



How We Connect: Hopeful and Helpful Data from Today's Volunteers

Welcome!



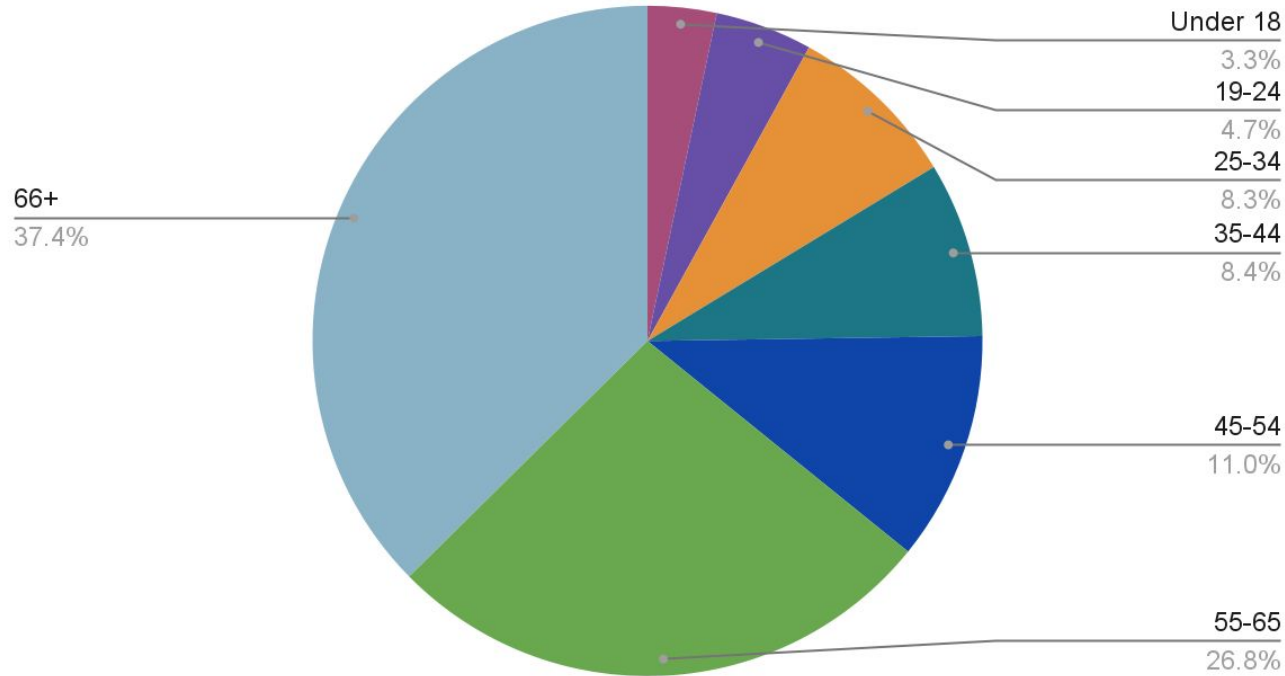
Tobi Johnson, MA, CVA
President - Tobi Johnson & Associates,
VolunteerPro



Jennifer Bennett, CVA
Director, Education & Training,
VolunteerMatch

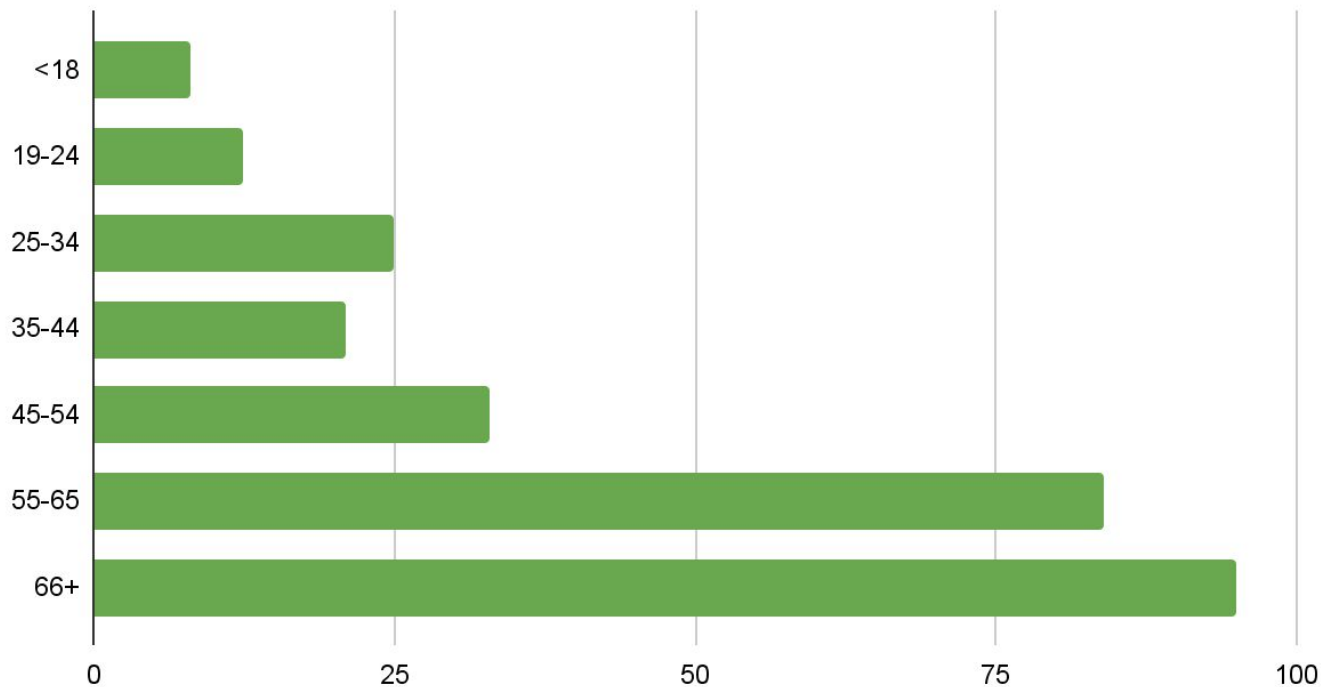
VolunteerMatch Surveyed 1,385 Active and Lapsed Volunteers

Volunteer Respondents



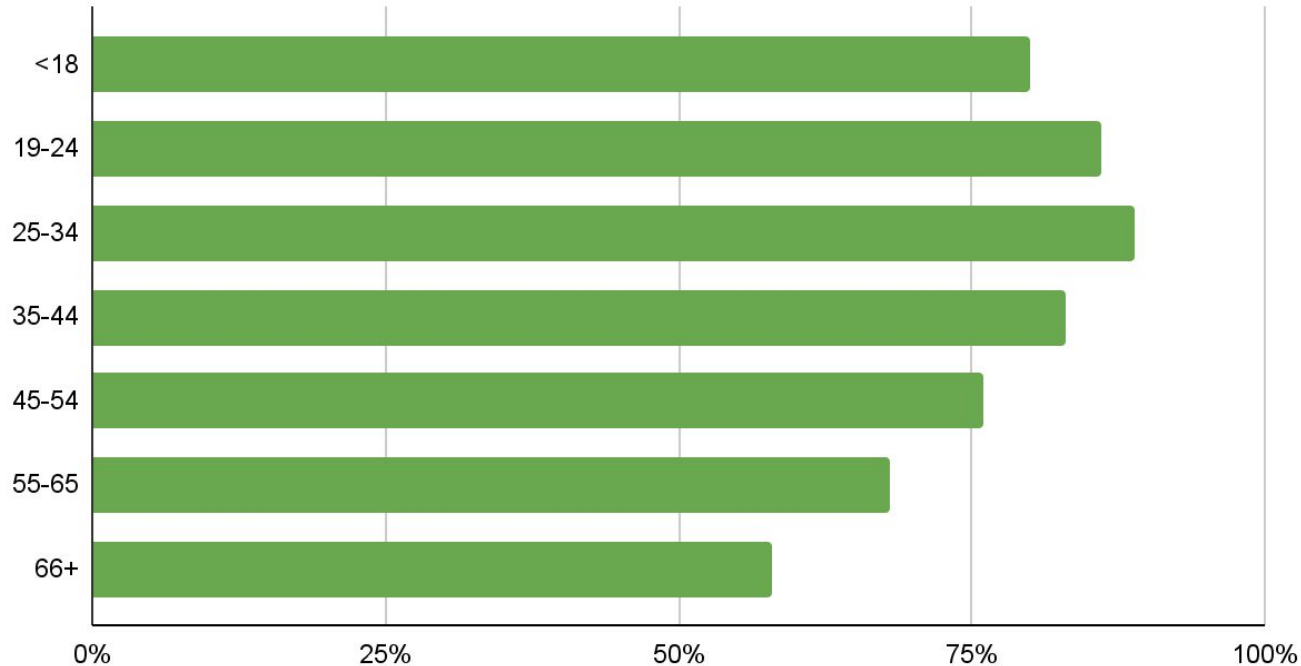
Volunteering in 2022

Median Service Hours



Volunteering in the Future

Plan to Volunteer More Hours and/or Orgs

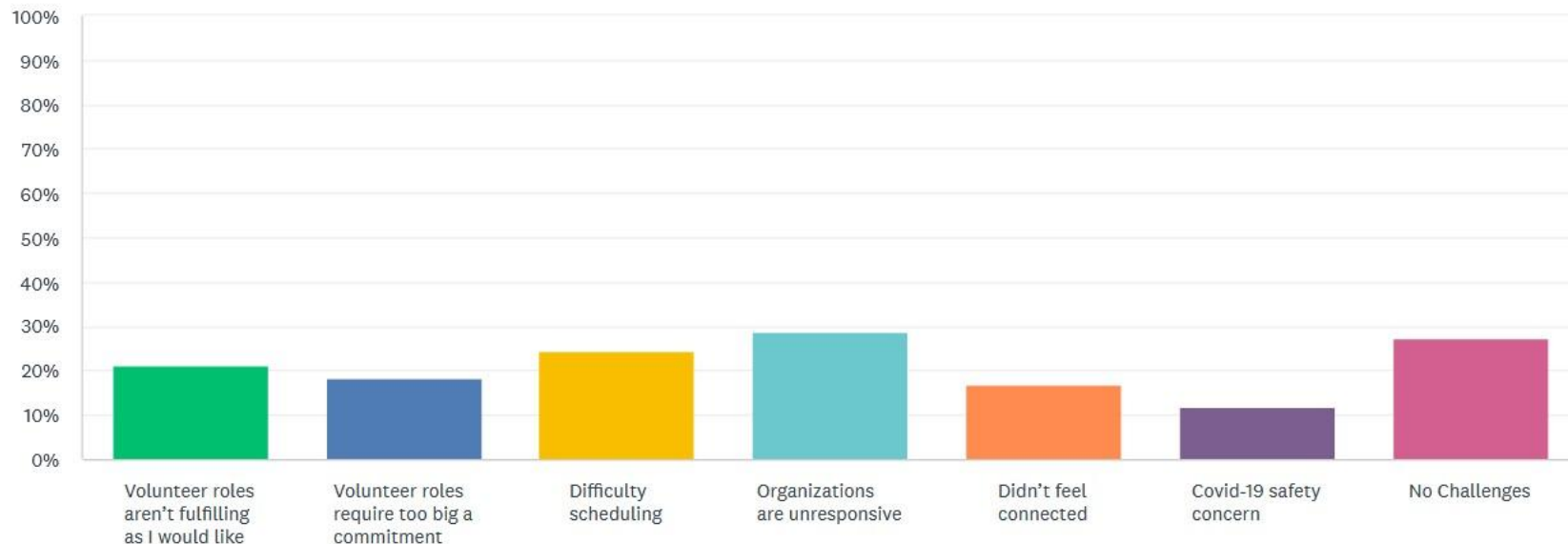


- 19% plan to volunteer the same amount as 2022.
- Only 1% of people plan to do less with the highest incidence in the 66+ group.

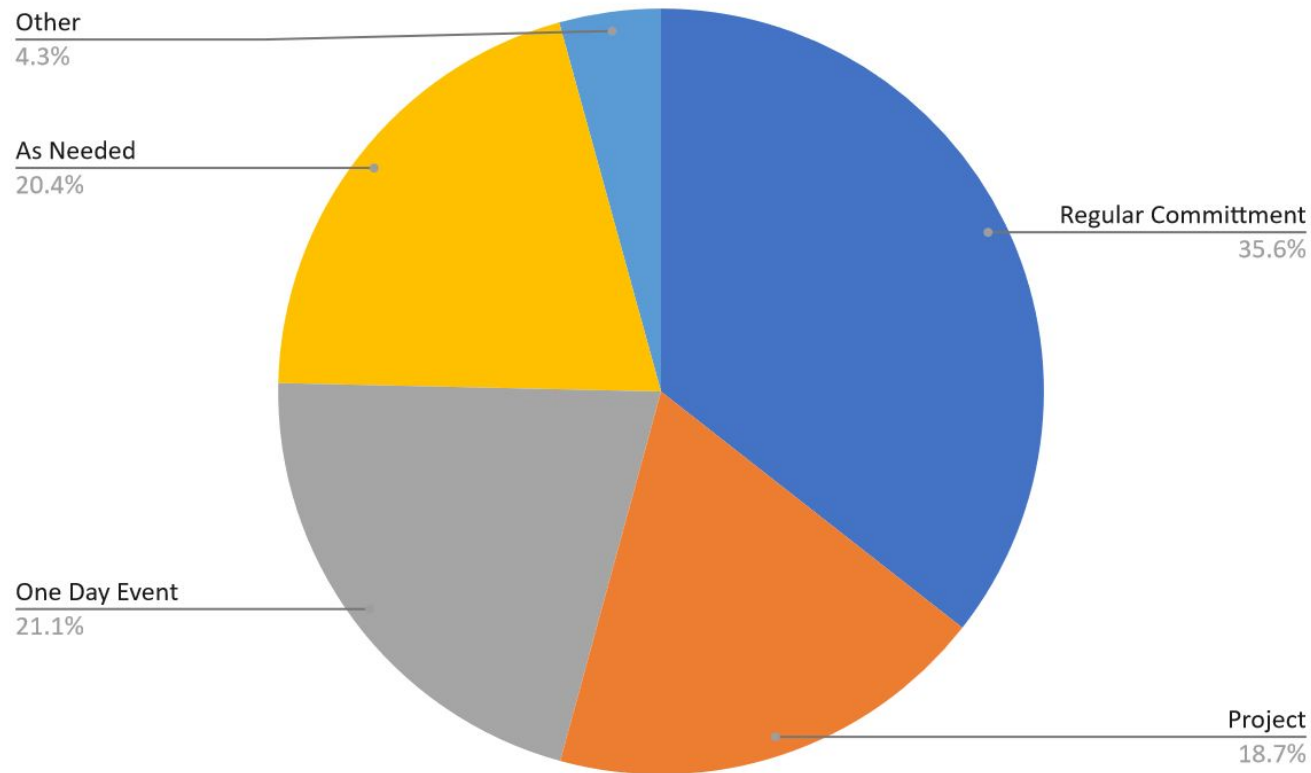
Challenges

The greatest challenges I face when searching for volunteer opportunities include:

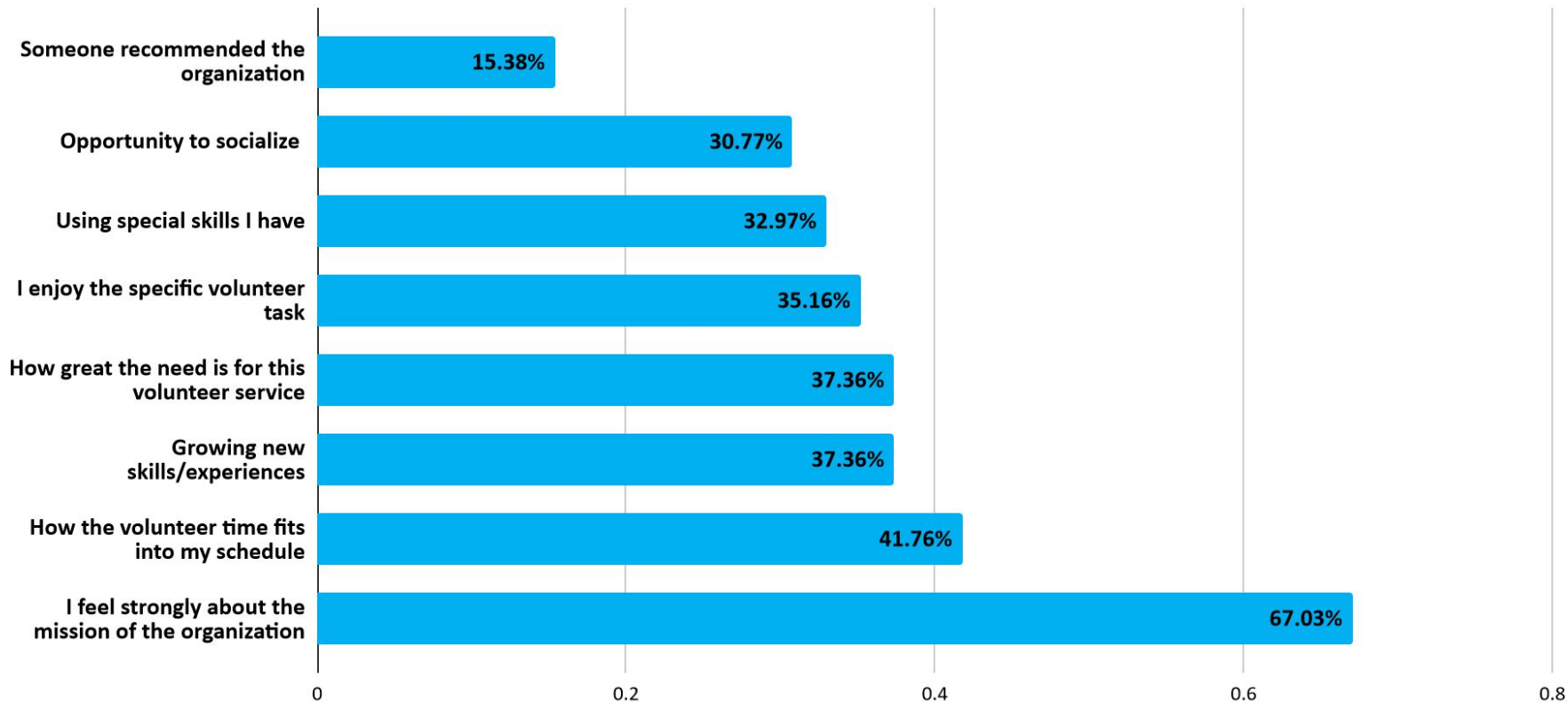
Answered: 1,031 Skipped: 458



I Prefer to Volunteer:



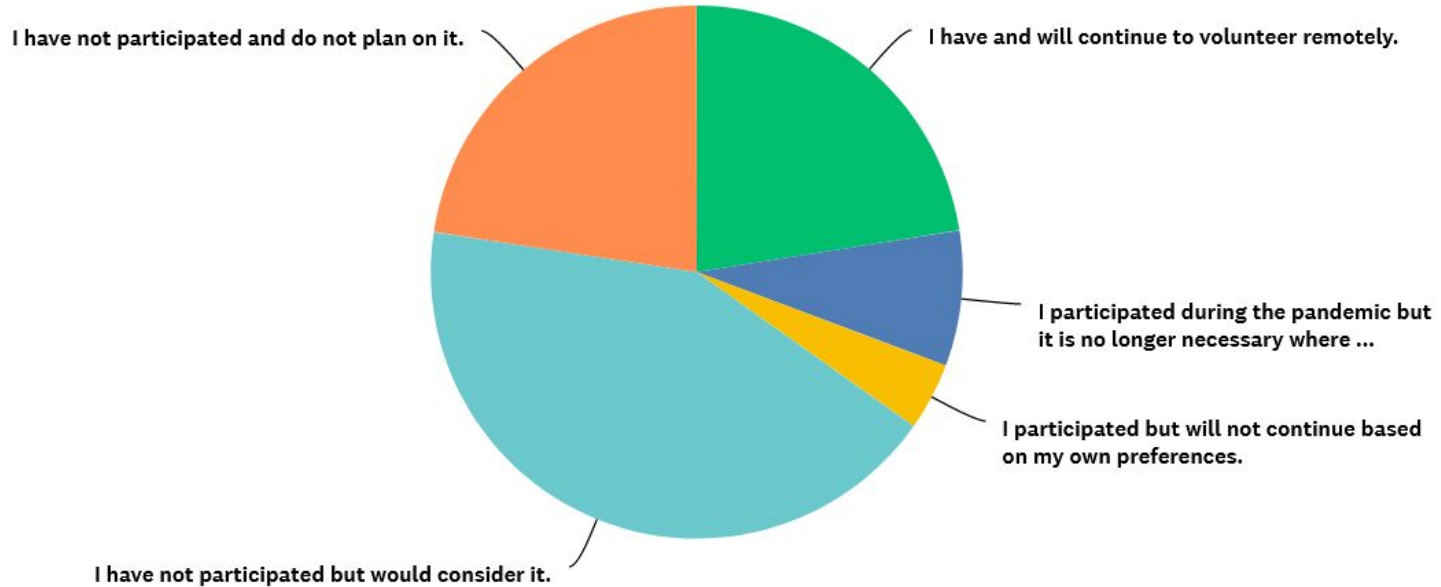
These are the top two factors that help me decide where to volunteer:



Virtual Volunteering

My experience with remote volunteering from home can be best described as:

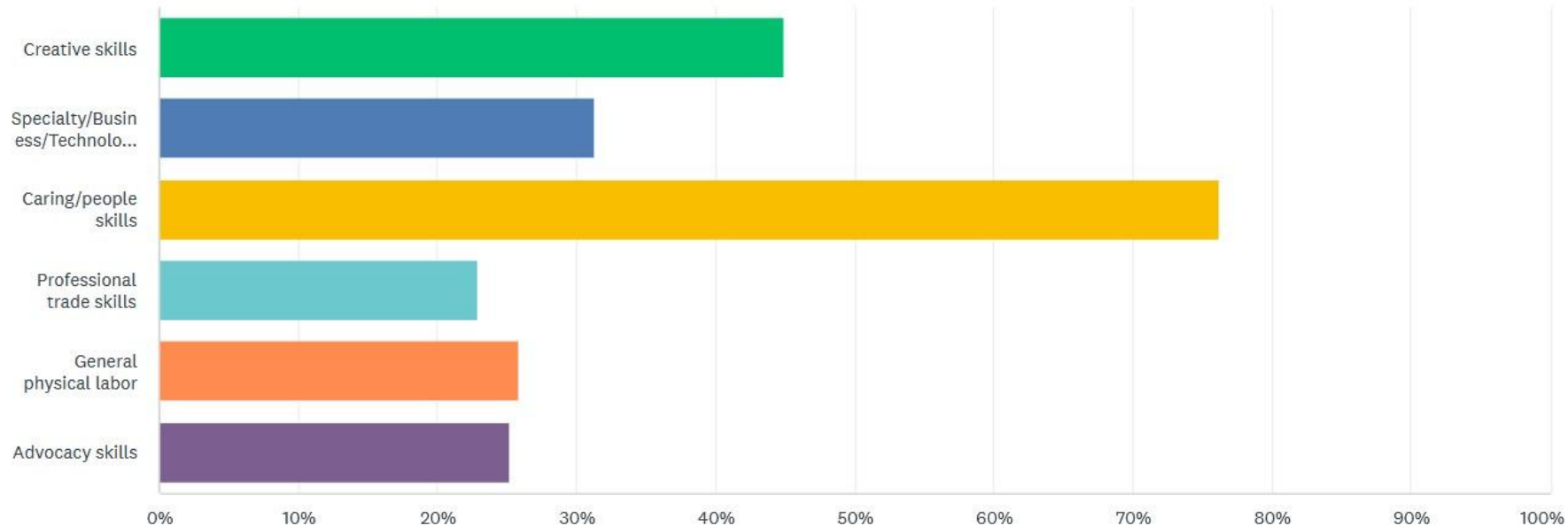
Answered: 1,169 Skipped: 320



Preferred Volunteer Activities

When volunteering I prefer to use my:

Answered: 1,147 Skipped: 342



Profile: Under 18

- 95% in school. 57% are working with an average roundtrip commute of 37 minutes.
- 80% volunteered in some way last year with a median of 8 hours per person. 80% plan to serve more hours and/or with more orgs in 2023.
- Likely to volunteer with **more than one organization a few times a year**. They find organizations on their own or through school/college via website/apps or word of mouth. 57% find opportunities with some effort and the greatest challenge is **difficulty scheduling**.
- How volunteering **fits into their schedule is the top factor (26%) in deciding where to volunteer** followed by feeling strongly about the mission and growing new skills and experience (each 40%). Their primary driver for volunteering is to **build their resume/advance in career or school**.
- They have **tried virtual volunteering** and if not, are open to trying. Some prefer to still volunteer in person. **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Preference is to volunteer for **1-4 hours** per session.

Profile: Age 19-24

- 37% in school. 25% are building their career and 25% are not working or in school and are not retired.
- 33% are commuting 5 days a week and 28% only 1-2 days a week. The average roundtrip commute is 52 minutes, the longest commute of all age groups.
- 80% volunteered in some way last year with a median of 12.5 hours per person. 80% plan to serve more hours and/or with more orgs in 2023.
- Likely to volunteer with **one organization monthly/few times per month**. They find NPO opportunities on their own through the NPOs social media. 50% find opportunities with some effort and the greatest challenges are **difficulty scheduling and roles aren't fulfilling**.
- **Feeling strongly about the mission as well as growing skills and experiences are the top factors (21% for each) in deciding where to volunteer**. Their primary drivers for volunteering are to **make a difference (19%) and build or share skills (17%)**.
- They are likely to have tried **virtual volunteering (30%)** and if not are open to trying (13%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering.

Profile: Age 25-34

- 37% are building their career - the largest of the age groups. 33% are not working or in school and are not retired.
- 46% are commuting 5 days a week and 27% commute rarely or never. The average roundtrip commute is 47 minutes.
- 72% volunteered in some way last year with a median of 25 hours per person. A stunning **89% plan to serve more** hours and/or with more orgs in 2023.
- Likely to volunteer with **one organization monthly/few times per year with a regular commitment**. They find NPO opportunities on their own through websites and apps. 46% find opportunities with some effort and 36% with great effort (the highest ranking age group) and the greatest challenges are **NPOs are unresponsive**.
- **Feeling strongly about the mission (23%) in deciding where to volunteer** . Their primary drivers for volunteering is to **make a difference (24%)**.
- They are likely to have tried **virtual volunteering (23%)** and if not are open to trying (18%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Among those with a preference a longer volunteer shift of 2-4 hours is ideal.

Profile: Age 35-44

- 23% are building their career and 30% are established. 34% are not working or in school and are not retired- the largest of the age groups.
- 41% are commuting 5 days a week and 28% commute rarely or never. The average roundtrip commute is 45 minutes.
- 78% volunteered in some way last year with a median of 21 hours per person. A stunning **83% plan to serve more** hours and/or with more orgs in 2023.
- Likely to volunteer with **1-3 organizations a few times per year with a regular commitment**. They find NPO opportunities on their own through websites and apps. 55% find opportunities with some effort and 21% with great effort and the greatest challenges are **Difficulty Scheduling**.
- **Feeling strongly about the mission (21%) in deciding where to volunteer** . Their primary drivers for volunteering is to **make a difference (27%)**.
- They are 20% likely to have tried **virtual volunteering** and if not are very open to trying (22%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Among those with a preference a longer volunteer shift of 2-4 hours is ideal.

Profile: Age 45-54

- 45% are established in their career, the largest of all age groups. and 24% are not working or in school
- 30% are commuting 5 days a week and 48% commute rarely or never. The average roundtrip commute is 37 minutes.
- 76% volunteered in some way last year with a median of 33 hours per person. 76% plan to serve more hours and/or with more orgs in 2023.
- Likely to volunteer with **1-3 organizations a few times per year with a regular commitment**. They find NPO opportunities on their own through websites and apps. 44% find opportunities with some effort and 27% with great effort and the greatest challenges are **Difficulty Scheduling**.
- Feeling strongly about the mission (27%) in deciding where to volunteer. Their primary drivers for volunteering is to make a difference (30%).
- They are 16% likely to have tried **virtual volunteering** and if not are very open to trying (27%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Among those with a preference a longer volunteer shift of 2-4 hours is ideal while 33% has no preference.

Profile: Age 55-65

- 50% are retired and 33% established in their careers.
- 14% are commuting 5 days a week and 67% commute rarely or never. The average roundtrip commute is 25 minutes.
- 72% volunteered in some way last year with a median of 84 hours per person. 68% plan to serve more hours and/or with more orgs in 2023.
- Likely to volunteer with **1-3 organizations a few times per year with a regular commitment**. They find NPO opportunities on their own through websites and apps. 51% find opportunities with some effort and 26% with great effort and the greatest challenges are **Unresponsive Organizations**.
- Feeling strongly about the mission (30%) in deciding where to volunteer. Their primary drivers for volunteering is to make a difference (33%) and to contribute to a cause they care about (30%).
- They are 10% likely to have tried **virtual volunteering** and if not, are very open to trying (28%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Among those with a preference a longer volunteer shift of 2-4 hours is ideal.

Profile: Age 66+

- 88% are retired.
- 3% are commuting 5 days a week and 85% commute rarely or never. The average roundtrip commute is 18 minutes.
- 76% volunteered in some way last year with a median of 95 hours per person. This is the highest amount of hours per year. 58% plan to serve more hours and/or with more orgs in 2023.
- Likely to volunteer with **1-3 organizations a few times per year with a regular commitment**. They find NPO opportunities on their own through websites and apps. 46% find opportunities with some effort and 27% with great effort and the greatest challenges are **Unresponsive Organizations**.
- Feeling strongly about the mission (26%) in deciding where to volunteer. Their primary drivers for volunteering is to make a difference (30%).
- They are 10% likely to have tried **virtual volunteering** and if not are very open to trying (26%). **Creative Skills and Caring/People** skills top the list of what they want to use when volunteering. Among those with a preference a longer volunteer shift of 2-4 hours is ideal.

Questions?

Thank you!

To learn more visit: