



**nfpSynergy**

helping non-profits thrive

# Who Volunteers? November 2008

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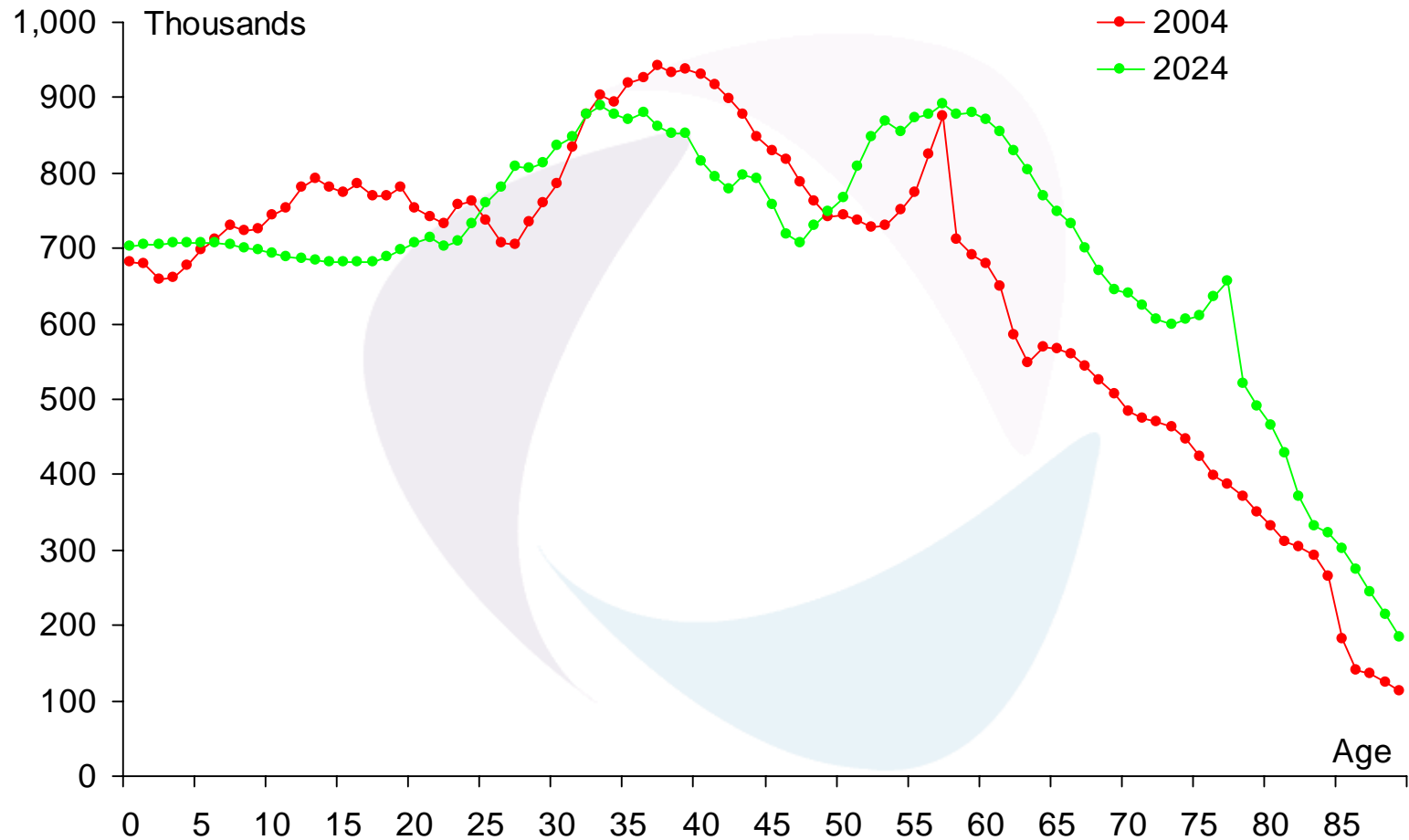
**Web: [www.nfpsynergy.net](http://www.nfpsynergy.net)**

# The consumers of your volunteering are changing:

- More older people, less younger people
- More wealth and more leisure time
- More complicated lives in just about every sense e.g. families
- More choices in just about every aspect of their lives
- Increasingly used to being in control of those choices
- Used to instant gratification – e.g. delivery in 24 hours not 28 days

# Age structure of the UK population

Number of people in each one year age band, 2002 based forecast



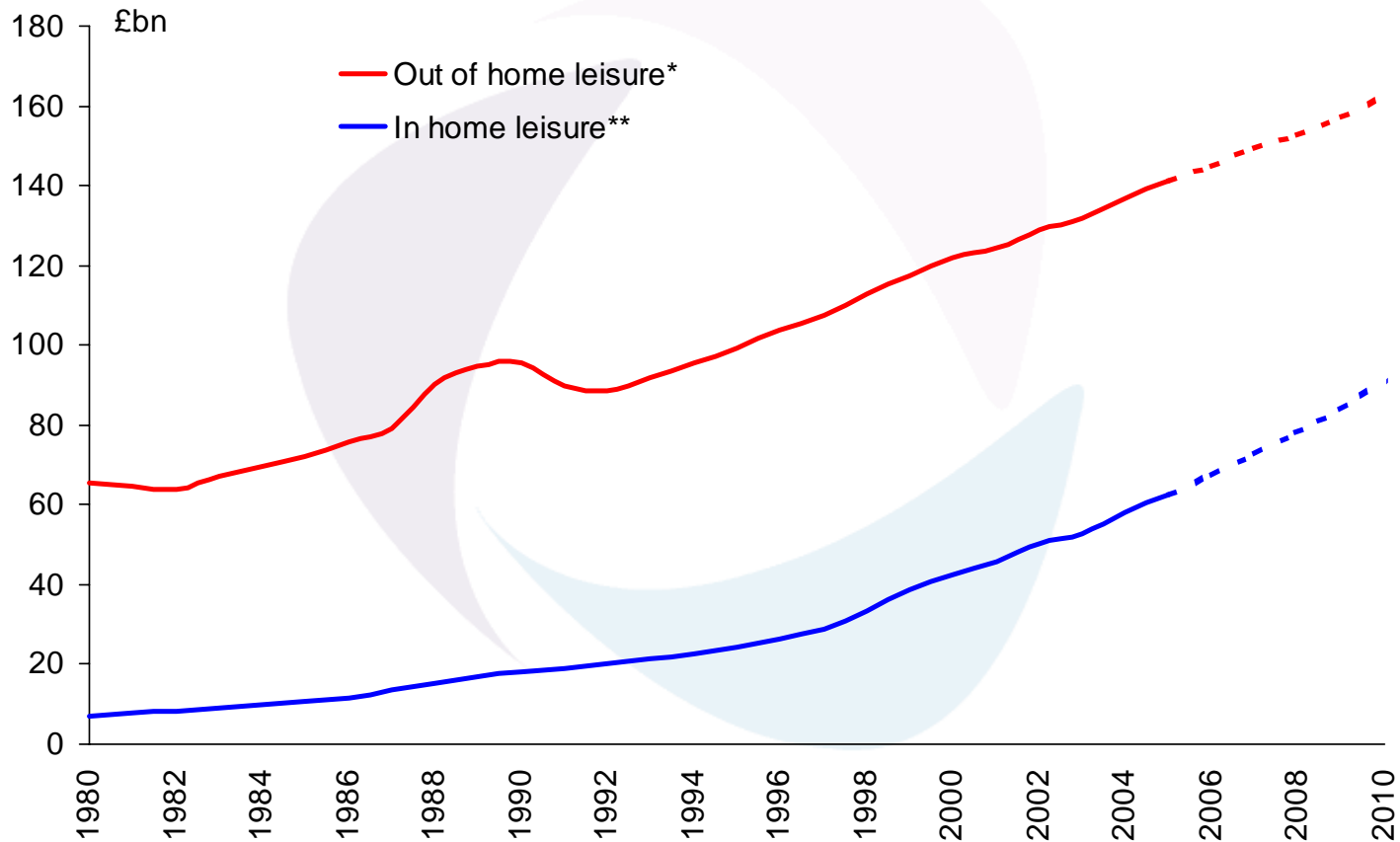
Source: Government Actuary's Department/nVision

Base: UK

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# Leisure expenditure, in and out of home

At constant 2001 prices - nVision forecast February 2005 -based projection.



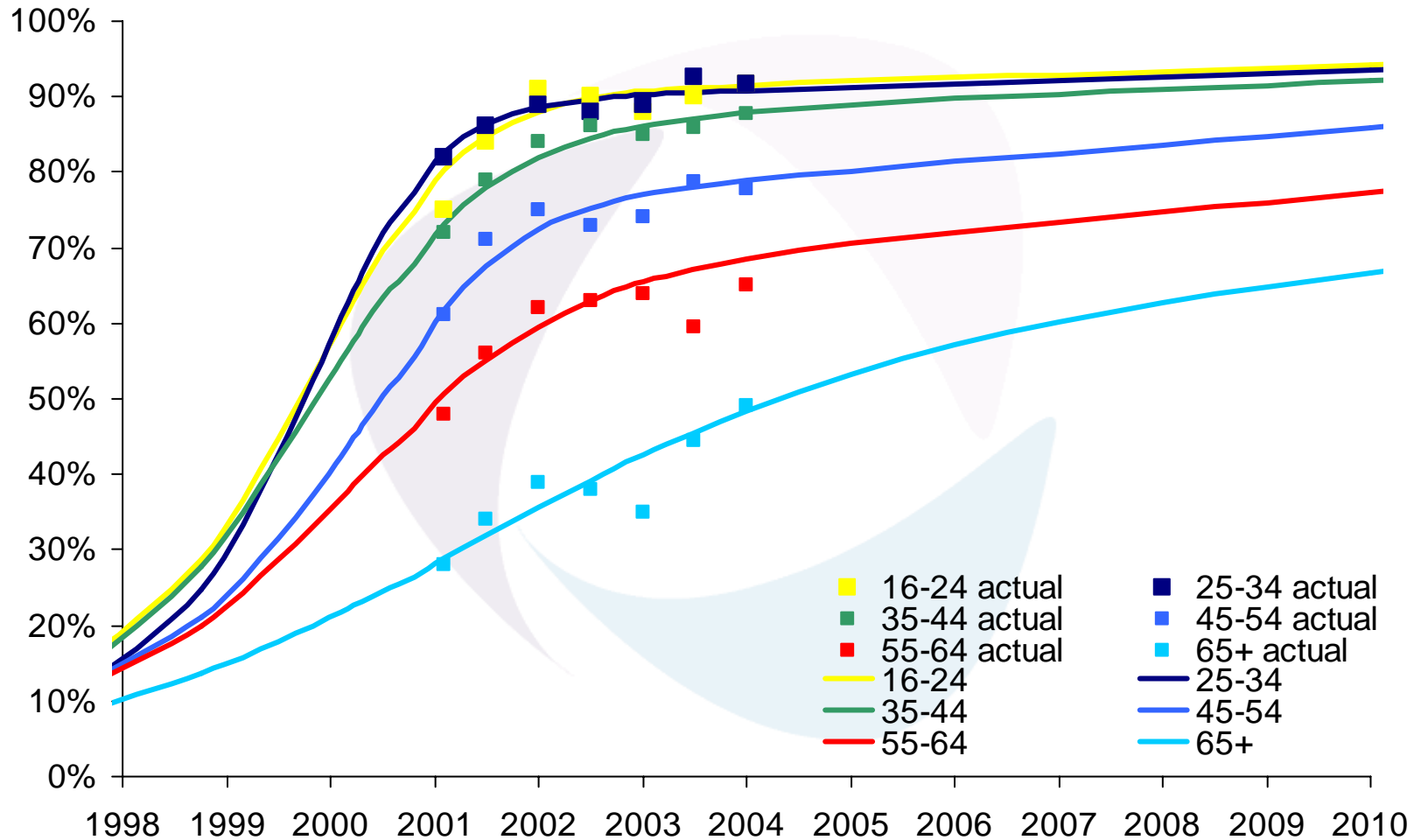
Source: Consumer Trends/ONS/nVision

Base: UK

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# Mobile phone penetration by age

Proportion of adults who own a mobile phone - nVision forecast

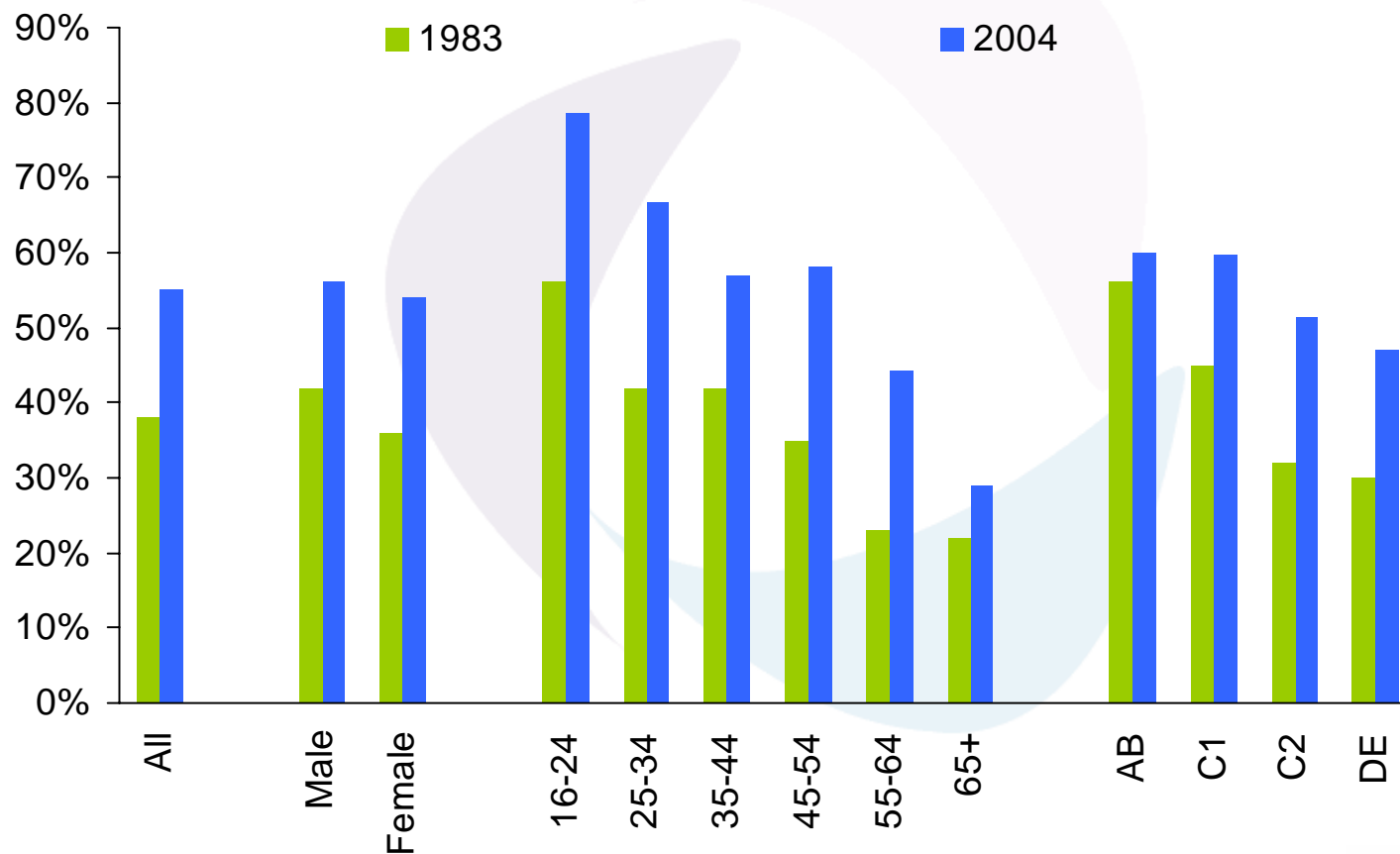


Source: 'Changing Lives', nVision  
Base: 1000 adults 16+, UK

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# The need for new experiences, by gender, age and social grade

Proportion who strongly or moderately feel they must satisfy their need for new experiences



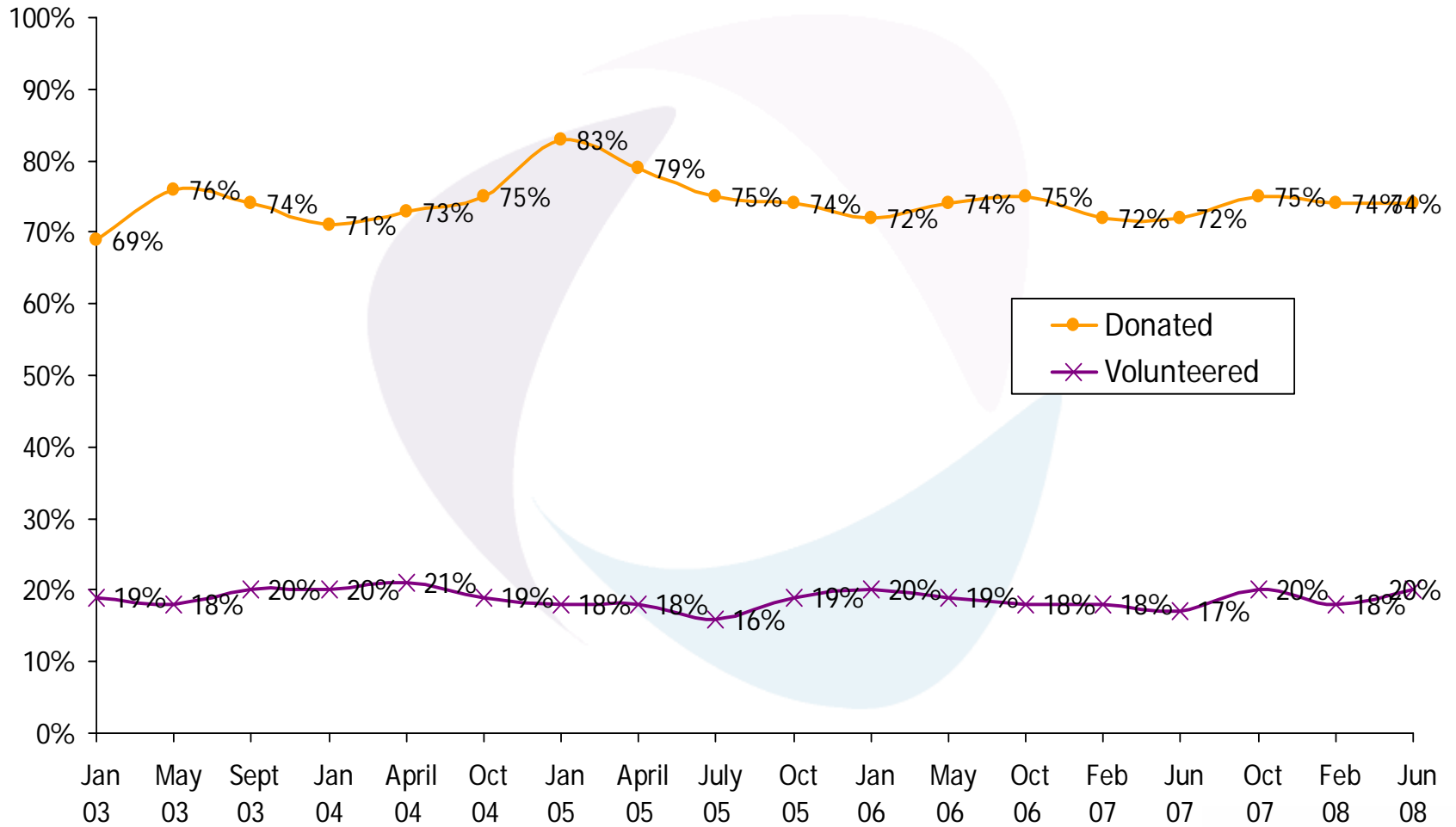
Source: 'Changing Lives', nVision/Taylor Nelson Sofres

Base: 1000 adults 16+, UK

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# Levels of donating and volunteering

2003-2008



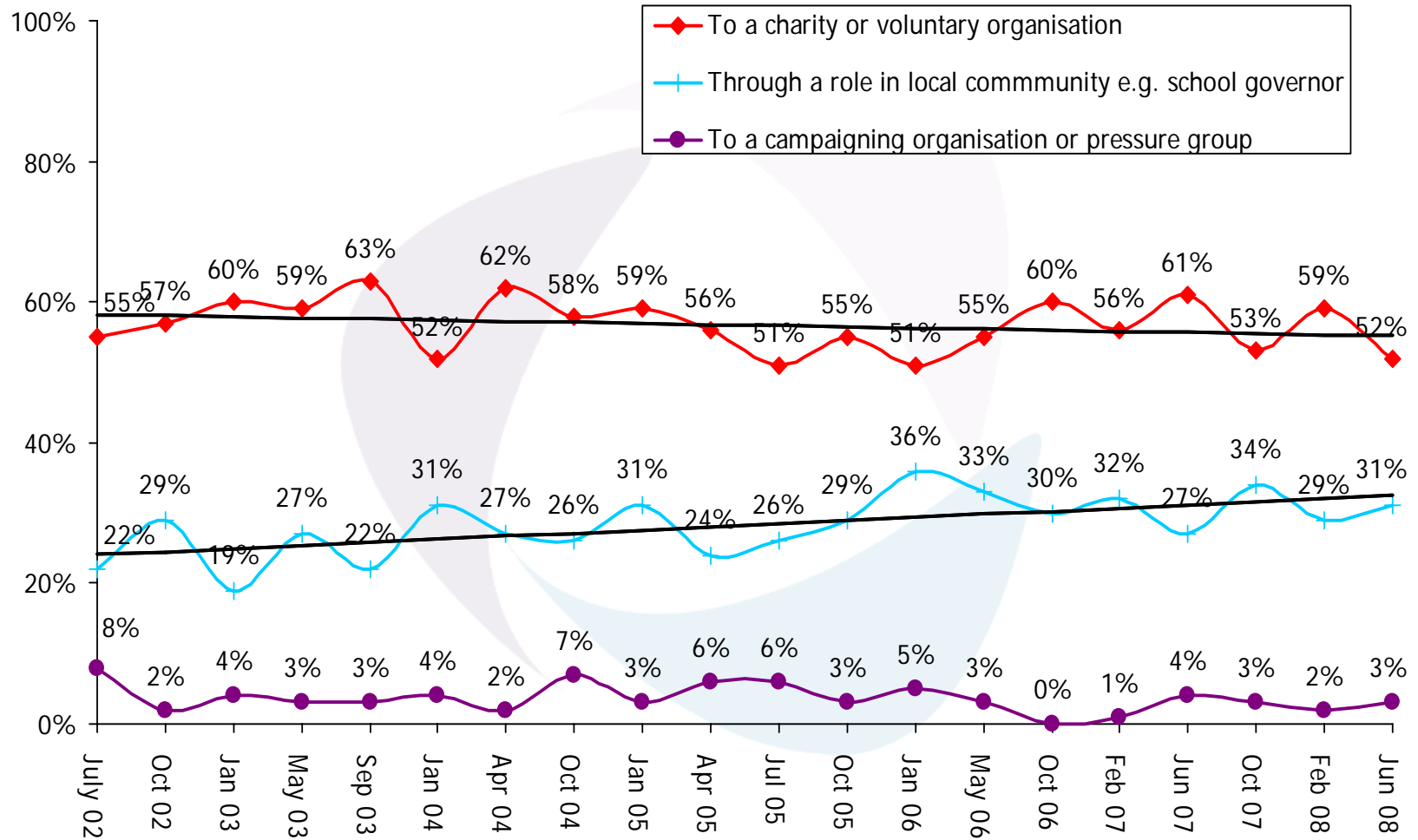
Base: 1,000 adults 16+, Britain.

Source: CAM Jun 08, nfpSynergy

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# Ways in which the average volunteer gives their time

"Was this...?"



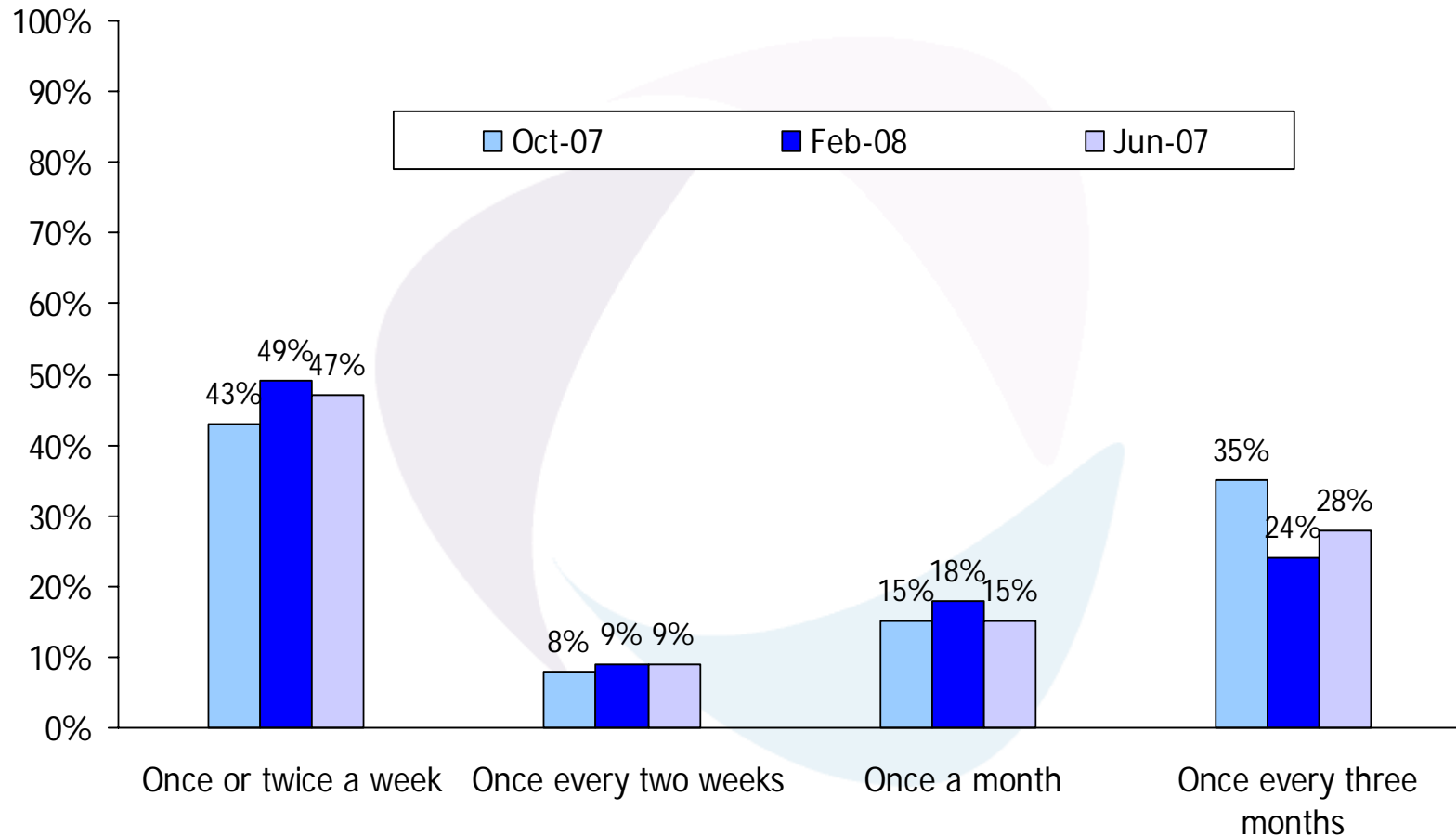
Base: All who volunteered among 1,000 adults 16+, Britain.

Source: CAM Jun 08, nfpSynergy

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# Number of days given by the average volunteer

"How often did you volunteer...?" Prompted



Base: All who volunteered in past 3 months among 1,000 adults 16+, Britain.

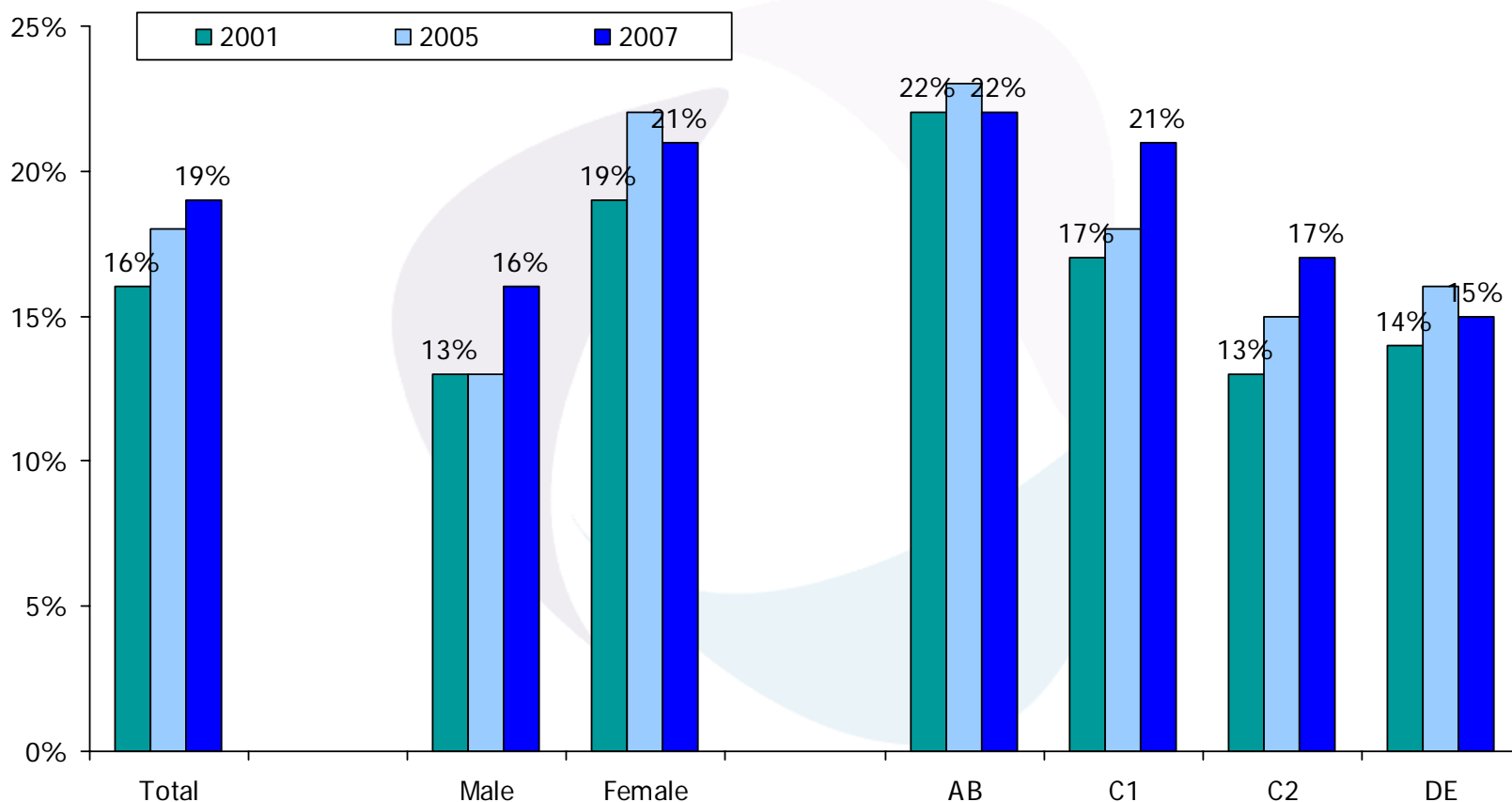
Source: CAM Jun 08, nfpSynergy

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# Chart 2: Volunteering by gender and social grade

"Have you given time as a volunteer in the last three months, to a charity or other organisation, or in your local community?" Yes

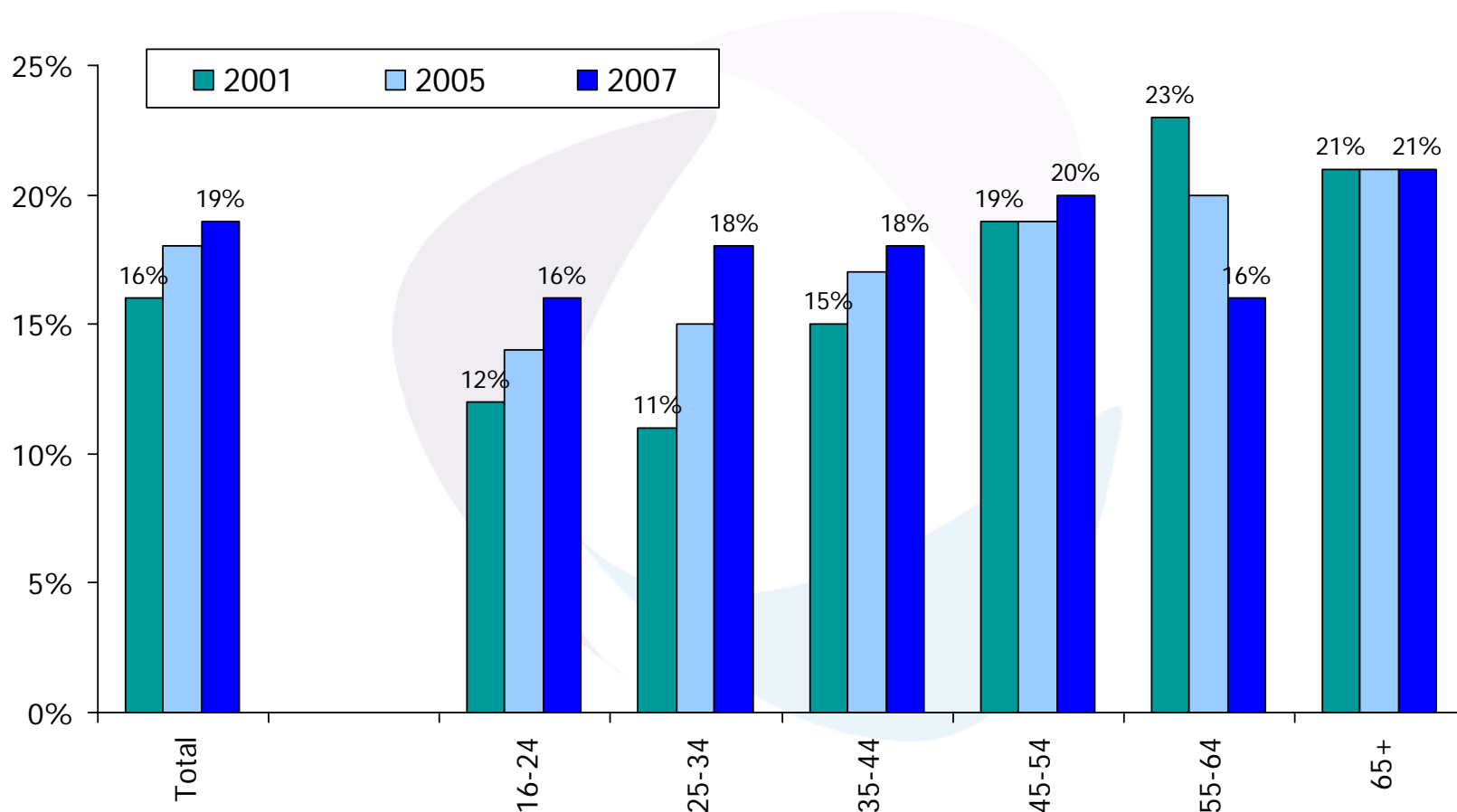
By gender and social grade



# Chart 3: Volunteering by age

"Have you given time as a volunteer in the last three months, to a charity or other organisation, or in your local community?" Yes

By age



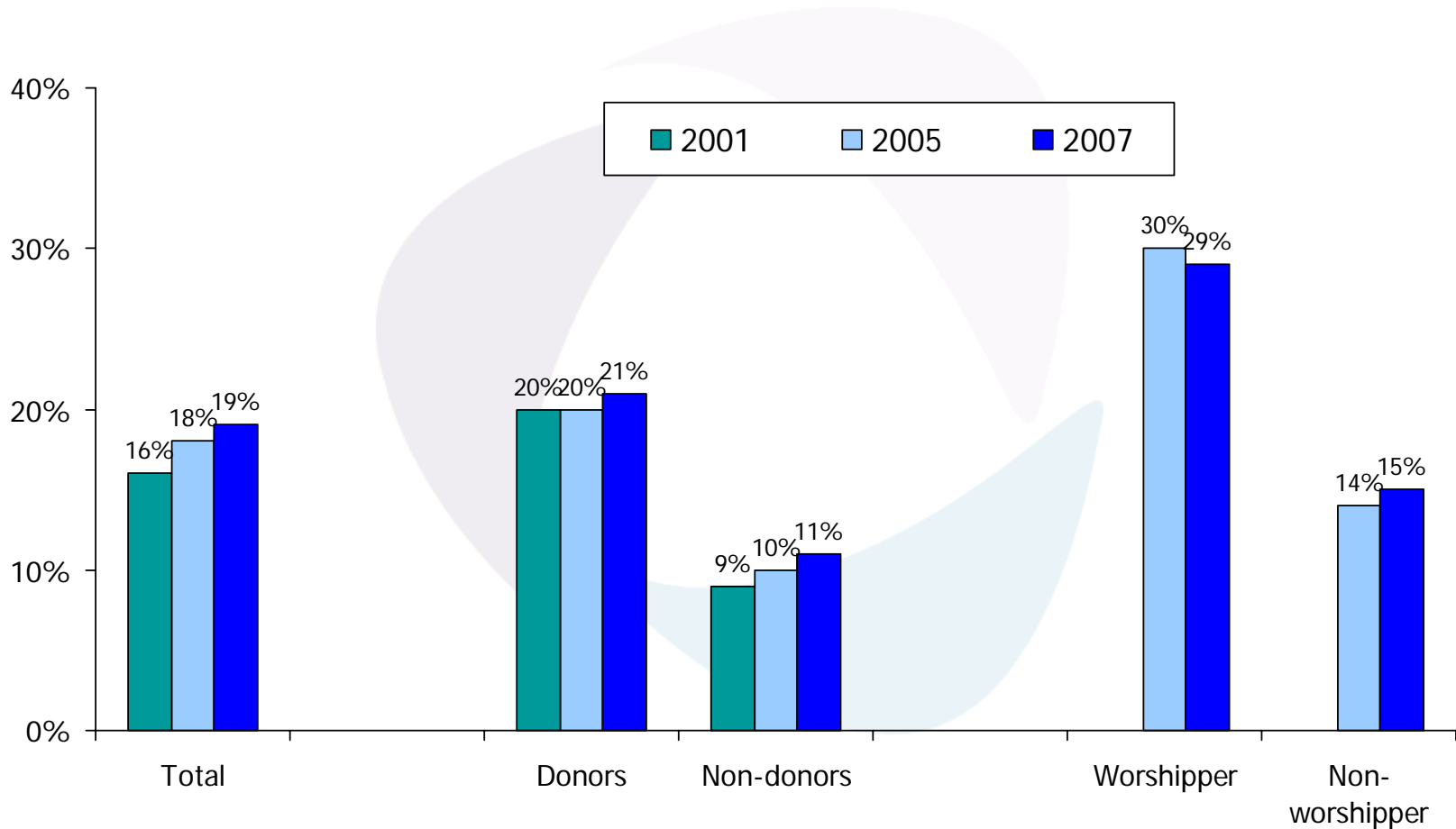
Base: 3,000 adults 16+, Britain, 2007  
Source: Charity Awareness Monitor, nfpSynergy

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# Chart 4: Volunteering by donors and worshippers

"Have you given time as a volunteer in the last three months, to a charity or other organisation, or in your local community?" Yes

By donors and worshippers



Base: 3,000 adults 16+, Britain, 2007  
Source: Charity Awareness Monitor, nfpSynergy

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# Chart 11: Number of days given by the average volunteer

"How often did you volunteer...?" Prompted  
By gender and social grade



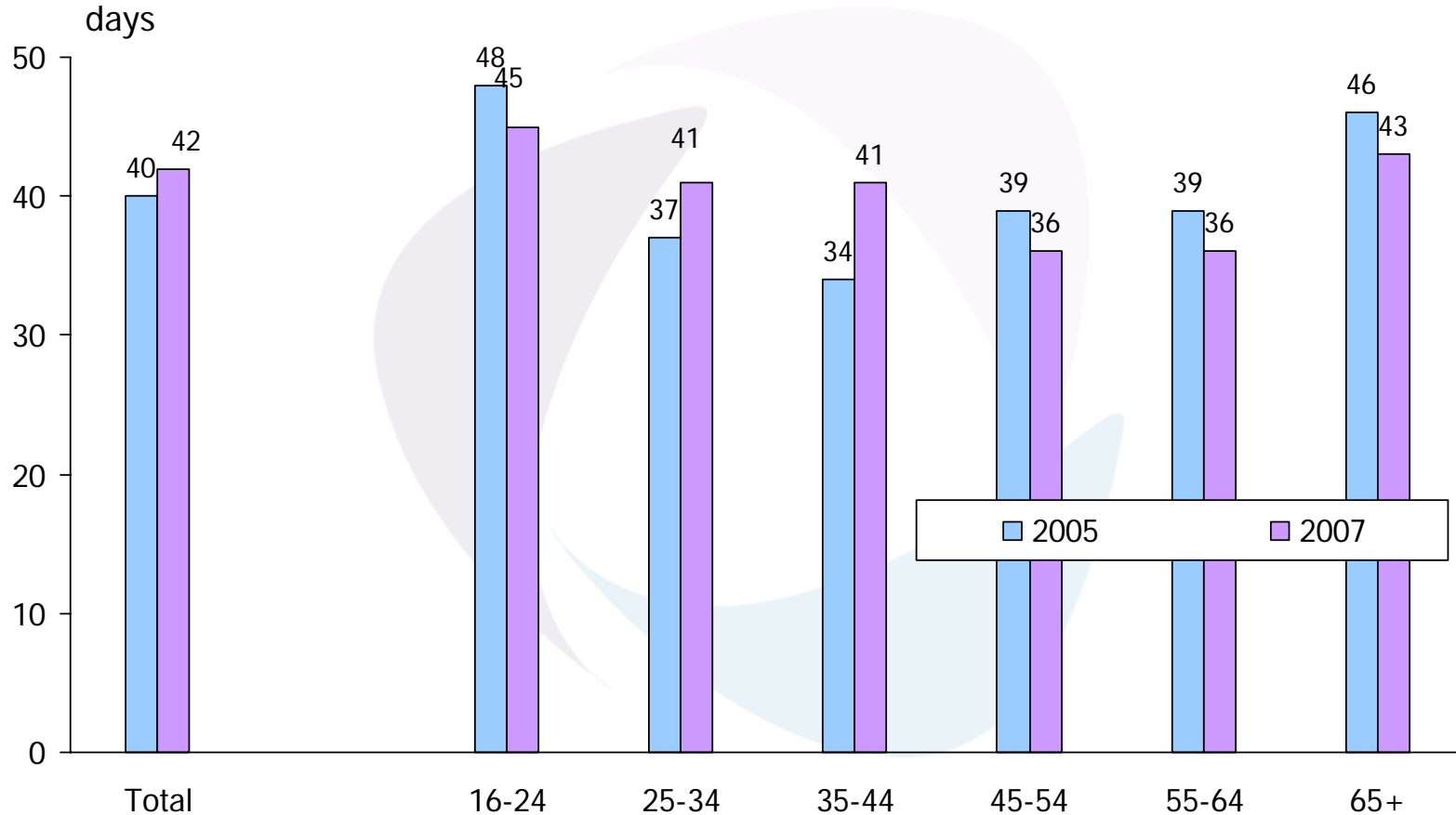
Base: All those who volunteered among 3,000 adults 16+, Britain, 2007

Source: Charity Awareness Monitor, nfpSynergy

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# Chart 12: Number of days given by the average volunteer

"How often did you volunteer...?" Prompted  
By age



Base: All those who volunteered among 3,000 adults 16+, Britain, 2007

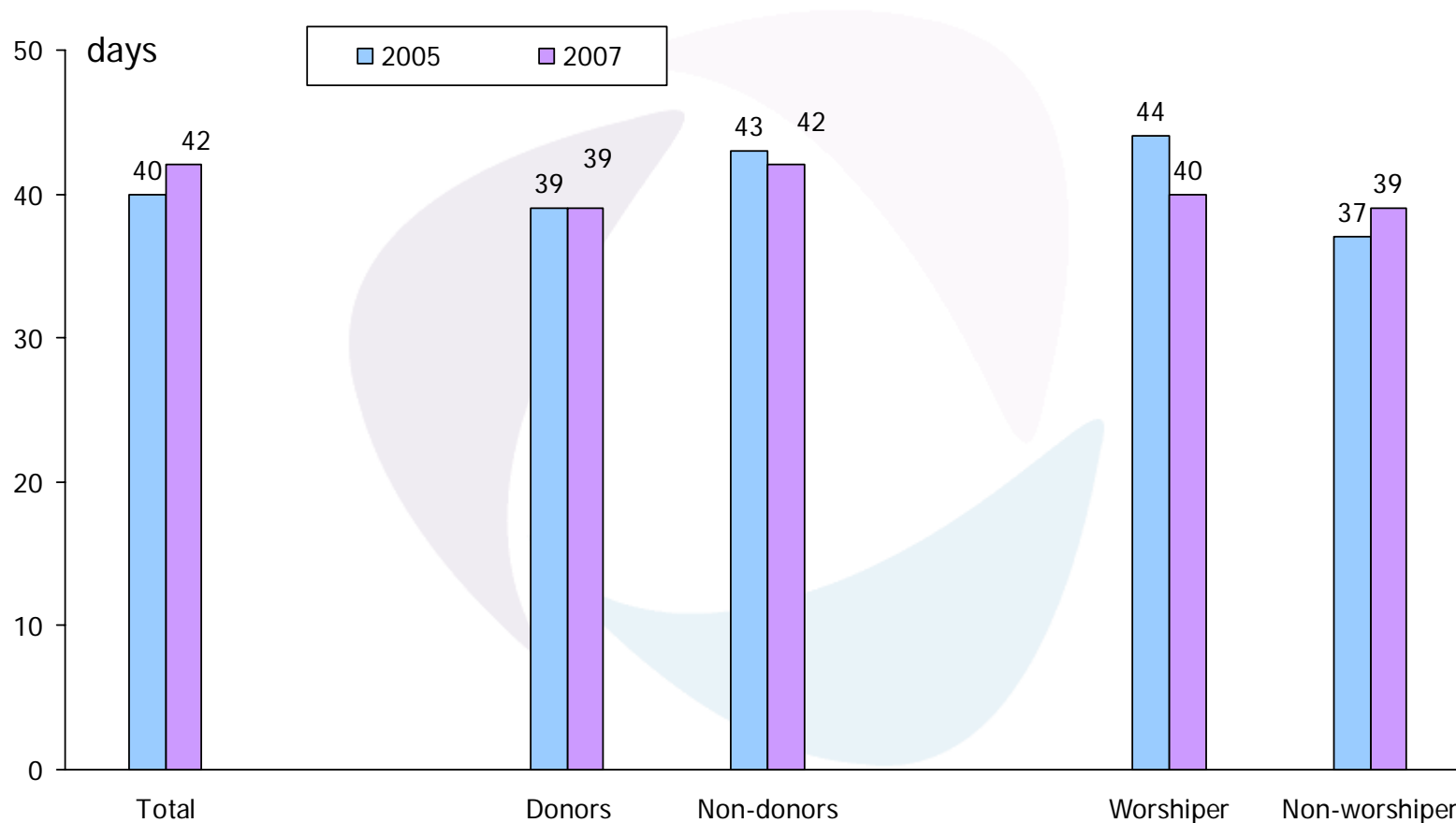
Source: Charity Awareness Monitor, nfpSynergy

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# Chart 13: Number of days given by the average volunteer

"How often did you volunteer...?" Prompted

By givers and worshipers



Base: All those who volunteered among 3,000 adults 16+, Britain, 2007

Source: Charity Awareness Monitor, nfpSynergy

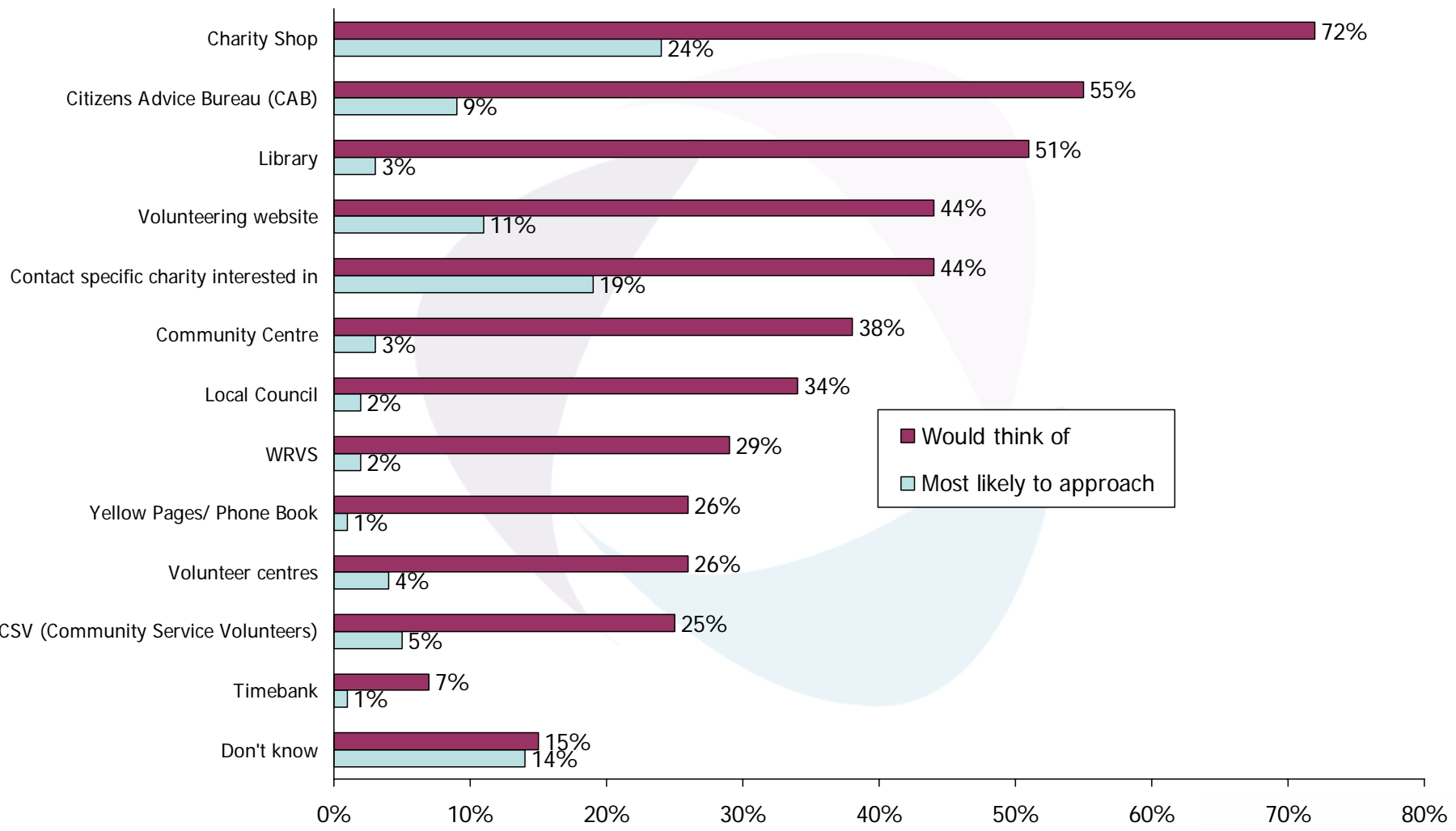
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# Experiences of Volunteering

# Finding out more about volunteering

Below is a list of places that offer information about volunteering in the local community. Please choose: Which of the following would you approach if you were thinking about volunteering? Which of the following sources would you think of as a source for volunteering information?" **Prompted**



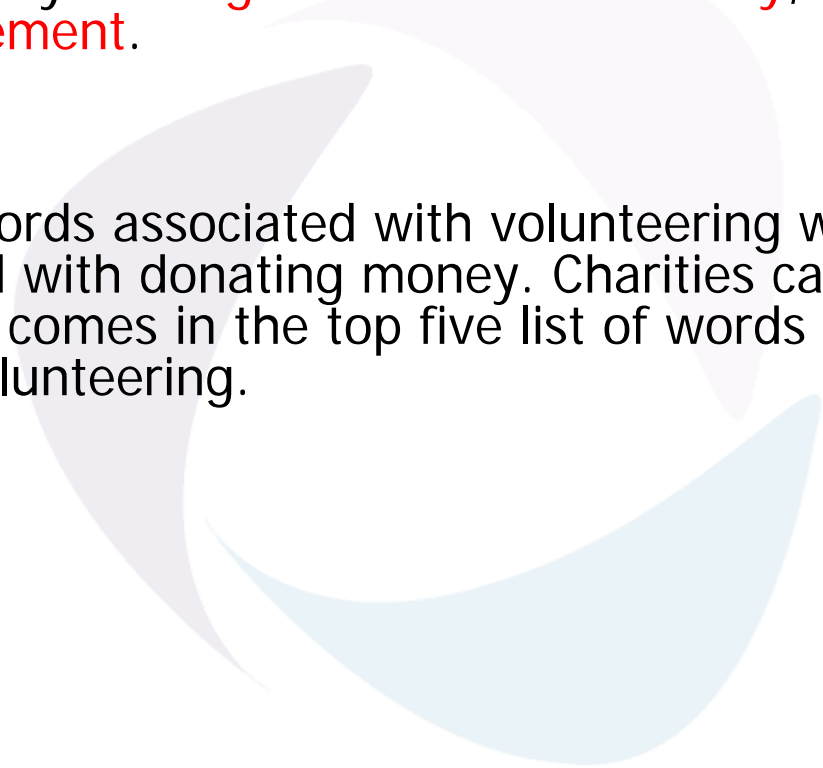
Base: 1,000 adults 16+, Britain. May 2008

Source: Charity Awareness Monitor, nfpSynergy

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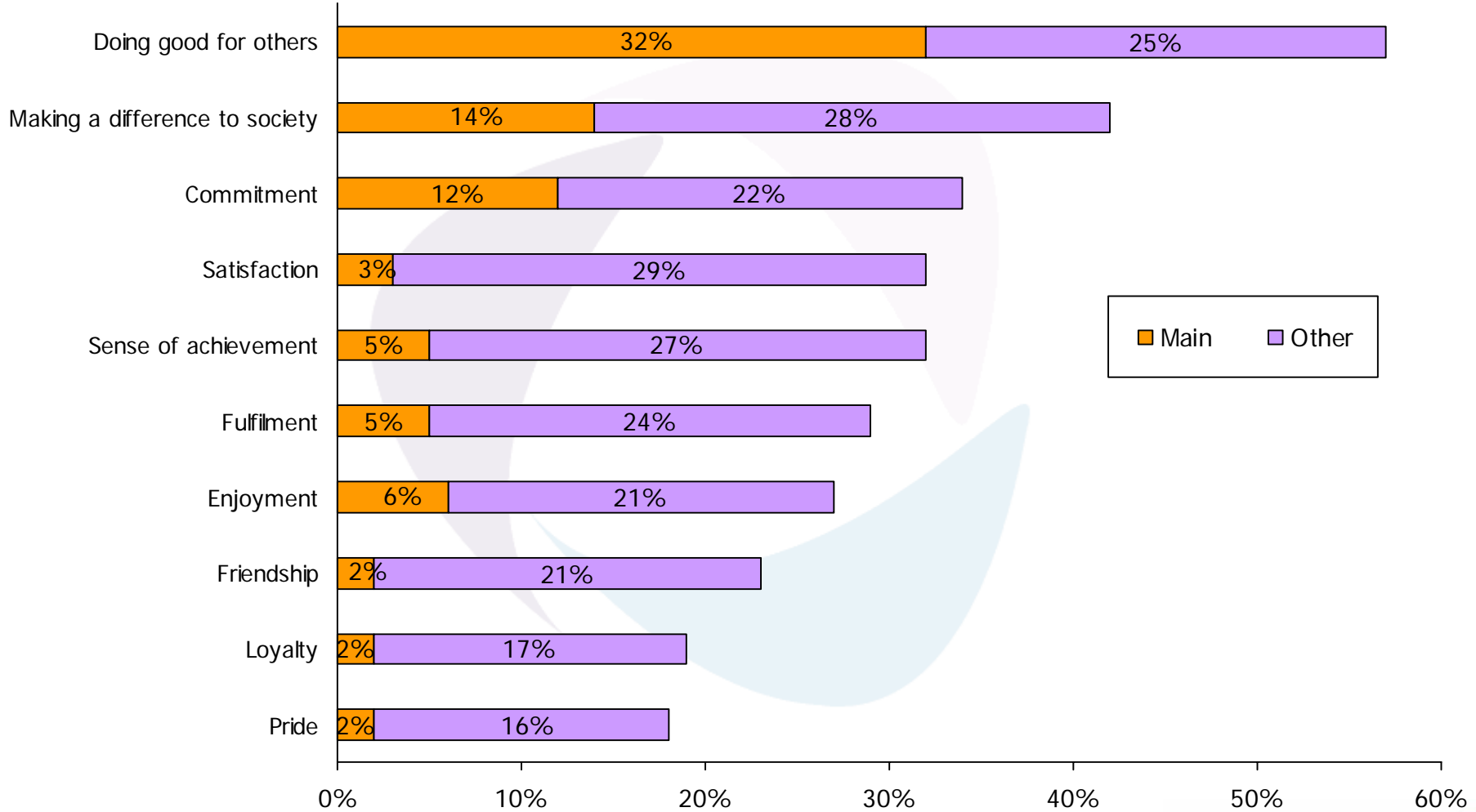
# Words associated with volunteering

- Most popular word associated with volunteering is **doing good for others**, followed by **making a difference in society**, **commitment** and **sense of achievement**.
- The top three words associated with volunteering were the same as the those associated with donating money. Charities can be encouraged that satisfaction comes in the top five list of words to describe both donating and volunteering.



# Top 10 Words associated with **volunteering**

“Thinking about a charity you give time to or **volunteer** for, which is the **main** word or statement that best describes the way you feel about volunteering for this charity, and which **other** words or statements also apply?”



Base: All those who volunteer among 1,000 adults 16+, Britain. May 2008

Source: Charity Awareness Monitor, nfpSynergy

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# Trends in volunteering

- **Trend 1. The rise of the brain volunteer and the demise of the brawn volunteer**
- **Trend 2. The rise of the cause-driven volunteer and the slow decline of the time-driven volunteer**
- **Trend 3. The rise of the selfish volunteer**
- **Trend 4. Volunteering needs to be more like fundraising (and fundraising needs to be more like volunteering)**
- **Trend 5. Volunteering as a factory for community social capital**

# Trends in volunteering

- **Trend 6. The rise of young pro-activists and the decline of young volunteers**
- **Trend 7. We're loving it – experience-seeking employee volunteers hunt in packs**
- **Trend 8. From nursery to nursing home: integrating the experience of giving to charity**
- **Trend 9. The most important idea of all: the productisation of volunteering**

# Productisation of fundraising



# Productisation of volunteering?



# How do charities respond to all this?

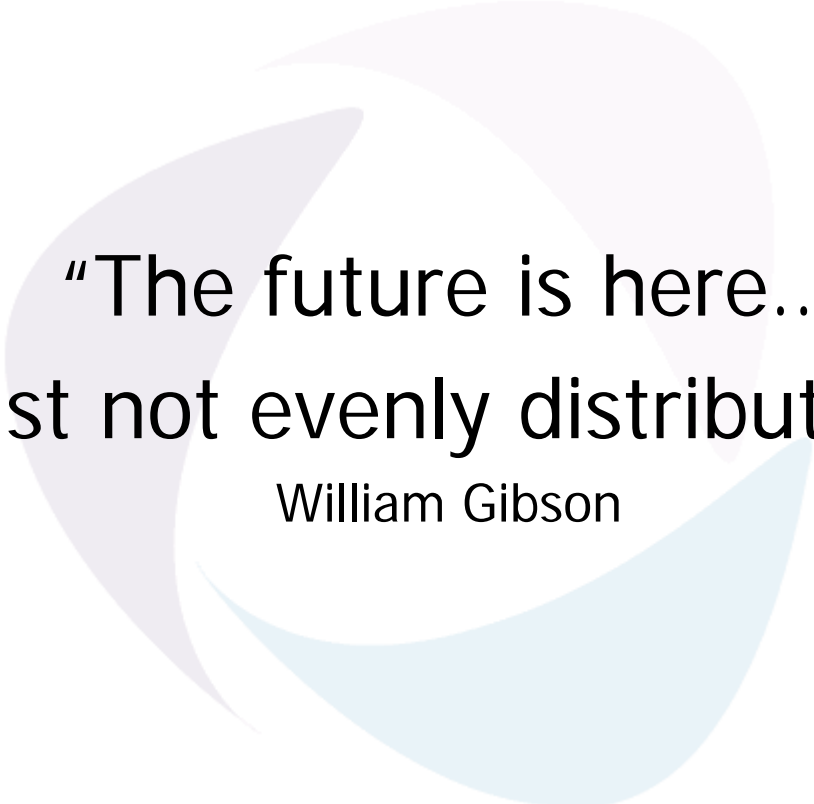
- **Invest in marketing volunteering**
- **Differentiate your volunteering offers**
- **Create volunteering 'products'**
- **Invest in senior volunteering staff**
- **Create/Maintain a database of volunteers and communicate with them**
- **Fundraisers and volunteer managers talk to each other**



## The Obama campaign and volunteering

# The Obama campaign and volunteering

- Obama benefited enormously from the work of legions of grass-roots organisers who gave heart and soul to his White House bid.
- Obama's successes in the early primaries owed much to the tactics and initiative of field organisers
- Obama has taken social media (sending millions of texts to get people to appear at rallies, and also to make campaign-related announcements) and turned it to his advantage. These media can create snowball effects and do the work for you
- Obama had a strong message with achievable goals



“The future is here...  
it’s just not evenly distributed yet”  
William Gibson