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.
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.
Messing 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

<table>
<thead>
<tr>
<th>Benefits society</th>
<th>Benefits me</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To help others in need</td>
<td>1. To help others in need</td>
</tr>
<tr>
<td>2. To make a positive difference in my community</td>
<td>2. To make a positive difference in my community</td>
</tr>
<tr>
<td>3. To use my skills in a productive way</td>
<td>3. To gain awareness of causes I care about</td>
</tr>
<tr>
<td>4. To gain awareness of causes I care about</td>
<td>4. To use my skills in a productive way</td>
</tr>
<tr>
<td>5. To change the world/solve social problems</td>
<td>5. To use my skills in a productive way</td>
</tr>
</tbody>
</table>

Base: Family volunteers who serve more than once per year
US (n=322), UK (n=408), FR (n=298), BR (n=340), HK (n=392)
M4/M5: Please read each of the statements below and select the 3 that are the most important to you and the 3 that are least important to you when volunteering
*Indicates societal benefit
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.

<table>
<thead>
<tr>
<th></th>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
<th>(d)</th>
<th>(e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever volunteered</td>
<td>47%</td>
<td>53% (c)</td>
<td>51% (c)</td>
<td>31%</td>
<td>56% (c)</td>
</tr>
<tr>
<td>Family volunteered</td>
<td>34%</td>
<td>40% (bc)</td>
<td>29% (c)</td>
<td>20%</td>
<td>40% (bc)</td>
</tr>
<tr>
<td>Adults</td>
<td>17%</td>
<td>20% (c)</td>
<td>15%</td>
<td>10%</td>
<td>24% (bc)</td>
</tr>
<tr>
<td>Children</td>
<td>16%</td>
<td>20% (bc)</td>
<td>13%</td>
<td>10%</td>
<td>16% (c)</td>
</tr>
</tbody>
</table>

(a/b/c/d/e indicates significantly higher differences countries at 95%)

Base: Total Natural Fallout (n=1500), US NF (n=300), UK NF (n=300), FR NF (n=300), BR NF (n=300), HK NF (n=300)

S17. Which of these activities has your child/have you done before?
S12. Have you ever volunteered with your parent or another caregiver/with a child?
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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time with friends or family</td>
<td>42%</td>
</tr>
<tr>
<td>Eating out</td>
<td>12%</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>11%</td>
</tr>
<tr>
<td>Helping others</td>
<td>10%</td>
</tr>
<tr>
<td>Sports</td>
<td>8%</td>
</tr>
<tr>
<td>Movies out</td>
<td>5%</td>
</tr>
<tr>
<td>Amusement activities</td>
<td>4%</td>
</tr>
</tbody>
</table>

Time with friends or family ranked #1 among adults.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time with friends or family</td>
<td>39%</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>13%</td>
</tr>
<tr>
<td>Sports</td>
<td>13%</td>
</tr>
<tr>
<td>Helping others</td>
<td>10%</td>
</tr>
<tr>
<td>Amusement activities</td>
<td>8%</td>
</tr>
<tr>
<td>Eating out</td>
<td>7%</td>
</tr>
<tr>
<td>Movies out</td>
<td>7%</td>
</tr>
</tbody>
</table>

Eating out ranked #1 among children.

Base: Total adults (n=1701); total children (n=1266)

S16: Which of the following have you done in the past year? Base: Volunteered a few times per year or more (n=1444)
Only 1 in 4 recent volunteers encourage their children to participate in volunteer events. Thus, an opportunity exists to promote family volunteerism.

S16: Which of the following have you done in the past year? Base: Volunteered a few times per year or more (n=1444)

- 24% “Encourage children to participate in volunteer events”

ADULTS
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?

<table>
<thead>
<tr>
<th></th>
<th>Adults</th>
<th></th>
<th>Children</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More relaxing</td>
<td>39%*</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Makes me feel better</td>
<td>28%</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better bonding opportunity</td>
<td>28%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Something everyone likes</td>
<td>23%</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easier or more convenient</td>
<td>23%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For all ages</td>
<td>21%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More social</td>
<td>21%</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More fun</td>
<td>21%</td>
<td>29%*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More interesting</td>
<td>14%</td>
<td>20%*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like telling others about</td>
<td>8%</td>
<td>15%*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quicker</td>
<td>8%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Total adults (n=1701); children over 13 (n=447)
X4: What does (Ranked #1 in X3) give you that you can’t get when you help others or volunteer? Base: Ranked activity other than “helping others” #1 in X3: adults (n=1416), children (n=1092)
*Indicates significantly higher differences between adults/children at 95%
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**
  - Not given the opportunity: 27%
  - No one asked or invited me: 21%
  - Hard to find opportunities: 20%

- **Children**
  - Not given the opportunity: 27%
  - No one asked or invited me: 22%
  - Hard to find opportunities: 17%
  - Activities/projects are for older people: 17%

**Personal barriers**

- **Adults**
  - Don’t have the time: 25%
  - Don’t have the skills needed: 13%

- **Children**
  - Don’t have the time: 13%
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

<table>
<thead>
<tr>
<th></th>
<th>Adults</th>
<th>Older Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>19%</td>
<td>34%*</td>
</tr>
</tbody>
</table>

Base: Total adults (n=1701); children over 13 (n=447)
X5: When thinking about volunteering, please select all statements you agree with.
*Indicates significantly higher differences between adults/children at 95%
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**

<table>
<thead>
<tr>
<th>Society</th>
<th>ADULTS</th>
<th>CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help others in need</td>
<td>84%*</td>
<td>77%</td>
</tr>
<tr>
<td>To make a positive difference in my community</td>
<td>70%*</td>
<td>61%</td>
</tr>
<tr>
<td>To change the world/ solve social problems</td>
<td>62%*</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Me</th>
<th>ADULTS</th>
<th>CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>To use my skills in a productive way</td>
<td>62%*</td>
<td>45%</td>
</tr>
<tr>
<td>To gain awareness of causes I care about</td>
<td>54%*</td>
<td>48%</td>
</tr>
<tr>
<td>To gain social skills</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>To gain problem solving skills</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>To meet other volunteers</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>To demonstrate my values to others</td>
<td>29%</td>
<td>34%*</td>
</tr>
<tr>
<td>To bond with my family</td>
<td>28%</td>
<td>37%*</td>
</tr>
<tr>
<td>To meet a volunteering requirement</td>
<td>15%</td>
<td>26%*</td>
</tr>
<tr>
<td>To gain leadership skills</td>
<td>13%</td>
<td>18%*</td>
</tr>
<tr>
<td>To gain skills needed for my career</td>
<td>12%</td>
<td>20%*</td>
</tr>
<tr>
<td>To be recognized or awarded</td>
<td>11%</td>
<td>16%*</td>
</tr>
</tbody>
</table>

Base: Family volunteers who serve once a year or more: adults (n=825); children (n=935)
M4/M5: Please read each of the statements below and select the 3 that are the most important to you and the 3 that are least important to you when volunteering.

*Indicates significantly higher differences between adults/children at 95%
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.

The top motivators associated with each emotion are...

**FULFILLED**
- 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

**INSPIRED**
- To make a positive difference in my community
- To change the world/solve social problems
- To make a positive difference in my community
- To feel good about myself
- To demonstrate my value to others

**ACCOMPLISHED**
- To feel good about myself
- To change the world/solve social problems
- To make a positive difference in my community

**PROUD**
- To feel good about myself
- To demonstrate my value to others
- To meet a volunteering requirement

**EXCITED**
- To make a positive difference in my community
- To change the world/solve social issues
- To feel good about myself

Base: Family volunteers who serve once a year or more: adults (n=825); children (n=935)

M3: Which of the following describe how you feel after volunteering?
M4/M5: Please read each of the statements below and select the 3 that are the most important to you and the 3 that are least important to you when volunteering.

*Indicates significantly higher differences between adults/children at 95%; •Indicates societal benefit
Take a closer look at these outward and inward benefits of volunteering.

Outward-facing benefits

Play outward showreel

Inward-facing benefits

Play inward showreel

Video response
M2: Think about the last time you volunteered. What made you decide to volunteer that day? What did you do? Who did you go with? What impact do you think you had? How did it make you feel?
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.

<table>
<thead>
<tr>
<th>Which activities have you done in the past year?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADULTS</strong></td>
</tr>
<tr>
<td>66%</td>
</tr>
<tr>
<td>49%</td>
</tr>
<tr>
<td>46%</td>
</tr>
<tr>
<td>24%</td>
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<tr>
<td>23%</td>
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<tr>
<td>22%</td>
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<tr>
<td>21%</td>
</tr>
<tr>
<td>20%</td>
</tr>
<tr>
<td><strong>CHILDREN</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

Base: Volunteer once a year or more: adults (n=1444); children (n=1102)
S16: Which of the following have you done in the past year? Note: Only showing 20% or more
Base: Total adults (n=1701); older children (n=447)
X5: When thinking about volunteering, please select all statements you agree with.
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**: 28%
- **Older Children**: 31%
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

Important to me and I helped
Important to me and I helped

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

Important to me and I helped
Important to me and I helped

Base: Total adults (n=1701); total children (n=1266)
B1: Of the following options, please choose the top 3 most important causes to you in order of importance: first, second, or third.

Base: Volunteer once a year or more: adults (n=1394); children (n=1084)
B8: Which of the following groups have you helped in the past year?
Causes related to Homelessness and Housing resonate strongly with adults.

Map of Attitudes and Behaviors
Among past-year volunteers

- Health and Wellness
- Homelessness,…
- Youth…
- Senior/Elderly Support
- Animal Welfare
- Environment
- Mental Health and Disabilities
- Disaster…
- Faith-Based
- Arts and Culture
- Veterans Support
- Athletics/Sports
- Advocacy and…

Causes I care about the most
(Percent ranking 1 or 2; median = 15%)

Causes I actually helped
(Percen selecting; median = 20%)

Base: Total adults (n=1701)
Base: Volunteer once a year or more: adults (n=1394)
B8: Which of the following groups have you helped in the past year?
While Homelessness and Hunger is still a priority for kids, they are more likely than adults to engage with activities related to Athletics/Sports.
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

**ADULTS**

- 53% We spend time together during the activity/project (33%)
- 28% It’s a fun way to spend time together (31%)

**FAMILY BONDING TIME (NET)**

- I can practice values I’m teaching my child
- It has activities for people of all ages
- The child learns about the community
- We meet and interact with other families

**CHILDREN**

- 59% We spend time together during the activity/project (35%)
- 28% It’s a fun way to spend time together (38%)

**FAMILY BONDING TIME (NET)**

- It’s safe
- I can meet and interact with other families
- It has activities for people of all ages
- I can learn about others’ lives

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

Base: Family volunteers who serve once a year or more: adults (n=841); children (n=945)

MT: Select up to three attributes that are important to you when you volunteer with family.
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.

- **77%** of adults who volunteered with others in the past year.
- **91%** of children who volunteered with others in the past year.

**YOUTH**
- **My child**: 50%
- **Niece/Nephew**: 24%
- **Student**: 22%

**FAMILY VOLUNTEERS**
- **Adults**: 80%
  - **Friends**: 27%
  - **Any family**: 18%
- **Children**: 91%
  - **Any family**: 81%
  - **Classmates**: 50%
  - **Friends**: 50%

B4: Do you go to volunteer activities/events with others? Base: Volunteer once a year or more: adults (n=1362); children (n=1073)
B6: Who else goes with you to volunteer for activities/events? Base: Volunteer once a year or more with others: adults (n=1044); children (n=972)
513: Who have you volunteered with in the past? Base: Current family volunteer: adults (n=952); children (n=1025)
*Indicates significantly higher differences between adults/children at 95%
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

**ADULTS**
- 59% Friends & family (29%)
- 36% Community group (19%)
- 12% Club/org (18%)

**CHILDREN**
- 80% Friends & family (36%)
- 31% School (33%)
- 17% Community group (23%)

Base: Volunteer once a year or more and don’t donate money: adults (n=1353); children (n=1084)

B9: For each of the activities you participated in last year, how do you typically find out about volunteer opportunities?
Simple and direct phrases like “helping others” appeal to both adults and children.
Messaging to promote volunteering activities should be to the point and clear.

 Language preference
 Global ranking

<table>
<thead>
<tr>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering</td>
<td>Helping others</td>
</tr>
<tr>
<td>(33%)</td>
<td>(37%)</td>
</tr>
<tr>
<td>Helping others</td>
<td>Doing good</td>
</tr>
<tr>
<td>(29%)</td>
<td>(35%)</td>
</tr>
<tr>
<td>Volunteer service</td>
<td>Being a good person</td>
</tr>
<tr>
<td>(20%)</td>
<td>(32%)</td>
</tr>
<tr>
<td>Doing good</td>
<td>Volunteering</td>
</tr>
<tr>
<td>(20%)</td>
<td>(23%)</td>
</tr>
<tr>
<td>Being a good person</td>
<td>Volunteer service</td>
</tr>
<tr>
<td>(20%)</td>
<td>(15%)</td>
</tr>
</tbody>
</table>

Language used to describe past volunteer experience

Among English speaking markets (US and UK)

Base: Total adults (n=1701); total children (n=1266)
M19: Select up to three words or phrases you would use to describe activities/events that help others?
M2: Think about the last time you volunteered. What made you decide to volunteer that day? What did you do? Who did you go with? What impact do you think you had? How did it make you feel?
An opportunity to increase awareness of Family Volunteer Day exists globally.

Which days have you heard of before today?

<table>
<thead>
<tr>
<th>Day</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Women's Day</td>
<td>69%*</td>
</tr>
<tr>
<td>Earth Day</td>
<td>56%*</td>
</tr>
<tr>
<td>International Children’s Day</td>
<td>41%</td>
</tr>
<tr>
<td>International Volunteer Day</td>
<td>22%</td>
</tr>
<tr>
<td>National Volunteer Day/Week</td>
<td>17%</td>
</tr>
<tr>
<td>Make A Difference Day</td>
<td>15%</td>
</tr>
<tr>
<td>International Day of the Girl</td>
<td>11%</td>
</tr>
<tr>
<td>Global Youth Service Day</td>
<td>11%</td>
</tr>
<tr>
<td>Family Volunteer Day</td>
<td>10%</td>
</tr>
<tr>
<td>Good Deeds Day</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Women's Day</td>
<td>54%</td>
</tr>
<tr>
<td>Earth Day</td>
<td>42%</td>
</tr>
<tr>
<td>International Children’s Day</td>
<td>43%</td>
</tr>
<tr>
<td>International Volunteer Day</td>
<td>24%</td>
</tr>
<tr>
<td>National Volunteer Day/Week</td>
<td>21%*</td>
</tr>
<tr>
<td>Make A Difference Day</td>
<td>15%</td>
</tr>
<tr>
<td>International Day of the Girl</td>
<td>13%</td>
</tr>
<tr>
<td>Global Youth Service Day</td>
<td>15%*</td>
</tr>
<tr>
<td>Family Volunteer Day</td>
<td>17%*</td>
</tr>
<tr>
<td>Good Deeds Day</td>
<td>14%*</td>
</tr>
</tbody>
</table>

Base: Adults (n=1701); children (n=1266)
B2: Please select all of the following days you have heard of before today.
*Indicates significantly higher differences between adults/children at 95%
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.
WHO THEY ARE

AGE
- 18-34: 43%
- 35-54: 28%
- 55+: 29%

GENDER
- Male: 35%
- Female: 65%

ADULT EDUCATION
- Some High School: 7%
- High School Grad/Vocational School: 31%
- Some College or College Grad: 52%
- Post Grad: 11%

AREA
- Urban: 52%
- Town: 17%
- Suburbs: 18%
- Rural: 12%

ADULTS

56% of adults are current family volunteers

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%

DEFINING DETAILS

VOLUNTEER FREQUENCY
- Once a month or more: 43%
- Once – a few times per year: 42%
- Less than once a year: 5%
- Never: 10%

VOLUNTEER TYPE
- Only time: 49%
- Both money and time: 48%
## WHO THEY ARE

### PARENT'S AGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>41%</td>
</tr>
<tr>
<td>35-54</td>
<td>56%</td>
</tr>
<tr>
<td>55+</td>
<td>3%</td>
</tr>
</tbody>
</table>

### GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>38%</td>
</tr>
<tr>
<td>Female</td>
<td>62%</td>
</tr>
</tbody>
</table>

### ADULT EDUCATION

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some High School</td>
<td>5%</td>
</tr>
<tr>
<td>High School Grad/Vocational School</td>
<td>27%</td>
</tr>
<tr>
<td>Some College or College Grad</td>
<td>51%</td>
</tr>
<tr>
<td>Post Grad</td>
<td>16%</td>
</tr>
</tbody>
</table>

### AREA

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>64%</td>
</tr>
<tr>
<td>Town</td>
<td>17%</td>
</tr>
<tr>
<td>Suburbs</td>
<td>12%</td>
</tr>
<tr>
<td>Rural</td>
<td>8%</td>
</tr>
</tbody>
</table>

### VOLUNTEER TYPE

<table>
<thead>
<tr>
<th>Volunteer Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only time</td>
<td>71%</td>
</tr>
<tr>
<td>Both money and time</td>
<td>27%</td>
</tr>
</tbody>
</table>

### VOLUNTEER FREQUENCY

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a month or more</td>
<td>48%</td>
</tr>
<tr>
<td>Once - a few times per year</td>
<td>37%</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>1%</td>
</tr>
<tr>
<td>Never</td>
<td>14%</td>
</tr>
</tbody>
</table>

## 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%
WHO THEY ARE

PARENT'S AGE
- 18-34: 14%
- 35-54: 73%
- 55+: 12%

GENDER
- Male: 45%
- Female: 55%

ADULT EDUCATION
- Some High School: 7%
- High School Grad/Vocational School: 30%
- Some College or College Grad: 50%
- Post Grad: 13%

AREA
- Urban: 56%
- Town: 17%
- Suburbs: 16%
- Rural: 11%

VOLUNTEER FREQUENCY
- Once a month or more: 57%
- Once - a few times per year: 33%
- Less than once a year: 1%
- Never: 6%

VOLUNTEER TYPE
- Only time: 71%
- Both money and time: 28%

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%

OLDERS CHILDREN (14-17)

83% of older children are current family volunteers
### WHO THEY ARE

<table>
<thead>
<tr>
<th>AGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>31%</td>
</tr>
<tr>
<td>35-54</td>
<td>46%</td>
</tr>
<tr>
<td>55+</td>
<td>23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>37%</td>
</tr>
<tr>
<td>Female</td>
<td>63%</td>
</tr>
</tbody>
</table>

### ADULT EDUCATION

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some High School</td>
<td>9%</td>
</tr>
<tr>
<td>High School Grad/Vocational School</td>
<td>38%</td>
</tr>
<tr>
<td>Some College or College Grad</td>
<td>42%</td>
</tr>
<tr>
<td>Post Grad</td>
<td>11%</td>
</tr>
</tbody>
</table>

### AREA

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>55%</td>
</tr>
<tr>
<td>Town</td>
<td>18%</td>
</tr>
<tr>
<td>Suburbs</td>
<td>17%</td>
</tr>
<tr>
<td>Rural</td>
<td>10%</td>
</tr>
</tbody>
</table>

### VOLUNTEER FREQUENCY

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a month or more</td>
<td>-</td>
</tr>
<tr>
<td>Once – a few times per year</td>
<td>-</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>25%</td>
</tr>
<tr>
<td>Never</td>
<td>75%</td>
</tr>
</tbody>
</table>

### DEFINING DETAILS

#### TOP REASONS FOR DOING OTHER THINGS

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%

---

**38% of less involved volunteers are current family volunteers**
WHO THEY ARE

AGE
- 18-34: 36%
- 35-54: 38%
- 55+: 26%

GENDER
- Male: 37%
- Female: 63%

ADULT EDUCATION
- Some High School: 9%
- High School Grad/Vocational School: 35%
- Some College or College Grad: 45%
- Post Grad: 10%

AREA
- Urban: 48%
- Town: 21%
- Suburbs: 17%
- Rural: 14%

ADULT EDUCATION
- Once a month or more: 35%
- Once – a few times per year: 39%
- Less than once a year: 7%
- Never: 19%

VOLUNTEER TYPE
- Only time: 52%
- Both money and time: 42%

TOP REASONS FOR DOING OTHER THINGS
- It’s easier or more convenient - 23%
- Family Volunteer Day - 6%
- Good Deeds Day - 7%
- National Volunteer Day/Week - 12%

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

FAMILY VOLUNTEER INTENDERS

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%
- It’s less fun - 5%

FAMILY
- It’s less fun - 5%
WHO THEY ARE

AGE
- 18-34: 52%
- 35-54: 35%
- 55+: 13%

GENDER
- Male: 41%
- Female: 59%

ADULT EDUCATION
- Some High School: 4%
- High School Grad/Vocational School: 25%
- Some College or College Grad: 59%
- Post Grad: 13%

AREA
- Urban: 65%
- Town: 16%
- Suburbs: 12%
- Rural: 8%

ADULT EDUCATION
- Only time: 55%
- Both money and time: 41%

BOTTOM 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%

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 an interact with other families - 18%

FUTURE CONSIDERATION
Will I learn a new skill - 10%

FULL TIME EMPLOYEES

56% of full time employees are current family volunteers

DEFFINING DETAILS

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

### Reasons to go with a group

<table>
<thead>
<tr>
<th>Reason</th>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s a bonding experience</td>
<td>55%*</td>
<td>46%</td>
</tr>
<tr>
<td>It’s fun</td>
<td>46%</td>
<td>51%*</td>
</tr>
<tr>
<td>We share a passion for similar causes</td>
<td>45%*</td>
<td>37%</td>
</tr>
<tr>
<td>I am more likely to participate if I go with others</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>It's part of a group I belong to</td>
<td>25%</td>
<td>33%*</td>
</tr>
<tr>
<td>I can find activities for everyone</td>
<td>16%</td>
<td>20%*</td>
</tr>
<tr>
<td>It’s a requirement</td>
<td>5%</td>
<td>10%*</td>
</tr>
</tbody>
</table>

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

- **50%**
- **42%**

---

B5: Why do you like to go to volunteer activities/events by yourself? Base: Volunteer once a year or more alone: adults (n=318); children (n=101)

B7: Why do you volunteer with others? Base: Volunteer once a year or more with others: adults (n=1044); children (n=972)

*Indicates significantly higher differences between adults/children at 95%
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

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will I help a cause or group I care about</td>
<td>55%*</td>
<td>44%</td>
</tr>
<tr>
<td>Will I feel I'm making an impact</td>
<td>50%*</td>
<td>38%</td>
</tr>
<tr>
<td>Will it be a productive way to spend free time</td>
<td>29%*</td>
<td>25%</td>
</tr>
<tr>
<td>Will it be convenient</td>
<td>28%*</td>
<td>20%</td>
</tr>
<tr>
<td>Will it make me feel good</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Will I get to spend time with others</td>
<td>16%</td>
<td>20%*</td>
</tr>
<tr>
<td>Will it take a lot of time</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Will it be fun</td>
<td>13%</td>
<td>21%*</td>
</tr>
<tr>
<td>Will it fulfill a requirement</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Will it be easy to sign up</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Will I learn a new skill</td>
<td>10%</td>
<td>16%*</td>
</tr>
</tbody>
</table>

Base: Family volunteers who serve once a year or more: Individuals (n=841); children (n=945)
M6: When you are searching and signing up for an opportunity to participate as a volunteer, what are the three most important things you consider?
M7: Select up to three attributes that are important to you when you volunteer with family.
*Indicates significantly higher differences between adults/children at 95%
Who we talked to

**Adult Gender**
- 38% Male
- 62% Female

**Adult Age**
- 18-34 year olds: 38%
- 35-54 year olds: 42%
- 55+ year olds: 20%

**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**
- Daily: 9%
- Once a week: 24%
- Once a month: 17%
- Many times a year: 16%
- A few times a year: 21%
- Once a year: 5%
- Once every 2-3 years: 3%
- Less than every 3 years: 3%
- Never: 3%

**Type of Volunteer**
- 56% Only Time
- 41% Both Money and Time
- 3% Non-volunteer