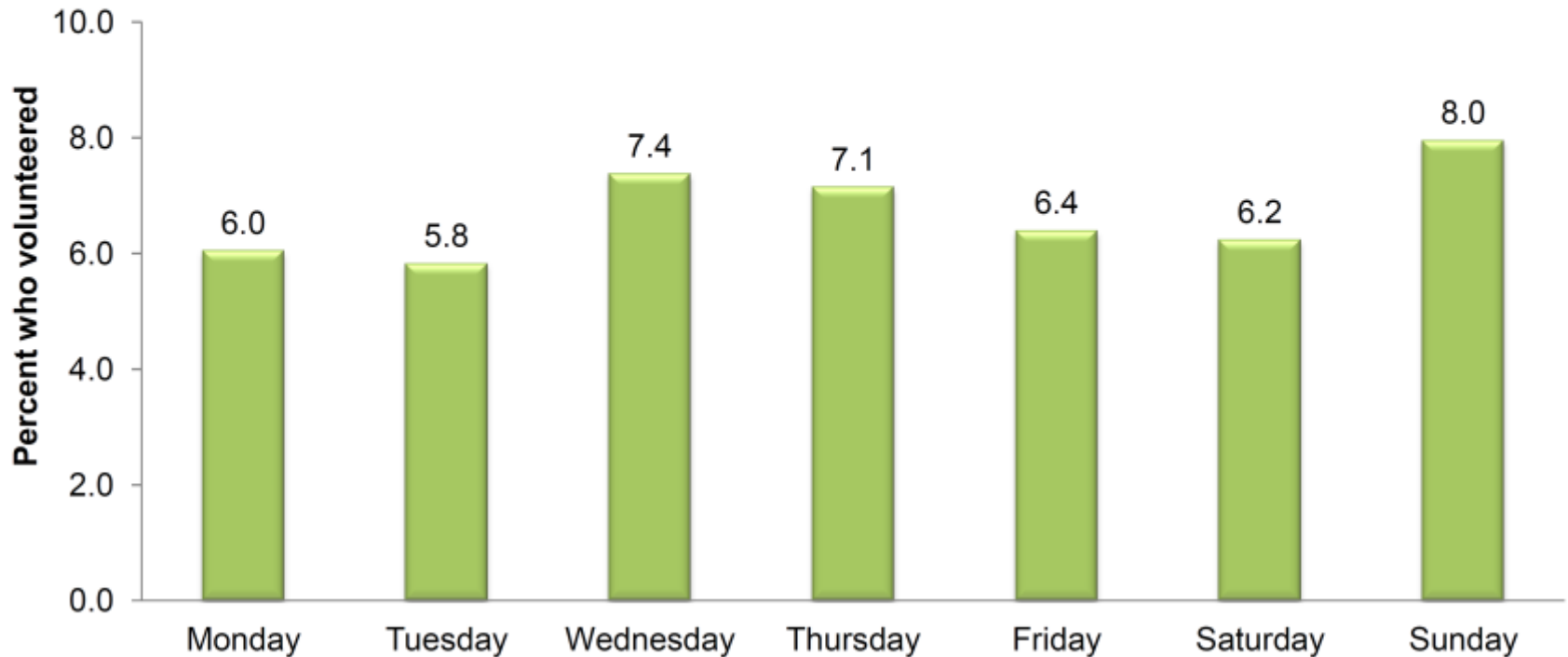
Percent of persons who volunteered that did selected volunteer activities on an average day



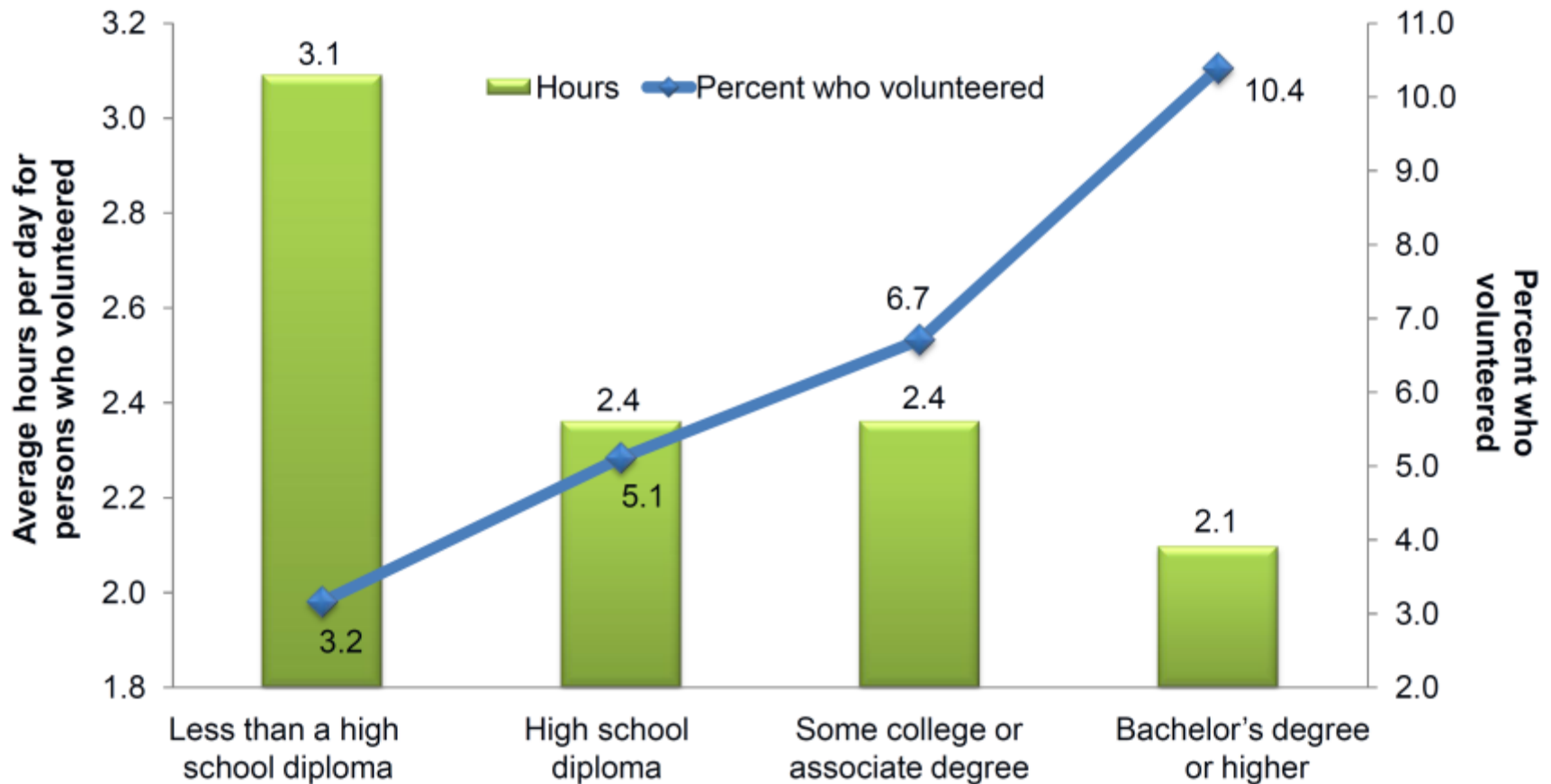
Percent of population who volunteered on an average day, by age



Percent of population who volunteered on each day of the week



Percent of population who volunteered and hours spent volunteering, by educational attainment





**WHAT DO STUDENT VOLUNTEERS WANT
FROM AN ORGANIZATION?**

Motivations of students seeking volunteer opportunities are:

- 1 Civil Engagement
- 2 Social Interactions
- 3 Educational Experiences
- 4 Professional Development

BE PREPARED FOR YOUR VOLUNTEERS

Do

- ✓ Have all of details of the activity ready
- ✓ Have proper equipment or tools needed to complete task
- ✓ Have a place for the volunteer to get started immediately

Don't

- Bring in Volunteers if you do not have all the details of the activity worked out.
- Be disorganized and inconsiderate of your volunteers

VOLUNTEERS NEED TO FEEL WELCOME

- Introduce volunteers to others in the group
- Don't let your volunteer feel uncomfortable
- Show that your organization is warm, friendly, helpful, and happy to see your volunteer



Brad Wolter, 2013 Cleanup

PROVIDE MEANINGFUL ACTIVITIES



Lois Kanter, Adam Bass, Garrett Vaughn, 2012 Cleanup

- Most volunteers are willing to roll their sleeves up and do physical labor as long as it is meaningful
- Volunteers are capable of performing complex tasks that take advantage of their experience and skills.
- Provide leadership opportunities to volunteers who are willing and have the time to shoulder more responsibility.

PROVIDE GOOD TRAINING



Alex LaBee and Ben Stone, 2013 Cleanup



Volunteer Briefing, 2013 Cleanup

- Take time to explain task, demonstrate, or have another experienced volunteer team up with new volunteers
- Use group involvement to train volunteers
- Provide clear expectations of what is required and how their work will be evaluated

COMMUNICATE TIME NEEDED IN ADVANCE

- 8 hours a week, over a weekend, or for the summer
- Specific hours of the day?
- Offer as many options as possible to appeal to volunteers who have busy schedules
- Consider alternative opportunities that are project-based
 - Family volunteering
 - Micro-volunteering
 - Virtual volunteering
- Publicize information the amount of time needed to complete task



VOLUNTEERS WANT TO BE APPRECIATED!



- Thank them!
- Tell your volunteers frequently that they are doing a good job
- Use creative ways of formally saying thanks
 - Taking them to lunch
 - Providing a small gift
 - Sending a thank you card

COMMUNICATE WELL AND OFTEN

- Regular communication is motivating for volunteers
- Be ready to **listen** to volunteers and respond to concerns immediately
- **Call** them, have meetings, invite them to stop by your office, send info via [social media](#), or email them regular updates or a volunteer newsletter.



TELL THEM HOW THEY MAKE A DIFFERENCE

MONDAY, APRIL 9, 2012

*Welcome to the Northern
Illinois University Department
of Geography blog pages!*

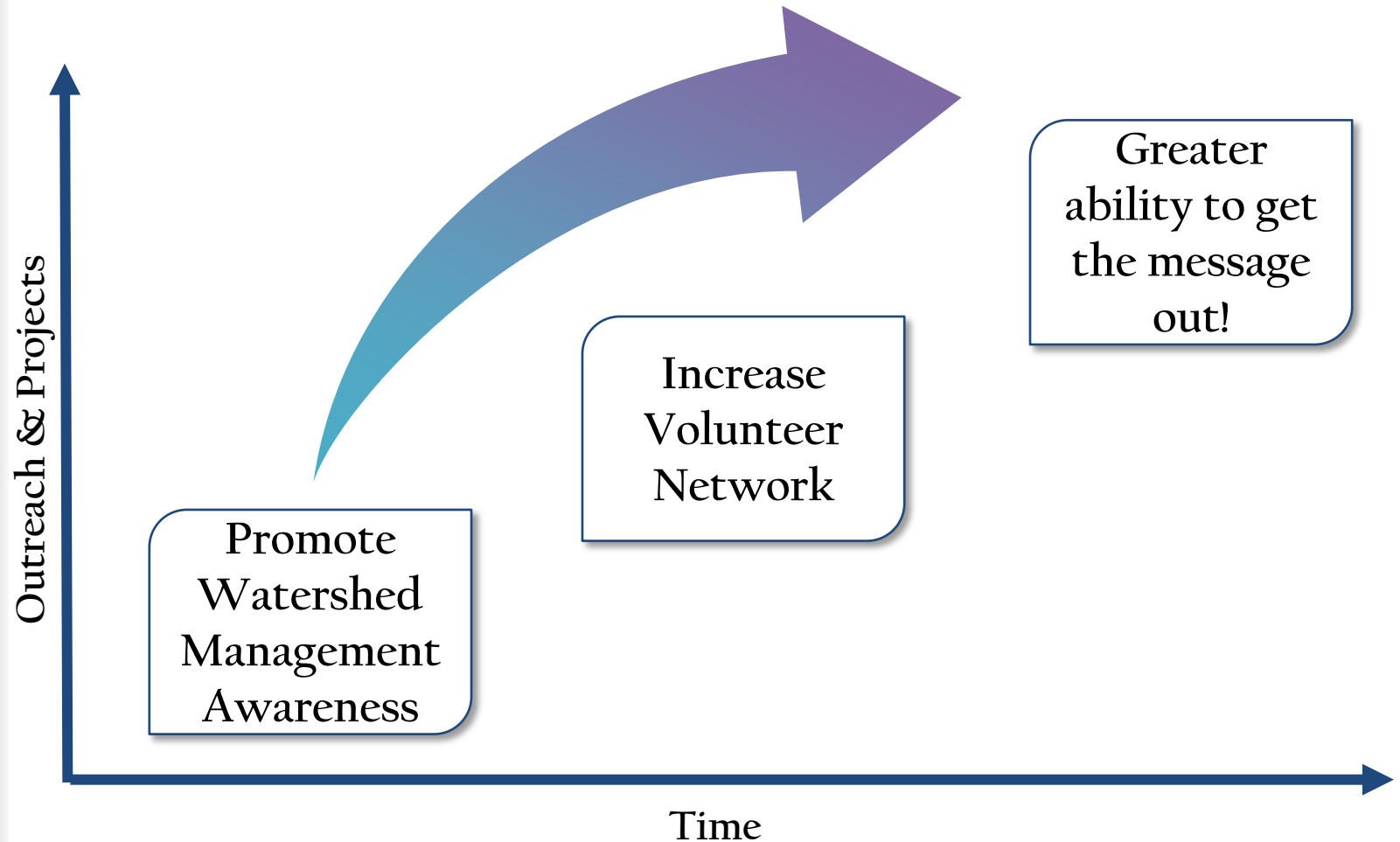
**River/Lake Walk by NIU
Student Subunit of Illinois
Lakes Management
Association**

On Saturday, April 7th, the
NIU Student Subunit of
Illinois Lakes Management

Association organized a River/Lake Walk to clean up the East Lagoon and the Kishwaukee River. Turnout for this event was excellent! About 15 students, faculty/staff members, and their friends showed up, eager to help our environment and conserve water resources. We met at Montgomery Hall at 9:00 a.m. and after enjoying some donuts, we worked our way around the lagoon and along Kishwaukee River in small groups, picking up trash and recyclables along the way. In total, the individual groups removed approximately **450 pounds of garbage** from the water and surrounding shorelines. Keeping trash and other debris out of the waters and shores of the East Lagoon and Kishwaukee River is imperative to preserving our beautiful campus for future generations of NIU students and the DeKalb Community.



BRING THEM UP-TO-DATE ON GOALS



VOLUNTEERS WANT TO BE SOCIAL

- 75.9% of those whose friends volunteer on a regular basis also volunteer.
- 19% of those who volunteered came up with the idea to volunteer themselves
- 57% were invited by someone: a friend, family member, or other adult.



18%

**MORE LIKELY TO
VOLUNTEER IF ON
A SPORTS TEAM**



Student Subunit
Northern Illinois University

What does ILMA ask of its members?

Community Outreach



What does ILMA ask of its members ?

To promote the understanding and importance of watershed management .



What does ILMA ask of its members ?

Participation in:

- River, Stream & Lake Cleanups
- Campus & community events



What does ILMA ask of its Members ?

- Attend Professional Seminars & Conferences
- Participate in Educational Opportunities sponsored by affiliated organizations
- Participate in activities that promote the interest of ILMA, including social media promotions





CONCLUSION

- Factors that impact volunteerism are motivation, time availability and access to quality opportunities
- Students are motivated by civic engagement, social interactions, educational experiences and professional development



Strategies geared towards sustaining membership:

- 1 Compelling message
- 2 Provides well-organized volunteer opportunities
- 3 Matches the skills and interests of its members
- 4 Provides avenues of personal growth
- 5 Allows for a balance between association activities and a student's other responsibilities



QUESTIONS?