



Volunteering S.A. Inc.

# Engaging Gen Y

*“making your organisation  
youth friendly”*



Government of South Australia  
Office for Volunteers



# Engaging Gen Y

## {Making your organisation youth friendly}

### Objectives:

Once you have completed this training you should be able to:

- assess the youth friendliness of your organisation's volunteering program
- develop strategies to be more inclusive of young people as volunteers
- develop a plan for engaging young people as volunteers

## Pathways to a formal qualification

This workshop has been developed to align with aspects of the following nationally recognised units of competence:

**CHCYTH6A Provide Appropriate Services for Young People**

**CHCYTH1C Work Effectively with Young People**

As evidence of your participation in the **Engaging Generation Y**, workshop, you will receive a Certificate of Attendance with a statement outlining what has been covered.

## Disclaimer

Volunteering SA Inc and the Government of South Australia accepts no responsibility or liability for any inaccuracies contained in any material in this presentation.

This presentation is intended to provide general useful information and should not be relied upon as constituting any advice.

Attendees should, before acting on any matters arising out of or otherwise in relation to this presentation, seek their own specific independent legal or other advice about their situation.

# Activity 1

1. In the space below list reasons why your organisation should/needs to involve young people in its volunteering program.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Did you consider any of the following benefits? Do any of them apply to your organisation? .....sustainability, new ideas, unique skills (eg: technology), bridging a gap in community, social inclusion, social responsibility, diversifying the volunteer work group.

2. What strategies and/or resources will your organisation need to consider implementing and/or purchasing to effectively support the recruitment and retention of young volunteers?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Did you consider support for young people through mentoring, training requirements for new recruits and existing staff so that the involvement of young people in the volunteer program is successful and enjoyable for all, legislative and organisational requirements such as checks, training, OHS&W issues, etc?

## ACTIVITY 2

In the space below write some of the activities you would *love* your volunteers to be able to do:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Now go back to this love list and ask yourselves how your organisation could make use of an activity that someone loves.

e.g. I love walking – in a nursing home – you could have a young person walk the dog as part of a ‘pets for therapy’ program.

*You will find it useful to refer to ‘Doing It’ p13, this explains that young people have other demands on their time (as do other volunteers as well!).*

*Young people want to “taste” things - they don’t know what they don’t know. Make the learning fun and be generous with the positives and you will capture their imagination.*

*Consider ‘events’ such as the Games - why do people (of all ages) volunteer in such numbers?*

## **Be Aware:**

Following are some points to keep in mind when planning to engage young people in volunteering in your organisation.

**Barriers for young volunteers** - What are the pressures on time? Consider - study, family, sport, other commitments, transport, money.

**Short term vs long term volunteering** - lack of longevity, focus on the gathering of experience, i.e. young people are putting together their life portfolio; older people are tapping into their life's experience so the right kind of opportunities are helpful for young people especially but are valuable for all.

**Packaging your volunteering program - make it into chunks - how do you eat an elephant? One chunk at a time....** looking at meeting both the needs of the organisation and the volunteer: it's good for people to see outcomes and set new goals, try new tasks. Systems can still be set up for ongoing engagement of young people: e.g. Duke of Edinburgh Scheme could be tapped into every semester with a new young person coming on board.

**Locations** - off-site, from home, consider internet and email as support, however, also consider the cost to the volunteer. Negotiate well.

Remember the keys to **success** for engaging young volunteers include:

- Identifying barriers for young volunteers
- Considering 'defined time' volunteering
- Packaging your volunteer tasks
- Creating 'projects' or 'events'
- Location, location or location?

## ACTIVITY 3

Now let's consider your own organisation.

The matrix below enables you to identify volunteer activities for young people that take into account the criteria that meet the needs and expectations of young people when they are consider engaging in volunteering.

Using the 'love' list you developed in activity 2, see if and/or how the suggestions from that list could/do fit into the matrix, to determine whether the activity will be attractive in enticing young people to volunteer in your organisation.

### **Flexibility within your volunteer program - packaging suitable tasks/projects for young people**

	Short-term commitment	Medium-term commitment	Long-term commitment	Episodic or one-off commitment	Part of formal or informal studies
Can be done out of 9-5 business hours					
Can be done on weekends					
Can be done during secondary or tertiary school holidays					
Can be done off-site					

N.B. Your organisation does not need an option in each box on this table, but can work at building options overtime.

# Engaging Generation Y “Doing It”

See below how this topic relates to the National Standards for Volunteer Management

1. Policies and Procedures	2. Management Responsibilities	3. Recruitment	4. Work and the Workplace	5. Training and Development	6. Service Delivery	7. Documentation and Records	8. Continuous Improvement
General Policy (1.1)  Management Policies (1.4, 1.5, 1.6, 1.7)  Operating Procedures (1.8, 1.10, 1.11)  Policy and Procedure Reviews (1.12, 1.13, 1.14)	Management System (2.1, 2.5, 2.6, 2.7)  Authority and Responsibility (2.9, 2.10, 2.12)  Social Responsibilities (2.13, 2.14, 2.15,)	Policy and Planning (3.1, 3.3, 3.4 3.6)  Selection Procedures (3.8, 3.9, 3.10, 3.11, 3.12, 3.13)  Volunteer Orientation (3.14, 3.16)	Volunteer Roles (4.1, 4.3, 4.4)  Work Satisfaction (4.7, 4.8, 4.9, 4.10, 4.13)  Health and Safety (4.14, 4.15, 4.16, 4.18, 4.19)	Policy and Resources (5.1, 5.5)  Training and Development (5.7, 5.8, 5.10, 5.11, 5.12, 5.13, 5.14)  Work Appraisal (5.15, 5.17)  Volunteer Recognition (5.18)	Management Responsibilities (6.1, 6.4, 6.5, 6.6)  Services Review (6.7, 6.10, 6.11)	Personnel Records (7.1,7.5, 7.6)  System Documentation and Control (7.10, 7.11,)	Policy and resources (8.1,8.3)  Data collection and analysis (8.5, 8.6, 8.7)

# Checklist - Engaging Generation Y

To assess your understanding of *Engaging Generation Y*, having attended the training workshop, work through the checklist below.

This checklist is designed to assist you to assess your level of understanding of the issues surrounding *Engaging Generation Y* in volunteering and whether you need to follow up on any point/s or not.

## **I feel confident that I can:**

- assess the youth friendliness of my organisation's volunteering program
- develop strategies to be more inclusive of young people as volunteers and ensure that their rights are upheld
- develop a professional rapport with young people
- develop a plan for engaging young people as volunteers
- clarify the outcomes/services sought by young people
- recognise that youth culture is distinct