



Volunteering Through a Different Lens

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The State of Play

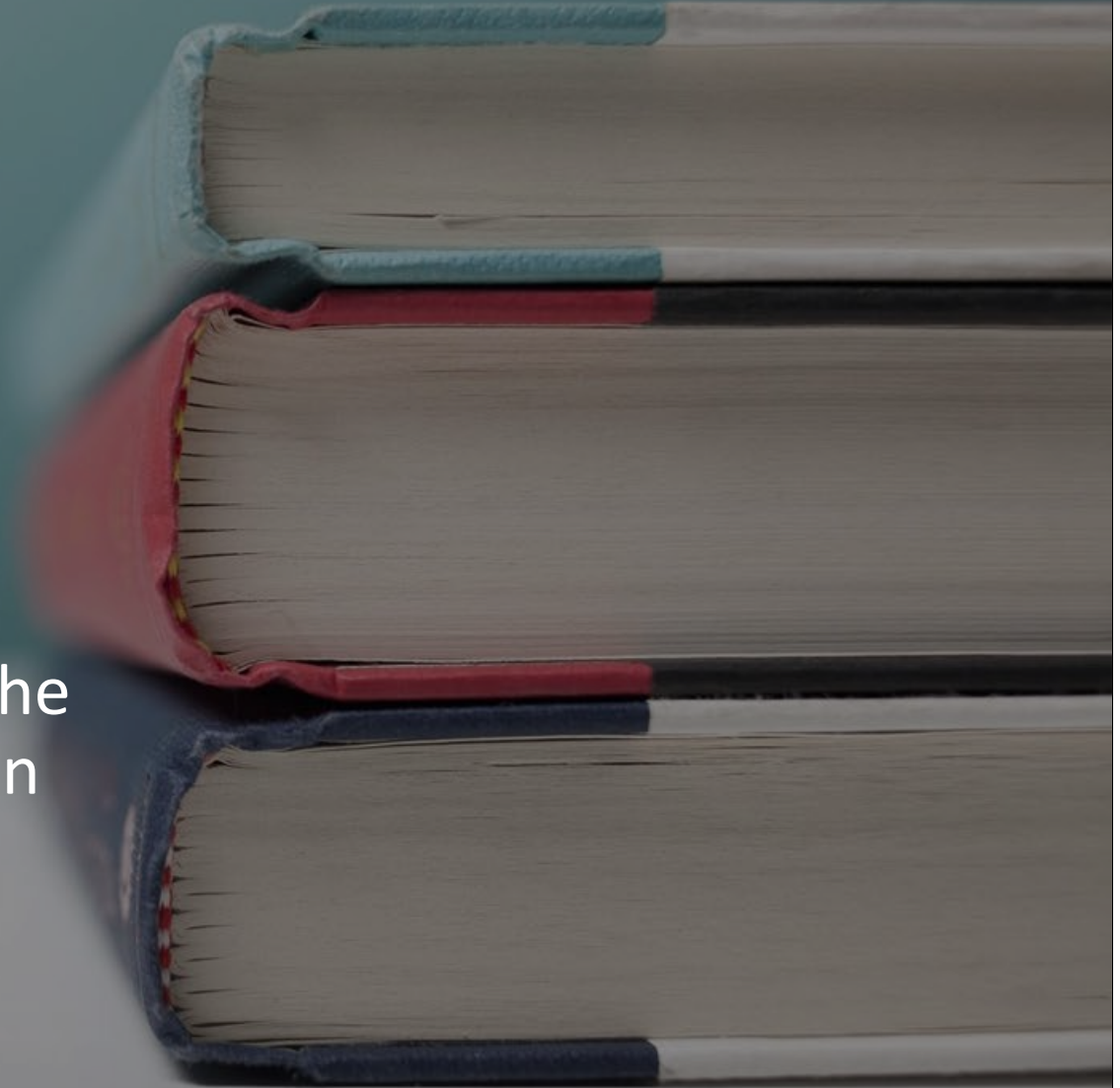
- The pandemic highlighted for many the rigidity of their volunteer programs
 - We need to adapt to build sustainability
- Volunteer motivations have changed as to have the barriers to volunteering
 - We need to address volunteer barriers and embrace their motivations
- Volunteers want to volunteer but need more flexibility
 - We need to rethink our programs to open ourselves to a greater pool of volunteers
- There are tools and resources to support you and your programs
 - The Centre for Volunteering is in your corner

Volunteering HAS Changed



Definition of Volunteering

Volunteering is time willingly given for the common good and without financial gain



An aerial, high-angle photograph of a very large, dense crowd of people. The individuals are packed closely together, filling the entire frame. They are wearing a variety of casual clothing, and their colors are somewhat muted due to the image's color palette. The perspective is looking down on the crowd, which is gathered on what appears to be a paved outdoor area.

Who are your volunteers?



What motivates
volunteers to
volunteer?

What are their
barriers to
volunteering?





Volunteer Motivations

People who volunteer do so for a variety of reasons such as helping their local community, contributing to a cause that's close to their heart or just as an opportunity to meet and interact with like-minded people.

Everyone is unique and each person has their own motivations for donating their time and skills without financial reward.

What is their “volunteer pay packet?”

A photograph of two women sitting on a bookshelf in a bright, modern room. The woman on the left has grey hair and is wearing a blue and white striped cardigan over a yellow skirt. The woman on the right has dark curly hair and is wearing a white cardigan with a geometric pattern over blue pants. They are both laughing and looking at each other. The room has white brick walls, a large window on the left, and a gold-colored chandelier hanging from the ceiling. A black ottoman is visible in the bottom left corner.

Talk to your volunteers

- Why are they volunteering for you?
- What can they bring to the table?
- Are they happy doing what they have been assigned or do they need a change?
- Has their situation changed? What is the impact?
- What's stopping them from volunteering more?

It doesn't always have to be formal!

A photograph of two hikers on a rocky mountain peak. The hiker on the left is wearing a yellow jacket, black pants, a white helmet, and a backpack. The hiker on the right is wearing a red jacket, blue pants, a red beanie, and a backpack. They are both reaching out to help each other climb. The background is a cloudy sky.

**Address their
Barriers**

**Embrace their
Motivations**



Re-Designing Volunteer Roles:

Can you build the role with...

- Flexibility
- Minimal restrictions and requirements
- Clear and trackable outputs

Can the role be...

- Short term or project based
- Broken into smaller roles or tasks
- Covered by shifts
- Easily learnt and taken on by others



For any volunteer roles, ask yourself...

Is it meaningful and what value does it add?

Will it tap into the volunteer's motivations?

Does it require specific skills and can others learn those skills?

Would you do it without being paid?

Everyone plays a role

- Volunteers are more than task doers, they are:
 - advocates
 - fundraisers
 - engaged community members
 - committed supporters
- Some volunteers want to give their time periodically for projects or events – this doesn't mean they are less engaged



Thank you for a job well done

- Share the benefits of the work completed
- Recognise tenure and the value brought to the organisation and program
- Nominate your volunteers in the NSW Volunteer of the Year Awards
- Get practical – a card, handwritten note, a heart felt thank you
- Take the time to understand how your volunteers would like to be recognised



Who really
knows your
organisation and
what you do?



Promote what you do

Show off

Generate some hype

Build awareness



Spread the word

- Word of Mouth
- Community Notice Boards
- Flyers
- Street Press
- Community/Local Newspapers
- Social Media and website
- Community Radio
- Open Days and Community Events
- Go Volunteer / Seek Volunteer/ Ethical Jobs
- The Centre for Volunteering



Promote the benefits

Beyond making a difference promote what your organisation and program can offer:

- Flexibility
- Volunteer remotely
- Build a portfolio of projects and references
- Develop new skills
- Social connections
- Inclusive and diverse workplace
- Rewards and recognition
- Free coffee!



You're not alone

volunteering.com.au