



Kelton



## Global Volunteerism Journey Report

APRIL 2018

# Our Goals

We set out to inform the capacity building strategy for Points of Light's top Network Affiliates and ultimately grow the number of families volunteering together.

To that end, this report...

- 1 Assesses the global state of volunteerism and key **barriers** to overcome
- 2 Identifies the **solutions** and opportunities to increase family volunteering
- 3 Prioritize the best ways to **communicate** volunteer opportunities



# Our Global Approach

We conducted a comprehensive volunteer landscape survey focused on volunteer attitudes, behaviors, motivators and inhibitors, that help make the case for best practices in engagement, marketing, communications and outreach, training, and programmatic offerings.

## Methodology

15 minute online survey suitable for both adults and parent/child pairs

## Sampling

2500n in total

- 500n United States
- 500n United Kingdom
- 500n France
- 500n Brazil
- 500n Hong Kong

## Key Subgroups of Interest

Within each country, we interviewed:

- Children age 5-13 (primary school)
- Children age 14-17 (secondary school)
- Adults; ages 18-34
- Adults; ages 35-54
- Adults; ages 55 and over



# This Report

## DEFINITIONS

### VOLUNTEERING

Doing **acts of service for other people or organizations willingly and without expecting to be paid**. Volunteering can be anything from an organized activity (like a park cleanup or preparing meals for the homeless) to helping a neighbor or a member of your community.

### FAMILY

**Adults:** A child (either yours or another person under 18 like a son/daughter, nephew/niece, friend/mentee)

**Children:** Your parent or another caregiver (like a family member, teacher, scout leader, etc.)

## STATISTICAL ANALYSES

We determined where true differences occurred between groups. The following notations signify that a statistically significant difference was found at 95% confidence.

**Letters:** a/b/c/d/e. Letters are assigned to each market. When a letter is seen after a percentage, it means that the percentage is significantly *higher* than the market that the letter represents.

**Asterisks:** \*. When an asterisk is seen after a percentage, it means that the percentage for that group is significantly higher than the other group.

### INDEXING

In the audience profile slides, indexing is used to show where each group is higher or lower than total. Green means it is at least 20% higher, red means it is at least 20% lower.

# Global Truths

1

Both adults and children spend their limited free time on activities that are low commitment and allow them to bond with others.

2

While benefitting the community is still a top priority, there is also a desire to personally benefit from the volunteer experience.

3

Many already volunteer with others, presenting an opportunity to focus on the benefits of family time and family bonding.

4

Word of mouth will help build awareness of volunteer activities and events. Messaging should include simple, direct language.

5

Adults, children, key subgroups, and markets all have different motivators and barriers to family volunteering. A successful approach will tailor to these groups.



# Recommendations

1

## **Meet people where they are.**

Create low commitment, convenient activities to give adult-child pairs an easier way to get involved. Consider incentivizing people for hosting DIY activities.

2

## **Emphasize mutual benefits.**

Messaging should highlight both the societal benefit and the benefits to the volunteer. Focus on how adults can use their skills in a productive way, and focus on how children can gain new skills.

3

## **Make bonding the focus.**

Create activities that allow adults and youth to work together instead of separate activities for different ages.

4

## **Take advantage of pre-existing social groups.**

Identify “influencers” in local groups and communities and equip them with ways to promote volunteer activities to their friends and social circles.

5

## **Tailor the messaging to audience.**

Employed adults are motivated by activities that will build leadership skills, older children want to build skills for their career, and younger children want the activity to be fun.

Uncovering volunteer motivations across our markets starts to shed light on variances, and the eBook series will focus on recommending strategies for each market.

## What motivates you to volunteer?

Ranked by most important

Benefits society•  
Benefits me



1

To help others in need•

To help others in need•

To help others in need•

To help others in need•

To help others in need•

2

To make a positive  
difference in my  
community•

To make a positive  
difference in my  
community•

To gain awareness of  
causes I care about

To change the  
world/solve social  
problems•

To make a positive  
difference in my  
community•

3

To use my skills in a  
productive way

To gain awareness of  
causes I care about

To demonstrate my  
values to others

To feel good about  
myself

To change the  
world/solve social  
problems•

4

To gain awareness of  
causes I care about

To use my skills in a  
productive way

To change the  
world/solve social  
problems•

To gain social skills

To gain social skills

5

To change the  
world/solve social  
problems•

To change the  
world/solve social  
problems•

To use my skills in a  
productive way

To use my skills in a  
productive way

To gain problem solving  
skills

1

## The global state of volunteerism and key barriers to overcome









- Between one third and one half of adults and children volunteered in the past year and the rate varies globally.
- Both adults and children spend their limited free time on activities that are low commitment and allow them to bond with others.
- Though lack of time is a somewhat unavoidable barrier, people also feel that volunteer opportunities are not accessible. People won't go out of their way to volunteer so opportunities should be convenient.





While almost half of adults and children report volunteering in the past year, only a third of those have volunteered with family.

A whitespace opportunity exists to promote volunteering in all markets, especially in France.

						
		(a)	(b)	(c)	(d)	(e)
Ever volunteered	47%	53% (c)	51% (c)	31%	56% (c)	55% (c)
Family volunteered	34%	40% (bc)	29% (c)	20%	40% (bc)	40% (bc)
Adults 	17%	20% (c)	15%	10%	24% (bc)	19% (c)
Children 	16%	20% (bc)	13%	10%	16% (c)	21% (bc)

# Helping others falls secondary to other activities people do in their free time.

Family volunteering could fulfill the desire to spend time with friends or family.

## Which activity do you spend the most time doing each month?

Ranked #1



ADULTS



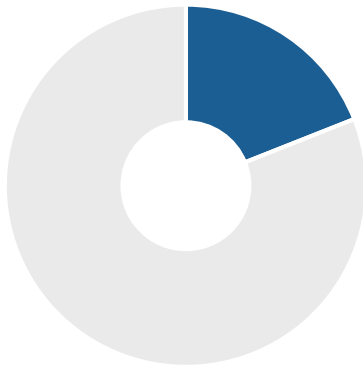
CHILDREN

42%	Time with friends or family	Time with friends or family	39%
12%	Eating out	Outdoor activities	13%
11%	Outdoor activities	Sports	13%
10%	Helping others	Helping others	10%
8%	Sports	Amusement activities	8%
5%	Movies out	Eating out	7%
4%	Amusement activities	Movies out	7%

Only 1 in 4 recent volunteers encourage their children to participate in volunteer events.

Thus, an opportunity exists to promote family volunteerism.

ADULTS 



**24%**

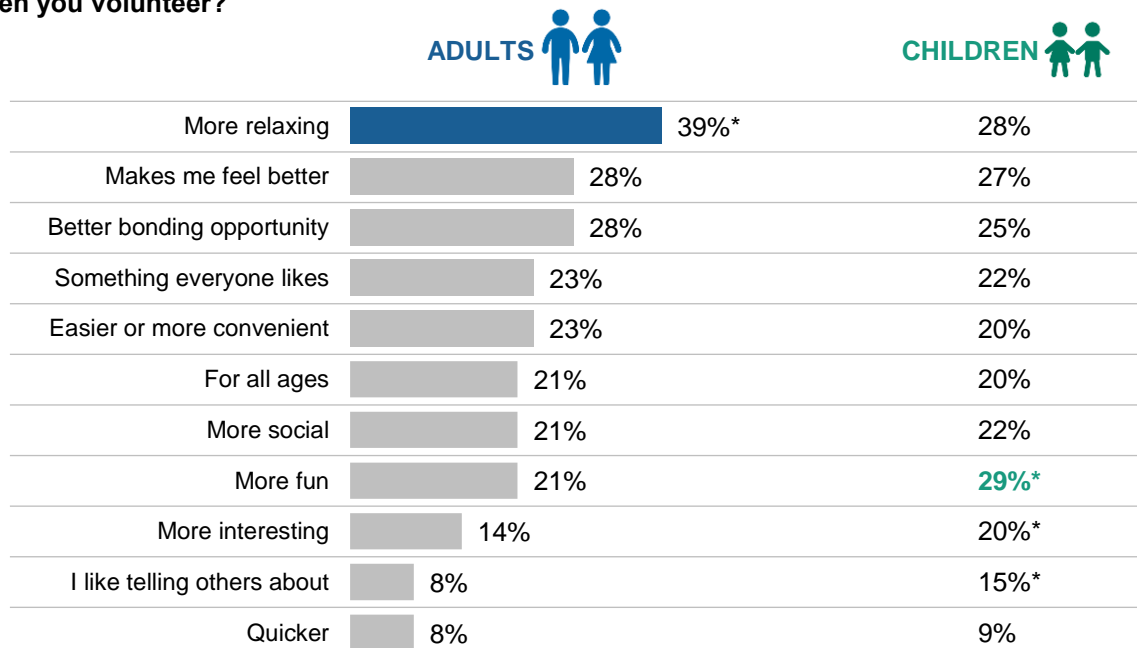
**“Encourage  
children to  
participate in  
volunteer events”**



Instead, people prefer other activities that allow them bond with others, adults preferring a more relaxing activity and children preferring a more fun activity.

Volunteer activities should meet the needs people want from their preferred free time activities.

### What do other activities give you that you can't get when you volunteer?



# Difficulty finding opportunities emerges as a top barrier to volunteering.

Educate people on the many ways to currently get involved.

## What are the top barriers to volunteering?

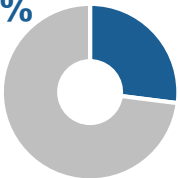
Among non- or infrequent volunteers

### barriers to overcome



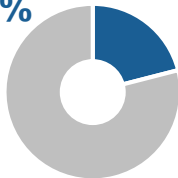
ADULTS

27%



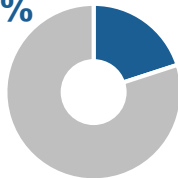
Not given the opportunity

21%



No one asked or invited me

20%

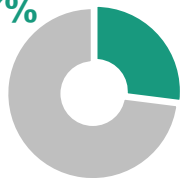


Hard to find opportunities



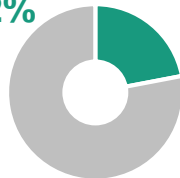
CHILDREN

27%



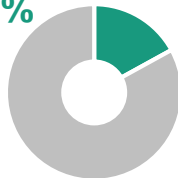
Not given the opportunity

22%



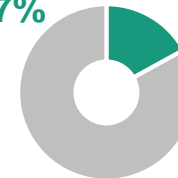
No one asked or invited me

17%



Hard to find opportunities

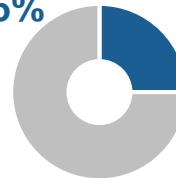
17%



Activities/projects are for older people

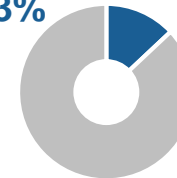
### personal barriers

25%



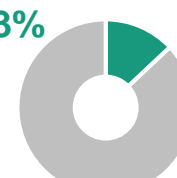
Don't have the time

13%



Don't have the skills needed

13%



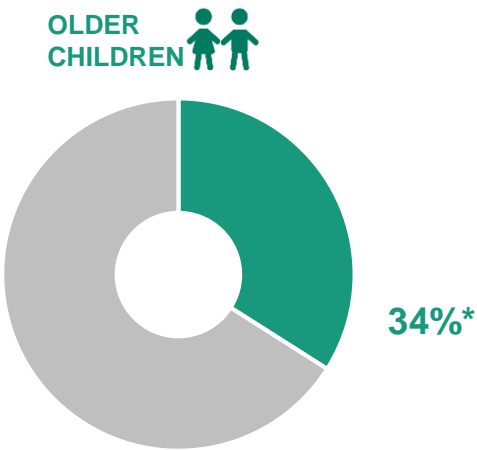
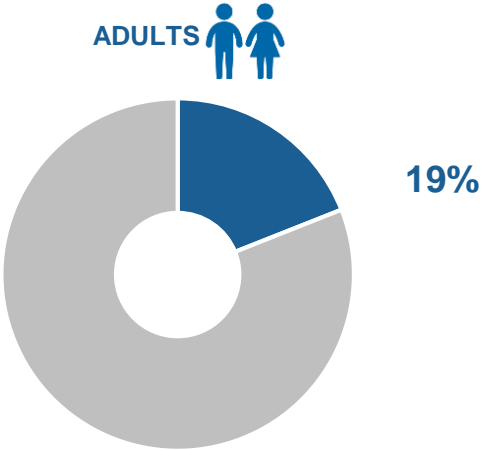
Don't have the time



Some (especially older children) would even forgo convenience and would travel a longer distance to volunteer if they could do so with family.

Emphasize the family element of the volunteer activity.

I'll go a longer distance to volunteer for an activity I can do with my family



2

## The solutions and opportunities to increase family volunteering

- While benefitting the community and making an impact are top priorities, there is still a desire to personally benefit from the volunteer experience (especially for children).
- Local volunteer opportunities would pique interest as willingness to participate increases if the activity can be done in/around the home or school.
- Many already volunteer with others, presenting an opportunity to focus on the benefits of family time and family bonding specifically to increase engagement within the household.



# Volunteering needs to be mutually beneficial for both society and the volunteer.

Each volunteer event or activity should be linked to personal gains in addition to societal benefits.

## What motivates you to volunteer?

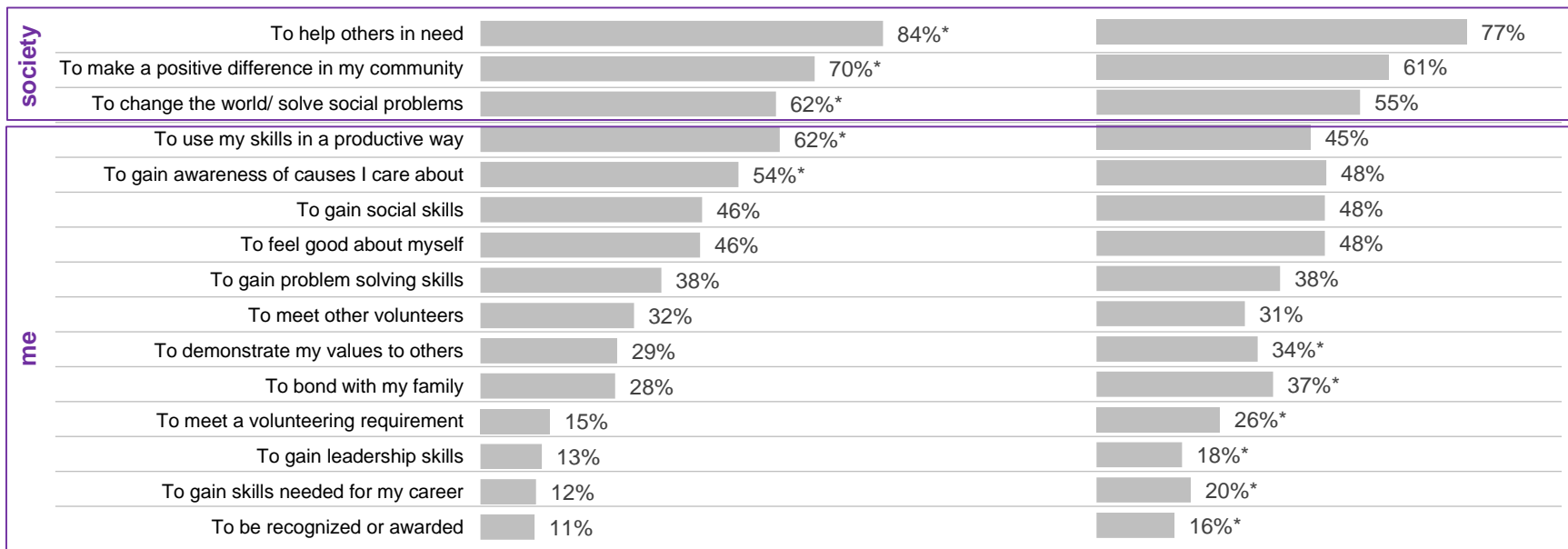
Top two most important



ADULTS



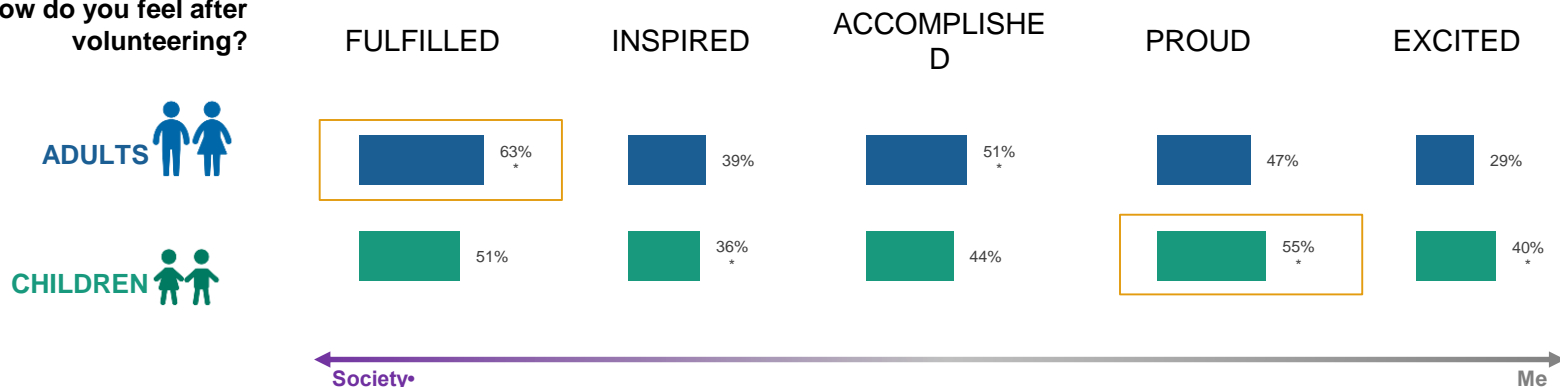
CHILDREN



This is even more pronounced for children, who are more likely to feel proud (vs fulfilled) after volunteering.

When recruiting children to participate, be sure to mention the benefit they will gain: for older kids – skills for their careers, and for younger kids – fun and bonding time.

How do you feel after volunteering?

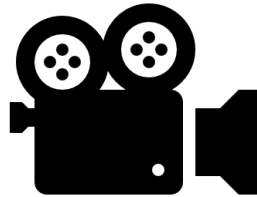


The top motivators associated with each emotion are...

- | FULFILLED                                      | INSPIRED                                       | ACCOMPLISHED                               | PROUD                                    | EXCITED                            |
|--|--|--|--|------------------------------------|
| To help others in need*                        | To gain leadership skills                      | To change the world/solve social problems* | To feel good about myself                | To demonstrate my value to others  |
| To make a positive difference in my community* | To change the world/solve social problems*     | To gain social skills                      | To demonstrate my value to others        | To meet a volunteering requirement |
| To feel good about myself                      | To make a positive difference in my community* | To feel good about myself                  | To change the world/solve social issues* | To feel good about myself          |

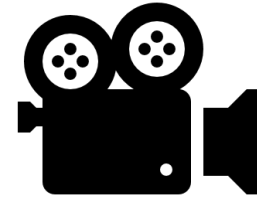
# Take a closer look at these outward and inward benefits of volunteering.

## Outward-facing benefits



Play outward showreel

## Inward-facing benefits



Play inward showreel



Promoting local volunteer opportunities could increase engagement, since more are willing to participate if the activity can be done in/around the home or school.

Plan activities in locations where adult-child pairs already interact: in the neighborhood and at school.

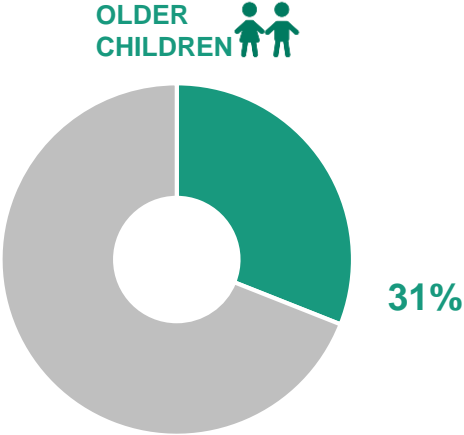
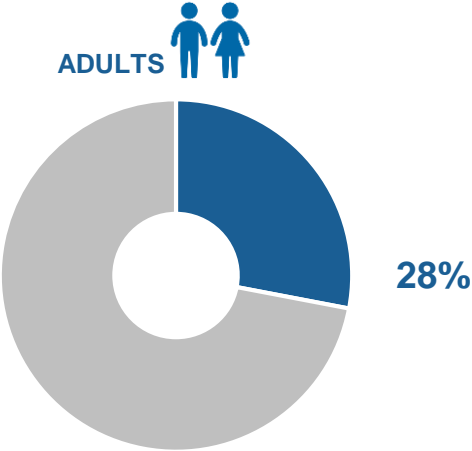
### Which activities have you done in the past year?



66%	Donated goods	1	Donated goods	54%
49%	Donated money to a cause	2	Helped at a school	43%
46%	Helped a neighbor	3	Helped a neighbor	39%
24%	Encouraged/supported your child to participate in a volunteer activity	4	Helped at a one-day event	31%
23%	Helped at a school	5	Donated money to a cause	28%
22%	Helped at a one-day event	6	Helped at a faith-based activity/event	23%
21%	Helped someone/an organization on an ongoing basis	7	Participated in/coordinated a fundraising activity to help others in need	23%
20%	Volunteered career services pro bono	8	Volunteered through/with an established youth organization/program	22%

And an opportunity exists to use DIY activities to increase volunteering engagement.  
Incentivize people for hosting adult-child DIY activities to promote initial involvement.

Would you volunteer more if you could do it at home?

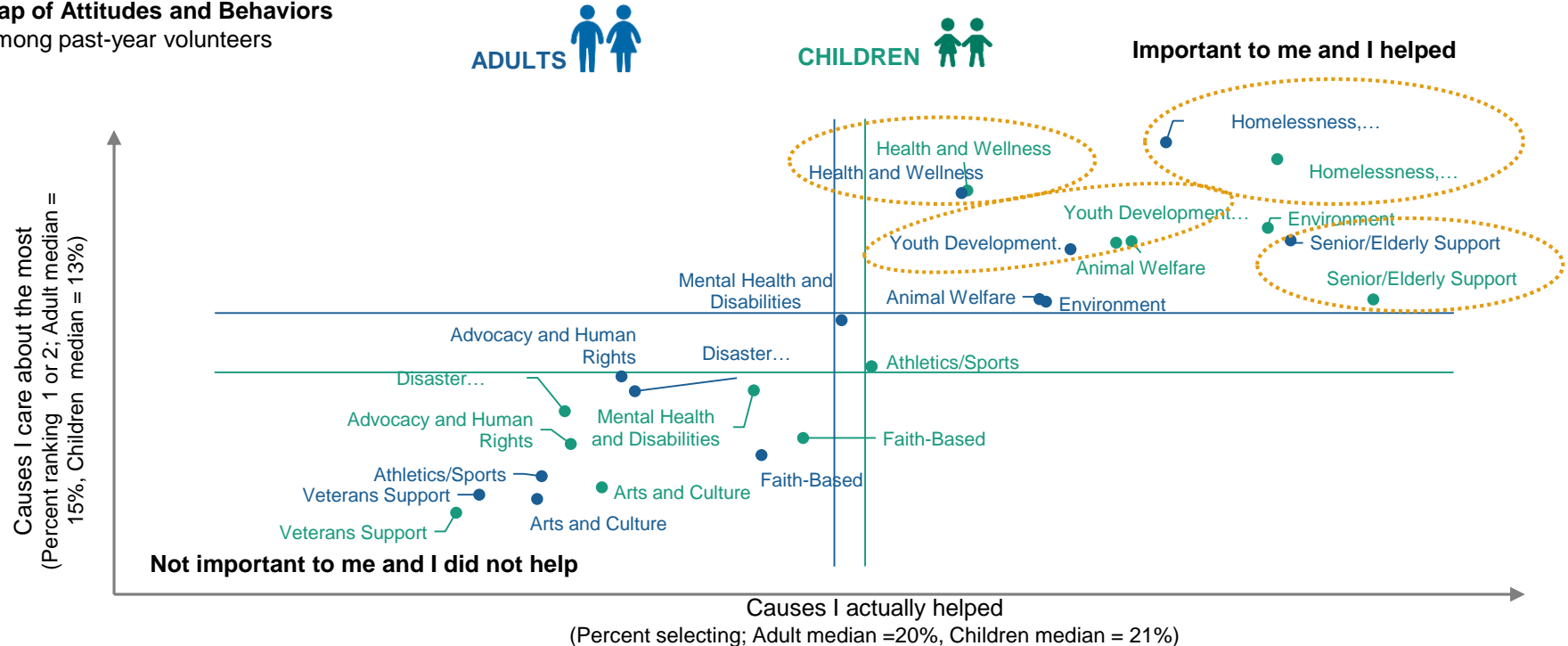


# Adults and kids are the most closely aligned on activities relating to Homelessness and Housing, Elderly Support, Wellness, and Youth Development.

Prioritize partnership with organizations that support these causes for adult-child volunteering.

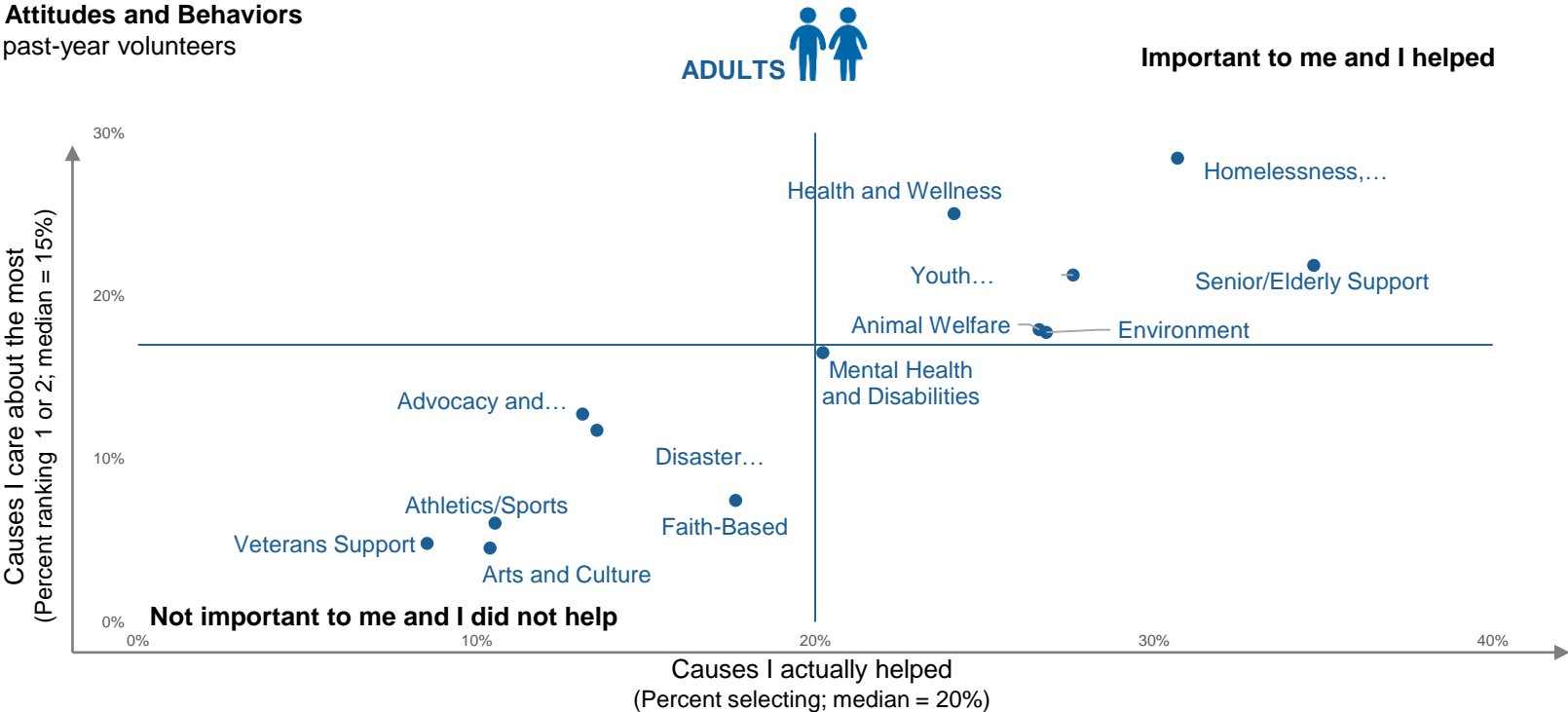
## Map of Attitudes and Behaviors

Among past-year volunteers



# Causes related to Homelessness and Housing resonate strongly with adults.

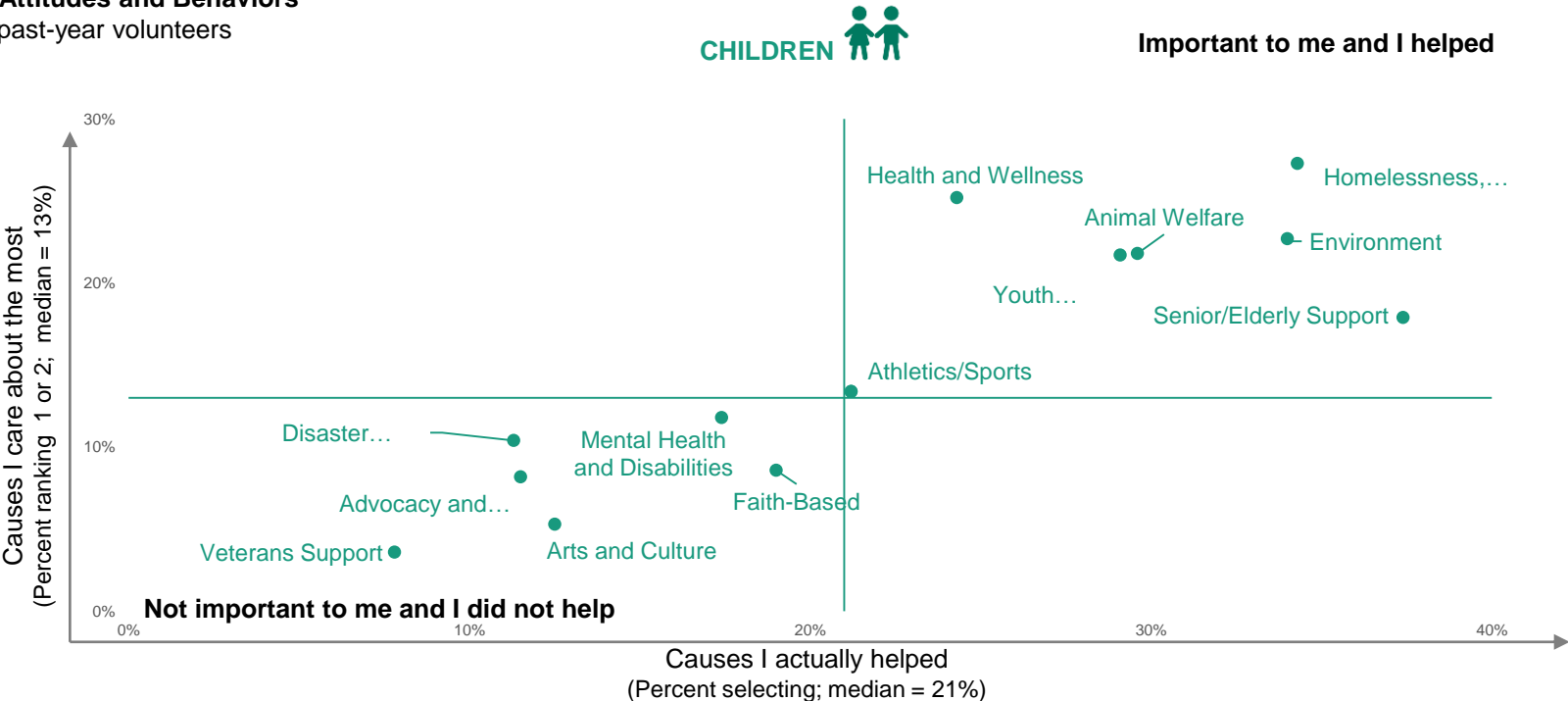
**Map of Attitudes and Behaviors**  
Among past-year volunteers



While Homelessness and Hunger is still a priority for kids, they are more likely than adults to engage with activities related to Athletics/Sports.

Map of Attitudes and Behaviors

Among past-year volunteers



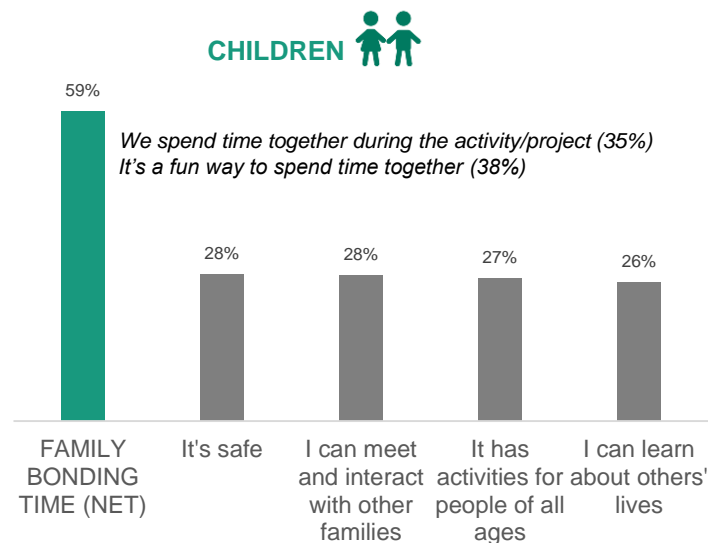
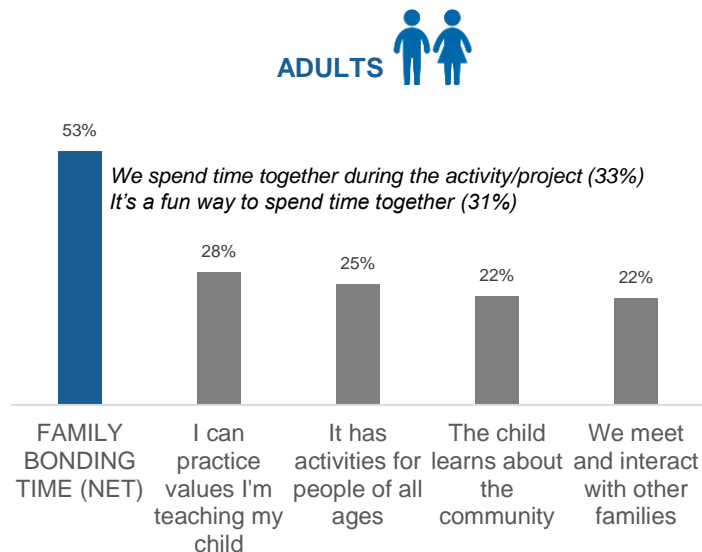


# Engagement with family volunteering is likely to increase if the ability to spend time with family is emphasized.

Create activities that allow adults and youth to work together instead of separate activities for different ages.

## What motivates you to volunteer with family?

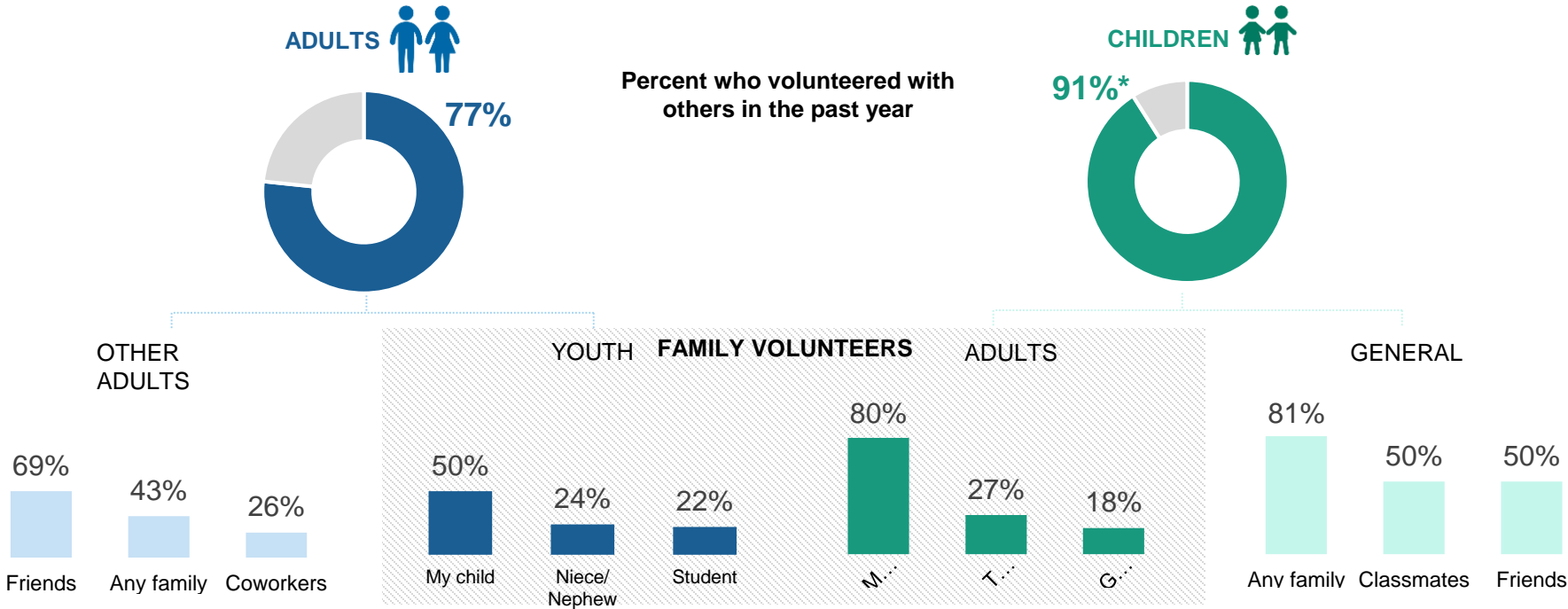
Among current family volunteers



5-13 year old's are **more concerned with safety** than 14-17 year old's

Volunteering is already a social activity, but only children are actually volunteering with family (likely out of necessity).

Consider increased efforts to target adults for family volunteering activities.





3

## The best ways to communicate volunteer opportunities

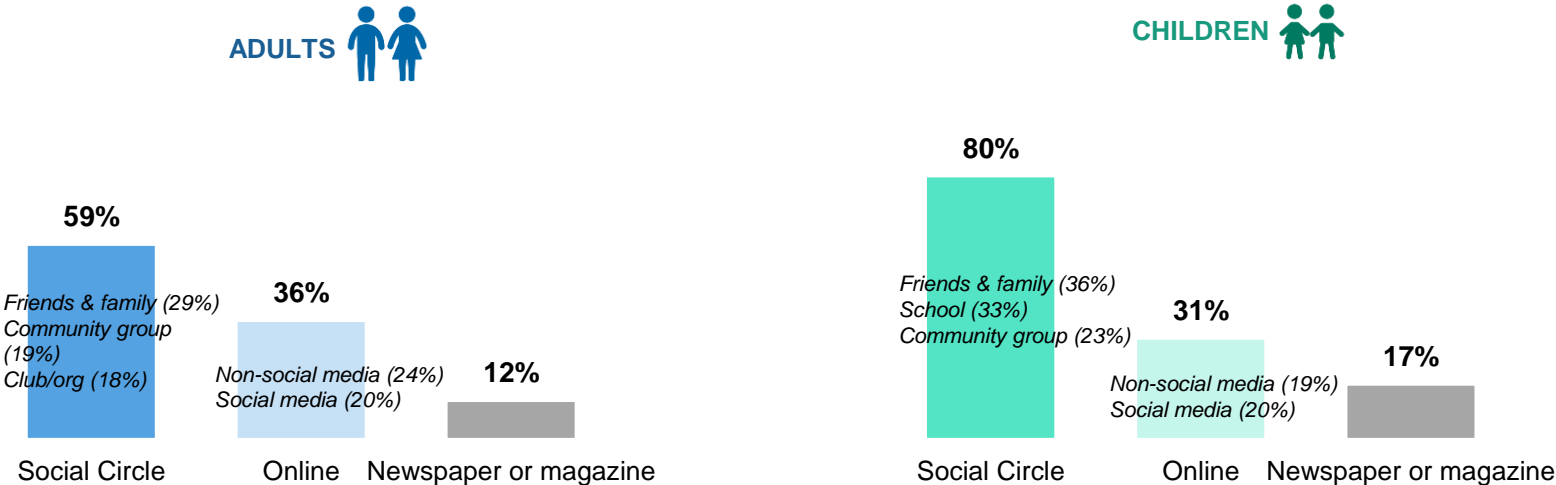
- An opportunity exists to increase awareness of family volunteering day.
- Word of mouth is the best way to reach people in their communities, but for nonprofit partners to reach people directly, online is the best option.
- People favor language that emphasizes the positive action in a simple way; “helping others” is a phrase that resonates globally.

Word of mouth through social circles will help build awareness, while online channels are best for targeted messaging and education about specific events.

Equip people with ways to promote volunteer activities to their friends and social circles.

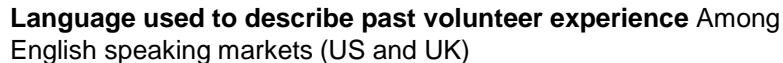
How do you typically find out about volunteer activities?

Among frequent volunteers



Messaging to promote volunteering activities should be to the point and clear.

### Global ranking

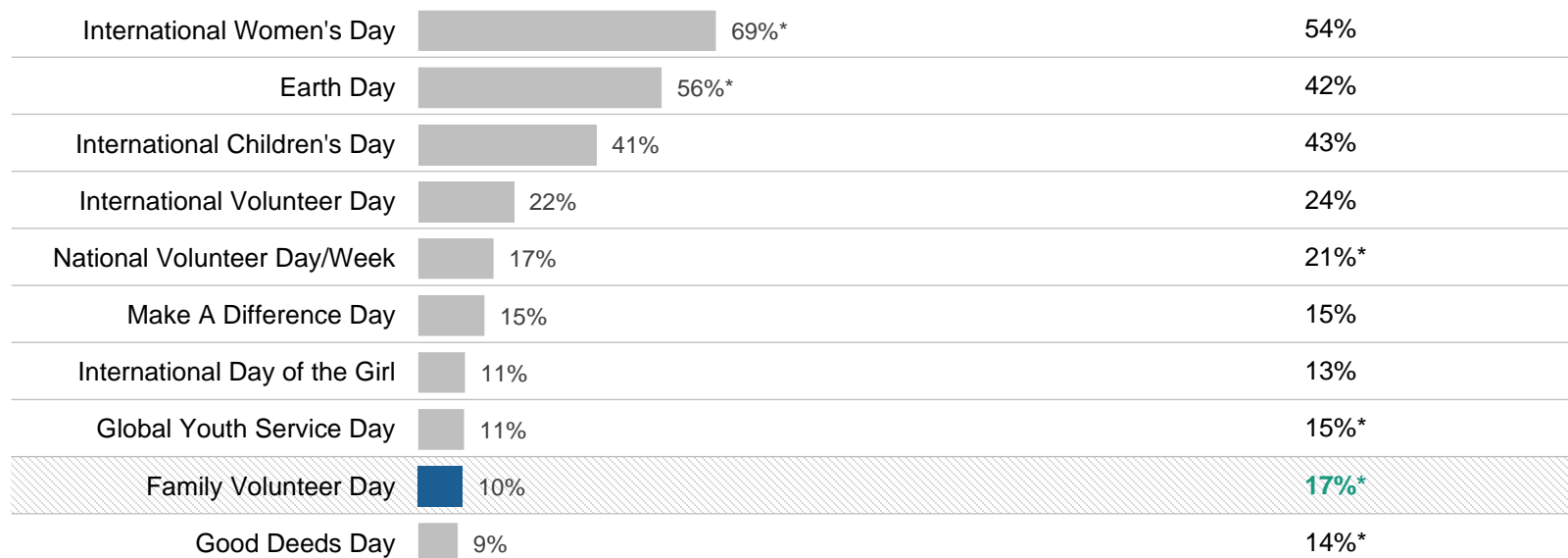


# An opportunity to increase awareness of Family Volunteer Day exists globally.

Which days have you heard of before today?

ADULTS 

CHILDREN 







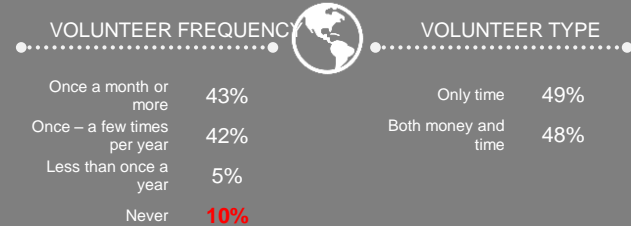
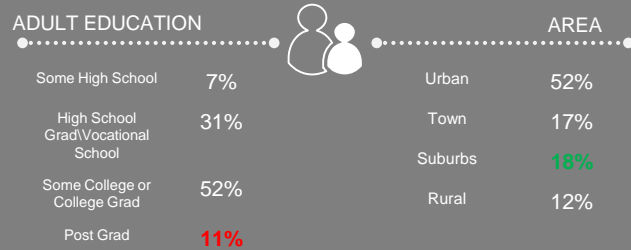
# KEY SUBGROUP PROFILES

Indexing is used on profiles to show where each group is higher or lower than the total. Any number in **green** is at least 20% higher than total and any number in **red** is at least 20% lower than total.



# ADULTS

## WHO THEY ARE



56% of adults are current family volunteers

## DEFINING DETAILS

### TOP MOTIVATORS

#### GENERAL

To use my skills in a productive way - **32%**  
To make positive difference in my community - **42%**

#### FUTURE CONSIDERATION

Will I help a cause or group of people I care about - 56%

### BOTTOM MOTIVATORS

#### GENERAL

To gain skills need for my career - **4%**  
To meet a volunteering requirement - **6%**  
To gain leadership skills - **4%**

#### FAMILY

I can learn about others' lives - **16%**  
It's not a big commitment - 6%

### TOP BARRIERS

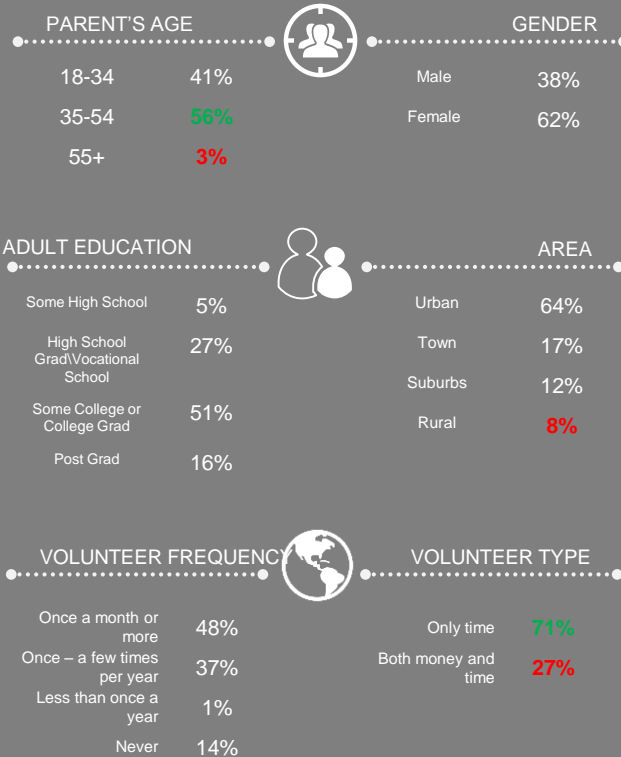
#### GENERAL

I don't have the time - 25%  
It's hard to find the opportunities - 20%



# YOUNGER CHILDREN (5-12)

## WHO THEY ARE



80% of younger children are current family volunteers

## DEFINING DETAILS

### TOP MOTIVATORS

#### GENERAL

- To meet a volunteering requirement - 13%
- To bond with my family - 19%
- To be recognized or awarded - 8%

#### FAMILY

- It's not a big commitment – 10%
- It's a fun way to spend time together - 42%

#### FUTURE CONSIDERATION

- Will it be fun - 23%
- Will I get to spend time with others - 24%

### BOTTOM MOTIVATORS

#### GENERAL

- To use my skills in a productive way - 18%

#### FUTURE CONSIDERATION

- Will it be a productive way to spend free time – 22%

### TOP BARRIERS

#### GENERAL

- The activities/projects are for people older than me - 18%

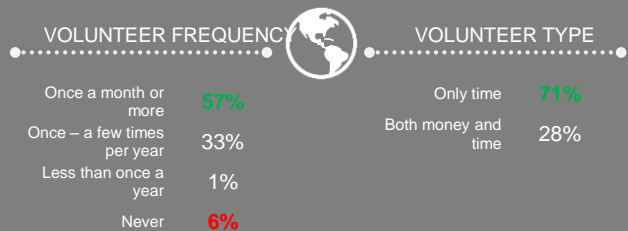
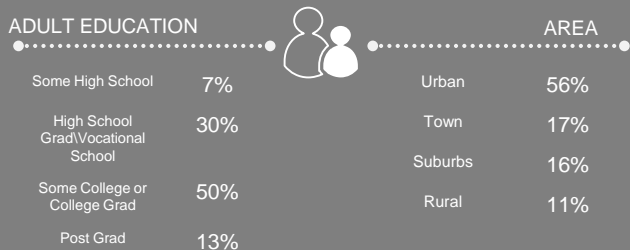
#### FAMILY

- Family-friendly opportunities are full before I can sign up - 10%
- It's less fun - 7%



# OLDER CHILDREN (14-17)

## WHO THEY ARE



83% of older children are current family volunteers

## DEFINING DETAILS

### TOP MOTIVATORS

#### GENERAL

To gain leadership skills - 8%  
To gain skills needed for my career - 11%  
To meet a volunteering requirement - 13%

#### FAMILY

I can learn about others' lives - 28%  
I can clearly see the impact of my work - 26%

#### FUTURE CONSIDERATION

Will I learn a new skill - 16%  
Will it be fun - 19%

### BOTTOM MOTIVATORS

#### FAMILY

I can meet others my own age - 15%

#### FUTURE CONSIDERATION

Will it be convenient with my schedule - 18%

### TOP BARRIERS

#### GENERAL

The activities/projects are for people older than me - 16%  
The activities/projects are not a good use of my time or skills - 11%

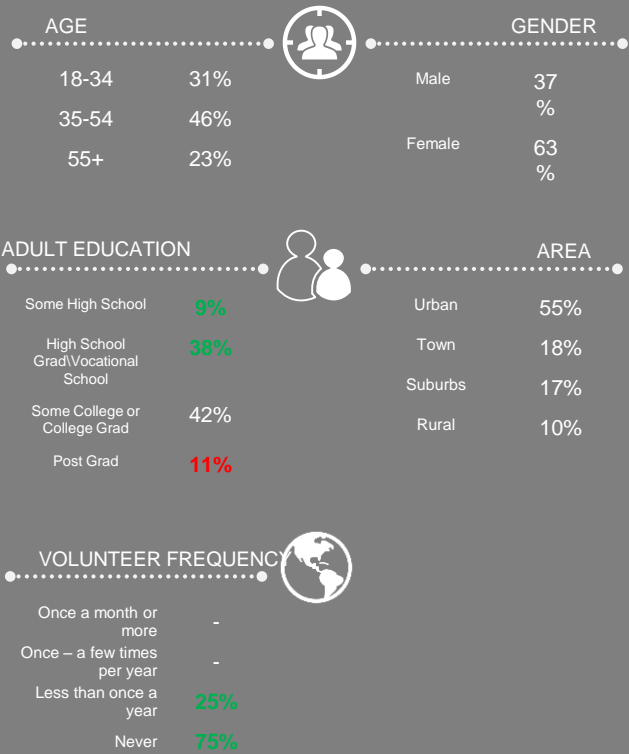
#### FAMILY - \*Low Base Size n=92

Family Friendly opportunities are full before I can sign up - 11%  
It's hard to find opportunities that have activities for all ages - 27%



# LESS INVOLVED VOLUNTEERS

## WHO THEY ARE



**38% of less involved volunteers are current family volunteers**

## DEFINING DETAILS

### TOP REASONS FOR DOING OTHER THING

More interesting - **21%**  
For all ages - 21%

### TRADEOFFS

I'll go a longer distance to volunteer for an activity I can do with my family - **14%**  
It's more important to me to impact my local community than support a national or global cause - **18%**

### VOLUNTEER HOLIDAY AWARENESS

Make a difference day - **9%**  
Family Volunteer Day - **8%**  
National Volunteer Day/Week - **12%**

### TOP BARRIERS

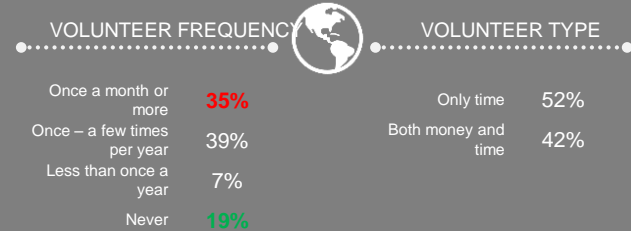
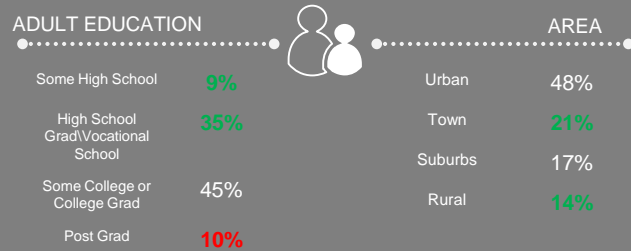
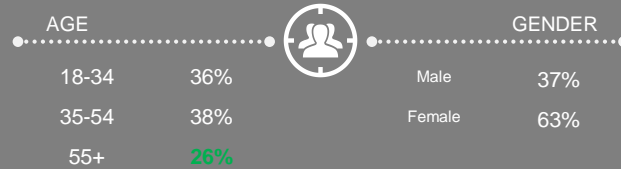
**GENERAL**  
No one has asked or invited me - **28%**  
I don't have the time - **28%**

**FAMILY**  
It's less fun - **9%**  
I don't know of any family friendly opportunities in my area - **28%**





## WHO THEY ARE



## DEFINING DETAILS

### TOP REASONS FOR DOING OTHER THINGS

It's easier or more convenient - 23%

### TRADEOFFS

I'll go a longer distance to volunteer for an activity I can do with my family - 12%

### VOLUNTEER HOLIDAY AWARENESS

Family Volunteer Day - 6%

Good Deeds Day - 7%

National Volunteer Day/Week - 12%

### TOP BARRIERS

#### GENERAL

It's easier to give money than time - 8%

#### FAMILY

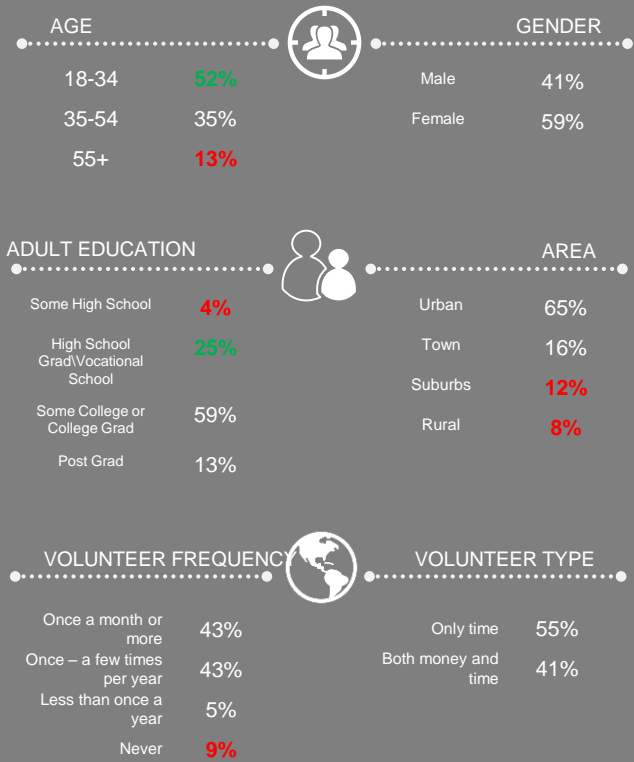
It's less fun - 5%

# FAMILY VOLUNTEER INTENDERS



# FULL TIME EMPLOYEES

## WHO THEY ARE



56% of full time employees are current family volunteers

## DEFINING DETAILS

### TOP MOTIVATORS

- GENERAL
- To gain leadership skills - 7%
- FUTURE CONSIDERATION
- Will it be easy to sign up - 16%
  - Will it be convenient with my schedule - 34%
  - Will take a lot of time - 17%


### BOTTOM MOTIVATORS

- GENERAL
- To gain skills needed for my career - 4%
- FAMILY
- I can clearly see the impact of my work - 15%
  - It's well organized - 15%
  - We meet and interact with other families - 18%

- FUTURE CONSIDERATION
- Will I learn a new skill - 10%

### TOP BARRIERS

- GENERAL
- I don't have the time - 32%
  - It's hard to find opportunities - 22%
  - It's not convenient - 10%
- FAMILY
- We don't have time to volunteer together - 26%



# APPENDIX

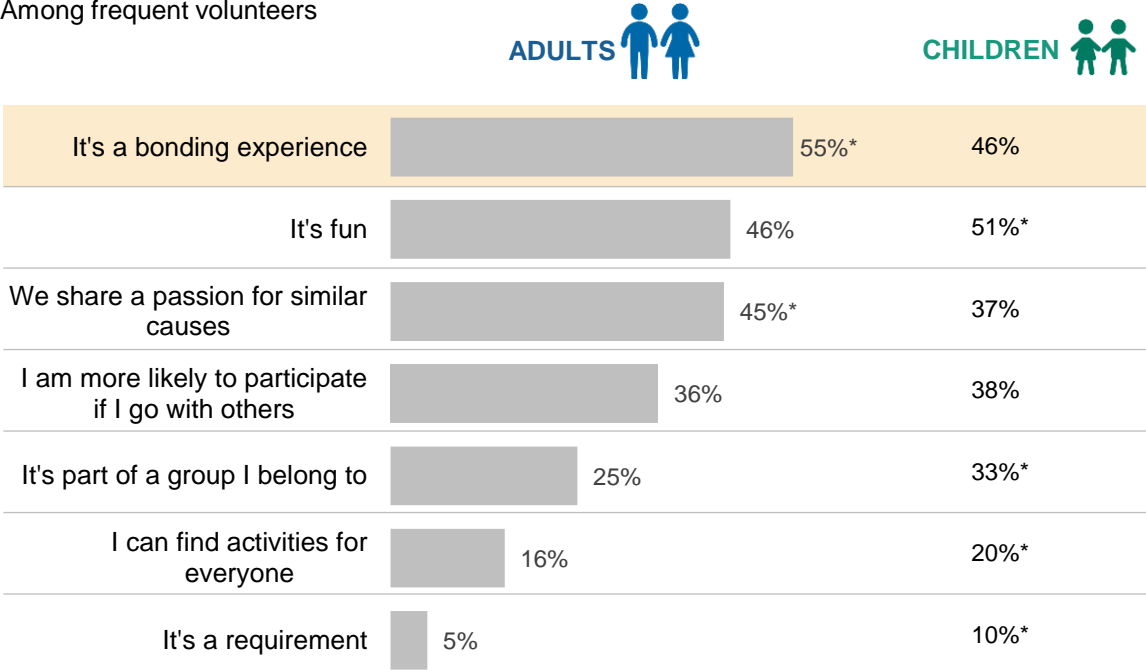
## Additional Data



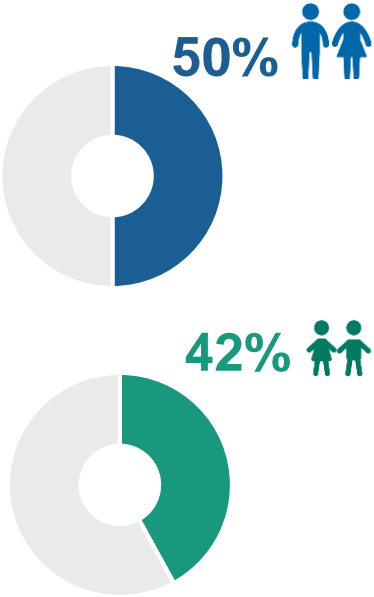
# Adults and children are both motivated to volunteer with others for the bonding experience.

## Reasons to go with a group

Among frequent volunteers



Among those who volunteer alone, percent who prefer to go alone because it's easier



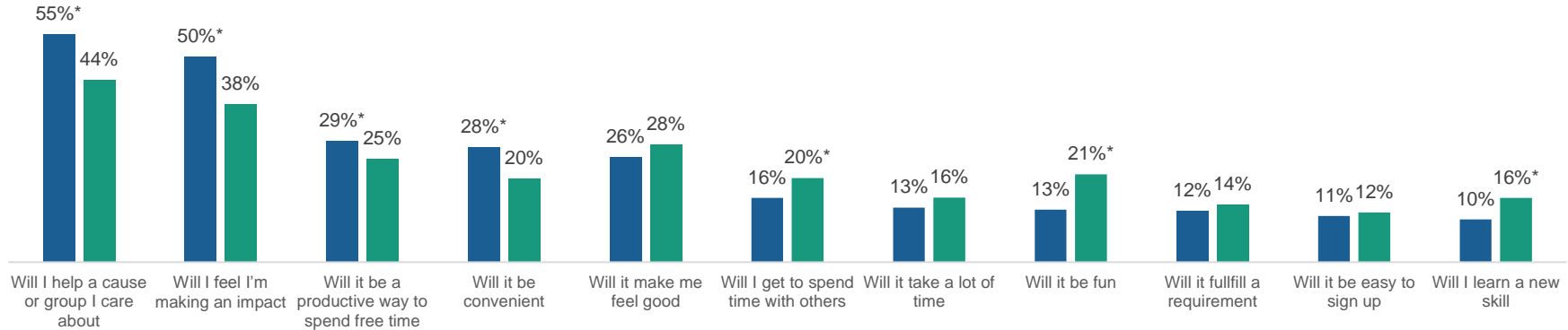
Societal benefits are more important to adults, while individual benefits (e.g., spending time with others, having fun) are more important to children.

### Consideration for selecting a volunteer activity

Among current family volunteers

ADULTS 

CHILDREN 



# Who we talked to

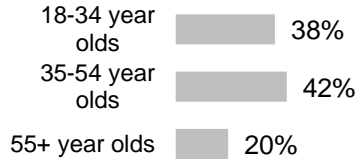


## Adult Gender

38% Male  
62% Female



## Adult Age



## Parents

58% Parent  
42% Non-parent



## Children

61% 5-13 years old  
39% 14-17 years old



## Employment

56% Full -Time  
16% Part-Time  
28% Not Employed/Retired



## Education

6% Some High School  
29% High School/Vocational School Grad  
50% Some College or College Grad  
15% Post Graduate

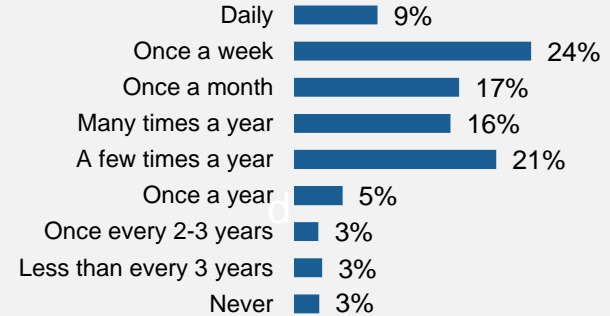


## Urbanicity

59% Urban  
16% Suburbs  
15% Rural  
10% Small city

# Volunteer Fall Out

## Frequency



## Type of Volunteer

56% Only Time  
41% Both Money and Time  
3% Non-volunteer