

Micro Volunteering & Short Term Volunteering



Dublin Volunteer Management Seminar

Tuesday 13 May 2014

Citi, 1 North Wall Quay, Dublin 1



Models of volunteering



Entrepreneurial Volunteering

- Individuals approaching organisations with their own self-defined projects or roles,. While independently-proposed projects are more difficult to anticipate and may be a bit more challenging to manage,

Episodic Volunteering

- Another recent trend has been a shift away from regular, long-term volunteering. This has created significant challenges for many organizations that depend on consistently available volunteers (think mentoring, health=

Informal Volunteerism

- As professionals in the field of volunteer engagement, it is easy to forget that an entirely separate strand of engagement exists worldwide that we many never see – informal volunteering.

Mandated Volunteerism

- There will always be debates on what constitutes volunteering. For some, it is the absence of pay. For others, it is the willingness to give time without personal reward.

Residential Volunteerism








- What is residential volunteerism? It's that middle-ground between local volunteerism and national service. Volunteering for a prolonged period of time, whether it be weeks or months,

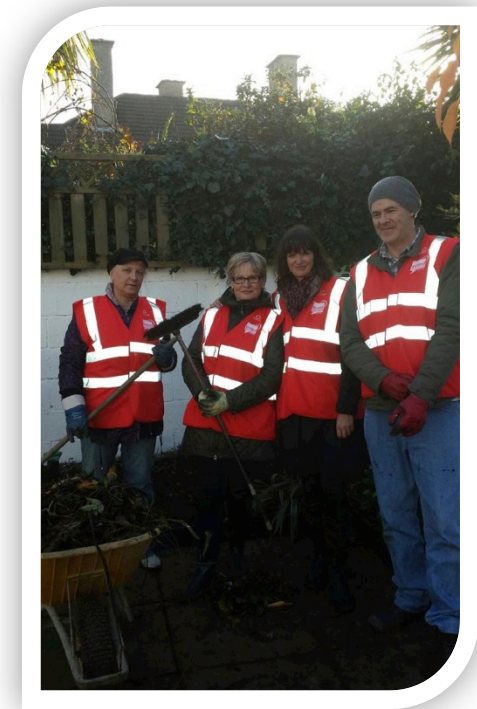
Large scale volunteer programmes



Our experience










-  Engaged 29 different nationalities in 14 months
-  Aged 16 to 67
-  Irish and Migrant volunteers
-  86% first time volunteers
-  92% were engaged in 3 or more events
-  74% went on to volunteers in other organisations including long term volunteering
-  100% would recommend us to a friend

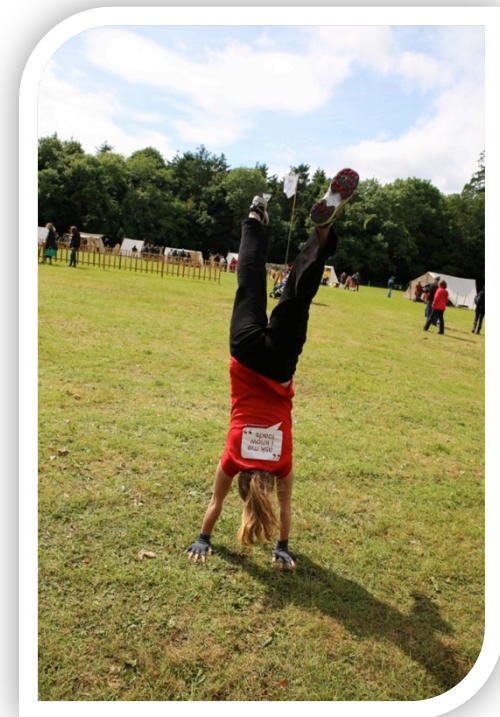


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Volunteer Training



-  Training event a week in advance
-  Orientation on site before your shift
-  Team Leader Training
-  Crowd Management Training
-  Health & Safety Training
-  City & Guilds Event Steward Training
-  Appreciation & Thanks

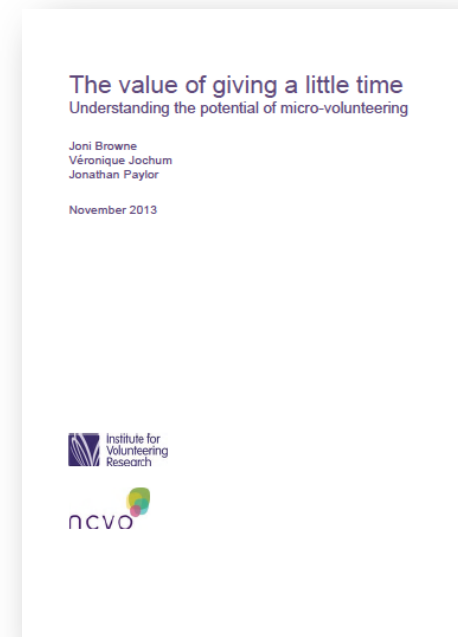


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The research



-  Carried out by Institute of Volunteering Research
-  Report challenges commonly held beliefs about micro volunteering
-  Average number of hours decreasing steadily
-  Trends towards one off / short term volunteering





www.ivr.org.uk

Technological advances



 Harnessing of technology advances organisations capacity to engage

 Platforms to support micro volunteering already exist in UK, US and Japan.

 In 2011 UK's Giving White paper suggested online & micro volunteering were a great opportunities to get people involved in Social Action





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Impacts



 More and more organisations are creating micro volunteers roles

 Research shows organisations that offered micro volunteering had benefited greatly, broadening profile of volunteers and improving reach and capacity

 There are challenges, it requires forethought and management to get the best results.



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Examples of micro volunteering



	Campaigning and communication	Fundraising	Research and data	Practical help
Completed offline	<ul style="list-style-type: none">• Signing a petition• Taking part in a flashmob• Giving a talk to raise awareness• Preparing a video• Sending cards• Manning a stall at a fair	<ul style="list-style-type: none">• Taking part in a street collection• Running at a sponsored race• Taking up a charity branded credit card• Placing a collection box in a local shop	<ul style="list-style-type: none">• Completing a questionnaire• Providing a case study	<ul style="list-style-type: none">• Sorting out recycling• Helping with stage make-up• Taking part in a tree planting event• Painting a pop-up shop• Baking a cake for a community event• Collecting goods from people's homes• Knitting a hat for a premature baby

Examples of micro volunteering



Completed online	<ul style="list-style-type: none">• Signing a petition• Liking a Facebook page• Providing feedback on marketing materials• Writing a blog post• Taking part in a webinar or online discussion• Retweeting a message	<ul style="list-style-type: none">• Crowdfunding• Online sponsorship• Signing up to Everyclick¹² search engine• Shopping online via TheGivingMachine¹³	<ul style="list-style-type: none">• Completing a questionnaire• Reporting an issue (e.g. graffiti)• Counting birds in your garden• Providing a case study• Contributing content to Wikipedia• Crowdsourcing recommendations• Donating photos	<ul style="list-style-type: none">• Donating computer capacity• Setting up a Facebook event• Graphic design of a logo or webpage
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The dimension of opportunities



Opportunity from the research	Where is it promoted?	Where does it take place?	How is it completed?
Baking a cake for a community event	Offline (word of mouth)	Offsite (at home; no face-to-face interaction)	Offline
Painting a pop-up shop	Online (via Facebook event)	Onsite (with face-to-face interaction)	Offline
Writing a blog post	Online (via an organisation's website)	Offsite (at home; no face-to-face interaction)	Online
Reporting an issue	Online (via an online platform)	Offsite (on the move; no face-to-face interaction)	Online

Features of micro volunteering




-  Duration – small increments
-  Easy to get started and do
-  Immediacy – quick to start, complete and minimal planning
-  Convenience – you decide
-  No formal agreement in place
-  Frequency – one off can be repeated
-  Activity focuses on tasks not individual
-  Location – online or offline




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Concerns



 If someone volunteers an hour, 100 hours on 1000 hours, they should be branded as a volunteer.

 You can call them all sorts, but the bottom line is they are a volunteer.



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Preferred names



Micro actions



Taster sessions



Ad-hoc



Spontaneous



Mini help




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Myths



 Micro volunteering does not replace long term volunteering

 It diversifies and complements it by acknowledging that people may want to support in different ways

 Volunteers do not always choose one type of volunteering over another but frequently participate in more than one activities or with multiple organisations

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Who was interested?



 People who had never volunteered before

 Existing volunteers who want to supplement their existing actions






 Existing volunteers who want to change their existing volunteering



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The benefits



-  It provides convenience and flexible opportunities that fit into people's lives
-  It engages with a wide variety of people
-  It can engage large numbers
-  It provides a gateway to more sustained and long-term volunteering
-  Can sustain engagement through travel or illness.



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Event Volunteers

Keep in touch

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