

"All who have meditated on the art of governing mankind have been convinced that the fate of empires depends on the education of youth"  
**Aristotle**



## **THE NEXT GENERATION OF COMMUNITY MEMBERS**

**Shawna Wallace**  
**“A Millennial”**

A decorative vertical bar on the left side of the slide, featuring a gradient from light blue to white. It is adorned with several blue circles of varying sizes, some overlapping the bar and others floating to its right.

# WHO ARE THE “YOUTH”?

The “New” Breed of Volunteers  
--The Millenials

# “THE MILLENNIALS”

## The World’s Hottest Commodity

- Born between 1980 and 2000
- Largest generation to date: 80 million strong
- Well educated
- Sociable and Connected
- Open-minded, collaborative, optimistic
- Achievement oriented
- Have always felt “special”
- Relaxed and laid-back “chill out” generation
- Technological savvy – email and internet; blogs



# “THE MILLENNIALS”

## Shaped by their upbringing

- Focus on Family & Children/Parent Intervention
- “Coddling” Syndrome
- Scheduled; Structured Lives
- Multi-Culturalism and Inclusiveness
- Terrorism
- Realism; Honesty and Truth
- Globalism
- Serve your Community – High School



# WHAT DO THEY WANT?

- You Be the Leader
  - They want great role models
- Challenge Me
  - Learning opportunities and to “try new things”
- Let me work with Friends
  - They like being friends with the people they are working with
- Let's Have Fun
  - Humor, silliness and optimism
- Respect Me
  - Treat ideas respectfully; they'll feel insincerity right away
- Be flexible





## INVOLVING THE “MILLENNIALS”

How can we apply what we know about this generation to civic engagement and volunteerism?

# MODEL OF SOCIAL CHANGE

## THE FREECHILD PROJECT MEASURE FOR SOCIAL CHANGE BY AND WITH YOUNG PEOPLE

ALL COMMUNITY  
MEMBERS EQUALLY  
MAKE DECISIONS,  
TAKE ACTION

YOUNG PEOPLE  
INITIATE, SHARE  
DECISIONS & ACTION  
WITH ADULTS

YOUNG PEOPLE  
CONSULTED,  
ADULTS ACT

YOUNG PEOPLE  
ASSIGNED ACTION  
BUT INFORM  
DECISION-MAKING

YOUNG PEOPLE  
INITIATE,  
YOUNG PEOPLE  
TAKE ACTION

ADULTS INITIATE  
SHARED ACTION  
WITH YOUNG PEOPLE

# WHERE ARE ALL THE VOLUNTEERS?

- Only 5% of students say they became a volunteer because of a school requirement
- Young People with parents who volunteer are more likely to volunteer themselves (strong role models)
- 35% of millennials are regular volunteers; 35% are occasional volunteers and 27% are episodic volunteers



# WHAT DO THE MILLENNIALS WANT?

- They want to be linked to a cause or a mission
- Focus on One-Time Events
- Collective in action
- Be individual with your assignments
- Be Encouraging and Nurturing; honest and truthful
- Be present on the internet



# RECRUITING THE MILLENNIALS

- Frame opportunities as relevant to youth
- Promote Diversity; gender, age and race
- Offer concrete learning and skill development opportunities
- Have competitions and games
- Immediacy – in responses and inquiries
- Portray your organization as “young” friendly
- Use the young volunteers you have already to recruit more
- Allow the opportunity for “new” positions



## WHEN THEY COME TO VOLUNTEER...

- Make time to sit down and discuss the role, duties and expectations – Be very specific
- Try to put them in activities that have a social element – groups is possible
- Clearly define who is in charge and who they contact with any new ideas or concerns
- Adapt volunteer projects to the individual completing them – allow room for creativity in completing the job
- Invite input and show it was used – advisory groups with reporting requirements
- Be Immediate in engaging them in your organization
- Provide opportunities for “supported” leadership



## HOW TO KEEP 'EM...

- Make it Fun – or allow them to make it fun
- Offer incentives (food, a t-shirt etc.)
- Offer to write a letter of reference
- Give positive feedback often and in front of peers
- Allow them to take ownership over a project –  
RECOGNIZE publicly
- Be personal – one year pin vs. individual gift



# EXAMPLES

- Youth on Policy Summit
  - Input and Results
- Feed the Hungry
  - Localized fundraising
- Healthy Communities Initiative
  - Community Health Advocates
- Youth on Board
  - Youth Training Teams

