

# **MARKETING VOLUNTEERING**

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# Corkindale Report (2004)

- Asked to review existing marketing initiatives and campaigns that promote volunteering, both in Australia and overseas.
- Asked to find and appraise campaigns that promote volunteering generically
- Particularly asked to examine those that sought to attract young volunteers

# Definitions of volunteering

- The activity is unpaid
- It is freely (voluntarily) undertaken
- It is of broad community benefit
- It is of benefit to the volunteer

(Davis Smith 2000)

# Key findings

- Motivations for volunteering vary widely by
  - age
  - voluntary sector
  - culture
  - country
- For this reason, generic campaigns could not be recommended.
- Instead, we recommended a number of strategies and tactics based on ideas about behaviour change

# Volunteering in the UK

- National Council for Voluntary Organisations
  - Community Service Volunteers
  - Millennium Volunteers
  - Student Volunteering England
  - Reach Volunteering UK
  - Experience Corps
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- Institute for Volunteering Research
  - A list of 'most useful websites on volunteering' on the Guardian Unlimited volunteering website

<b>Volunteering in the UK</b>	<b>Community Service Volunteers</b>	<b>Millennium Volunteers</b>	<b>Student Volunteers</b>
<b>Make a difference</b>	<b>1</b>	<b>3</b>	<b>4</b>
<b>Use own experience to help others</b>	<b>2</b>		
<b>Gain work experience</b>	<b>3</b>		
<b>Make friends</b>	<b>4</b>	<b>2</b>	
<b>Improve skills</b>	<b>5</b>	<b>5</b>	<b>1</b>
<b>Increase employability</b>	<b>6</b>	<b>4</b>	<b>6</b>
<b>Have fun</b>	<b>7</b>		<b>5</b>
<b>Build confidence</b>		<b>1</b>	
<b>Understand social diversity</b>			<b>2</b>
<b>Work with communities for mutual benefit</b>			<b>3</b>

# Volunteering in the US

- US Peace Corps
- Volunteers in Parks
- Americorps
- USA Freedom Corps
  
- National Service Alumni Network
- US Dept. of State: Volunteerism in the US

<b>Volunteering in the US</b>	<b>US Peace Corps</b>	<b>Ameri-Corps</b>	<b>USA Freedom Corps</b>
<b>Make a difference</b>	<b>1</b>	<b>1</b>	
<b>Level. career &amp; leadership skills</b>	<b>2</b>		
<b>Enhance career</b>	<b>3</b>		
<b>Educational benefits</b>	<b>4</b>	<b>4</b>	
<b>Financial benefits/ loan deferment</b>	<b>5</b>	<b>5</b>	
<b>Lifetime benefits</b>	<b>6</b>		
<b>Leave your mark on the world</b>		<b>2</b>	
<b>Help people + less opportunities</b>		<b>3</b>	
<b>Strengthen American comm'ities</b>			<b>1</b>
<b>Share American compassion with the world</b>			<b>2</b>
<b>Change American hearts'</b>			<b>3</b>

# Some observations

- A far higher rate of active participation in organised religion in the US than in the UK, with a higher level of shared values;
- Britain's experience of more than 50 years of a welfare state, with an expectation that the state bears a responsibility for assisting those in need;
- Which country does Australia more closely resemble?

# The culture of volunteering

- Culture = attitudes + beliefs + values
- Sub-culture = a smaller interest group within the dominant (national) culture
- Demographic factors: age, gender, education, income, geographical location
- Volunteers within the same organisation tend to share the same culture

# **Describe the culture of your existing volunteers**

**What sort of people are they?**

**What are their attitudes, beliefs  
and values?**

**What do they like?**

# A couple of quotes

- 'The v-word... with its inevitable blue-rinse connotations of middle-aged, middle-class women helping those less fortunate, alienates young people and ethnic minorities.' (Little, cited in Kearney 2003)
- 'What does it say about the country we became in the late 20<sup>th</sup> century that 'do-gooding' became a term of abuse?' (Tony Blair)

# Motivating factors

- Motivation is directly related to the culture and sub-culture of the volunteer
- What's in it for them?
  - Ethical ideals, including religious principles
  - Compassion
  - National or community concern
  - Self-interest
- There must be a good match between the culture of the organisation and the culture of the volunteer

# Gaskin survey, UK 1998

- 2/3 of young people said 'volunteering' was not something people in their age group would do
- Barriers included
  - Peer pressure
  - Volunteering 'uncool'

However:

- Many young people believe in the value of voluntary work, for society and for themselves
- 94% saw volunteering as a good way to gain experience

# Some inhibiting factors

- Voluntary work is difficult if you are poor and lack the resources to give your own time and labour.
- Young people often lack the economic resources to engage in voluntary work
- The term 'volunteer' is not attractive to many young people;
- in Australia the alternative term 'Community Service' is associated with punishment
- The term 'corps' has strong and unpopular military overtones in the UK – does this apply in Australia?

# What motivates existing volunteers in your sector?

Ethical ideals and/or religious principles?

National/community concern?

Compassion?

Self-interest?

# Social marketing

- 'The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary or involuntary behaviour of target audiences in order to improve the welfare of individuals and society (Donovan & Henley 2003)

# Social change in a multicultural society

- Attitudinal change strategies
- Volunteer sector recruitment campaigns
- Organisational recruitment campaigns

# Marketing volunteering

- It is always easier to develop existing markets than to develop new markets
- Start by targeting
  - lapsed volunteers
  - those with similar profiles to existing volunteers
  - those likely to have self-interest in volunteering for specific activities (eg CFS, specific job experience)

<b>Age</b>	<b>Comments</b>	<b>Target</b>	<b>Payment</b>	<b>Recognition</b>
<b>0-18</b>	<b>Through school</b>	<b>Teachers, parents</b>	<b>No</b>	<b>Awards, t-shirts certificates, etc.</b>
<b>18-25</b>	<b>Prime target</b>	<b>Pre-uni gap year students</b>	<b>Ed.awards, stipends</b>	<b>Awards, t-shirts certificates, etc.</b>
		<b>Relevant work experience</b>	<b>Ed.awards, stipends</b>	<b>Awards, t-shirts certificates, etc.</b>
		<b>Unemployed: job skills, CV</b>	<b>Ed.awards, stipends</b>	<b>Awards, t-shirts certificates, etc.</b>
<b>26-45</b>	<b>Work/family commitments</b>	<b>Family volunteering</b>	<b>No</b>	<b>Awards, t-shirts certificates, etc.</b>
		<b>Unemployed: work exp.</b>	<b>Ed.awards, stipends</b>	<b>Awards, t-shirts certificates, etc.</b>
<b>45-60</b>	<b>Share life experiences</b>	<b>Professional skills etc.</b>	<b>No</b>	<b>Awards, t-shirts certificates, etc.</b>

# Remunerated community service – a recommendation

- Voluntary
- Useful community work
- Remunerated with adequate stipends and valuable educational awards
- Associated with high levels of esteem
- Valuable as work experience
- Needs popular branding