

# AmeriCorps Programs & Working With Volunteers





- Georgia has 21 AmeriCorps programs supporting approximately 500 AmeriCorps members.
- Supporting and promoting volunteers is a big part of every AmeriCorps program.





# What's the impact of service and volunteerism?

- 23,804 persons volunteered for AmeriCorps program activities and projects in 2009.
- Those volunteers contributed 68,042 hours to their communities.
- The 500 AmeriCorps members served 471,701 hours.
- Together, members and volunteers served 156,223 people and logged 539,743 hours.

# The statewide picture



- A survey of volunteerism for 2009 ranked Georgia 41<sup>st</sup> in the nation.
- One in four Georgians volunteered in 2009, a 3% increase over 2008.
- Georgia volunteers contributed 216.8 million hours to their communities in 2009.
- Georgia remains below the national average.

# How to find volunteers ~ the “Mission-Based Approach”

Ask this question: “What is the connection between the mission of your organization and your need for volunteers?”

Are volunteers essential, or just something you would like to have?



# The mission determines the volunteer recruitment strategy

- Publish / announce the mission and state the goals.
- Who is in charge? Someone has to have authority to make decisions.
- Everyone in the organization needs to know about the project, the goals, etc.
- The project / activities need structure.



“Volunteers are free but they  
are not cheap!”



# The recruitment strategy:

## Four things to consider

- The volunteers' commitment to the mission ~ strong, modest, weak?
- The volunteers' skill set needed ~ high, medium, low? Specialized?
- The volunteers' values ~ what are they, do they match the values of the organization?
- The volunteers' interest level ~ is the place, activity where they need to be?



# Who will volunteer? And how will they do it?

- The “Silent Generation” ~ 1929 – 1945
- “Baby Boomers” ~ 1946 – 1961-64
- “Generation X” ~ 1965 – 1982
- “Generation Y” ~ 1981 – 1997
- The “i-Gens” ~ under 12



# The Silent Generation ~ Loyalists

- They volunteer more than any other age group
- They have time on their hands
- They have volunteered most of their lives
- Their gift is their experience
- They demand structure, organization, status
- They don't like change



The Sapphirettes of Burke County, Georgia

# Baby Boomers ~ I did it *my* way!

- Huge numbers
- Lots attend church
- Have money, want to have fun
- Ok with technology but not great at it
- Politically active and concerned
- Don't want to be micro-managed
- Volunteering has to justify their time
- Highly skilled, demand skilled tasks
- Some are re-thinking retirement



President Barack Obama

# Generation X ~ Respect my time



R&B Music Artist Usher

- Latch key generation
- High degree of civic involvement
- Low degree of church involvement
- Results- focused
- Accept diversity, change  
Technically literate
- Non- authoritarian
- Multi-taskers
- Organizations without a website are invisible to them
- Self-reliant, flexible, value relationships



# Generation Y ~ I'll build the answers

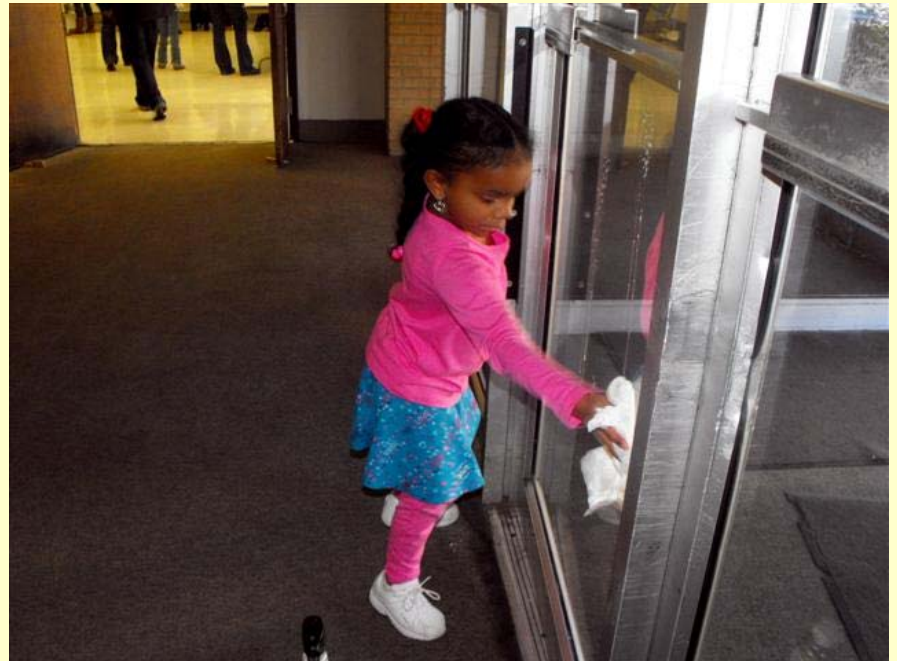
- Click-and-go gen
- Gen X on fast forward with self esteem
- Confident, ethically diverse
- 89% believe in God but very low church attendance
- Don't believe in bosses
- Highly entrepreneurial
- Socially responsible
- Change jobs often
- Idealistic, optimistic
- Leave immediately if not rewarded



Hands on Thomas County, Georgia volunteers

# The i-Gen ~ Show me my future

- They will live with today's political & environmental decisions
- Gen – X parents bring them everywhere, including to volunteer projects
- May not want to be there
- Know about service learning
- Techno - savvy



Daughter of a Georgia AmeriCorps member

# Where do we find volunteers?

- Web and social media for Gen X and younger
- Organizations, churches and businesses for Boomers
- Traditional methods for Silent Gen



# Other trends, considerations

- People are generally more anxious and careful about volunteering than previously.
- Volunteers tend to search out good global citizens – and shun dubious ones.
- Issue-oriented volunteering, i.e. environment, recycling, is important niche
- Disasters – people don't respond through traditional methods as often as in the past





# What do volunteers say turns them off?

- 40% of those surveyed said they had no authority or status
- 20% said they were powerless
- 33% said the organization didn't understand them or their needs
- 33% said they didn't feel their volunteer "job" was real or had meaning

# Volunteer program elements

- An orientation or training for volunteers
- Procedures, rules, do's and don'ts, a safety talk, a brochure, something written about the organization, its history and mission
- A role or position description that matches the goals or expected outcomes
- A trainer, project leader, cheerleader



# More important elements



- Volunteer recognition
- Measure the volunteer contribution, both quantitative and qualitative
- Explain how the volunteer effort furthers the mission, contributes to the goal
- Collect stories, images to show the impact
- Change lives!

# Some simple but important things

- Keep a record on volunteers such as:
- Name
- Next of kin
- Phone number / email address
- Any special needs?
- Skills
- Updated as of \_\_\_\_\_



# Finally...

- Be a leader!
- Keep promises
- Keep it simple
- Use social media  
or get left  
behind!



*Georgia Recovery Corps member  
Jasma Stevenson*

twitter

# The Georgia Commission for Service and Volunteerism



We fund national service programs like AmeriCorps and support and promote volunteerism in Georgia.

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