

Generational Differences in Volunteerism:

Tailoring the Ask for Success

Lisa Morin



- Bodwell Center for Service and Volunteerism at University of Maine since 2010
- More than 25 years experience working with non-profit organizations largely supported by volunteers and creating community service opportunities
- Heart of Maine United Way Community Impact Committee Member since 2011
- Served on community boards and committees as well as City Council and School Board

Trisha A Mason, MA

TRISHA,
Director of
Service Learning

**Engaging Students
for Good**

This world needs all of us.

*what's **your** part?*

UNE

UNIVERSITY OF
NEW ENGLAND

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- Founded the UNE office of service learning
- Created mutually beneficial long term partnerships, created positive community impact
- Engaged hundreds of health professions student in service to vulnerable populations
- Continually adapting programming to changes in student demographics, motivations, environment, schedules, community needs, etc.

SO WHO ARE THE DIFFERENT GENERATIONS?

Here is how they are often grouped:



TRADS
1928 – 1944

TRADITIONALISTS:

Value authority and a top-down management approach; hard working; 'make do or do without'.



BOOMERS
1945 – 1964

BABY BOOMERS:

Expect some degree of deference to their opinions; workaholics



GEN X
1965 – 1979

GENERATION X:

Comfortable with authority; will work as hard as is needed; importance of work life balance.



GEN Y
1980 – 1994

GENERATION Y:

Respect must be earned. Technologically savvy; goal and achievement oriented.

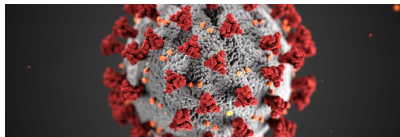


GEN Z
1995+

GENERATION Z:

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

Covid Generation a.k.a.
Gen Alpha



Engaging the Generations in Volunteerism: *Characteristics*



Dedicated, disciplined, rule followers, respect for authority.
Least likely volunteers, but contribute most hours.



Team Orientated, financially stable, workaholics, loyal.
Contribute more hours than their share of the population.



Self Reliant, skeptics, task oriented, risk taker, work/life balance.
Younger ones contribute more than older within this subset.



Tech Savvy, high expectations, goal focused, work smarter not harder.
Younger ones contribute more than older within this subset.



Curious, creative, entrepreneurial, social justice, immediate satisfaction.
Most likely to volunteer and/or be required to.

Engaging the Generations in Volunteerism: *Motivation/Influences*



My Duty/Your experience is respected/Officials



I can help make things better/You are needed/Experts



Why do I get involved?/Do it your way/Practitioners



I have great ideas/You'll be part of a great team/Peers



Trackable change/Receive mentorship & feedback/Ethics & diversity

Engaging the Generations in Volunteerism: *Engagement*



Leave a legacy, be a mentor



Raise your status, create an impact, accessibility & regular communication



Gain skills, achieve more, build like minded community



Be creative, provide input, family friendly



Demonstrate, show value, flexibility

Engaging the Generations in Volunteerism: *Communication*



Traditional, print, face to face



Broadcast, mass media, face to face, email



Direct, targeted, email, text

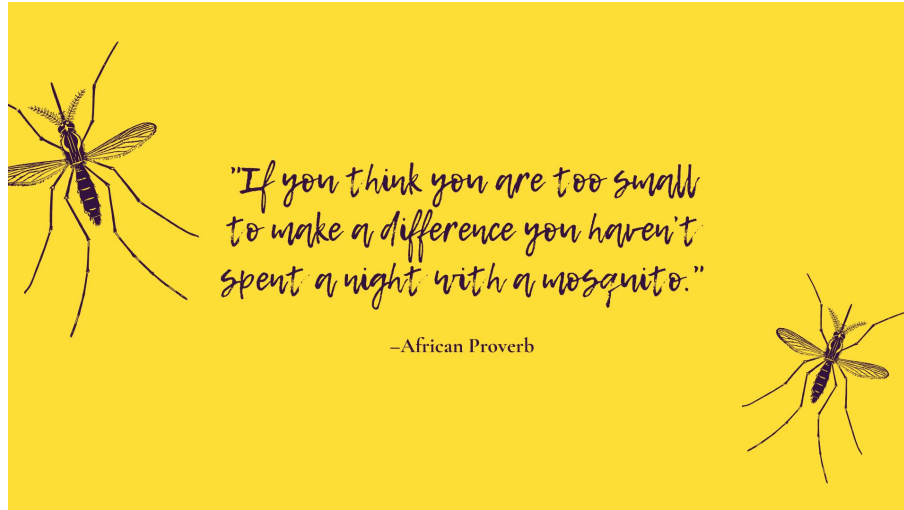


Online, linked, text, social media

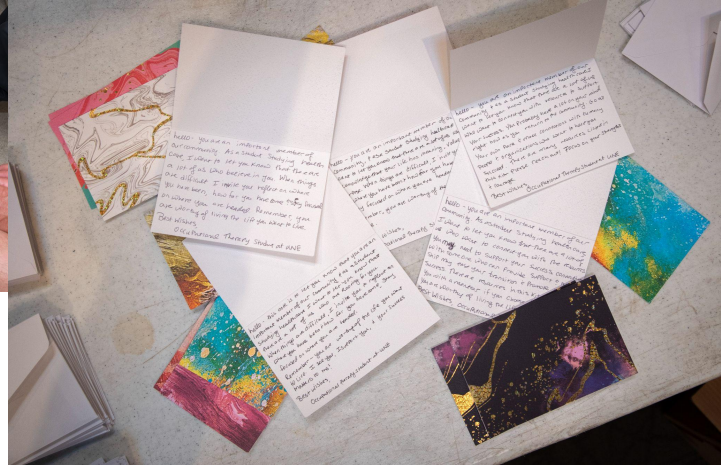


Digital, social media, text

Keys to Creating (and maintaining) a *Lifelong Commitment to Service*



Create Multiple Pathways for Engagement



SPRING 2024 WCHP SERVICE LEARNING*

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Meals for Maine Food Insecurity Project Planning Team - September 2024

In partnership with the Office of Student Life close to 750 volunteers will pack 50,000 non-perishable meals (on each campus) that will be distributed state-wide to those in need. Become part of the team that will help plan and fundraise for the 7th annual event.

Harm Reduction Public Health Project with Maine Dept. of Corrections - March 25th AND April 1st 5-8pm in Windham

Tour the Maine Correctional Center in Windham, be oriented on harm reduction by wardens, health care providers, parole officers and their clients and learn about the positive impact you can have on individuals as they are released from incarceration. Students will work together with clients, officers and staff as they assemble 1,000 wellness kits that will be distributed state-wide. By application only, limited space available for participation.

Barren Center Dinner with Friends & Craft Night - 5-6:30pm / 2, 5, 3, 5, 4, 4 & 3, 28

Choose to spend an evening (or multiple) getting to know an elder in our community. Residents range from 49 to 86 with a variety of backgrounds. Students will dine in pairs with residents (dinner provided). A "Sun & Bloom" Craft night will have you creating and planting fun spring projects alongside residents.

Wellness Center at Westbrook Public Housing - Wii Bowling League & Mini Wellness Fair - Dates TBD

The UNE wellness center links students, faculty and staff with the 850+ residents of Westbrook Housing Authority, a leading provider of affordable housing for older adults in Maine (average age 72). Students collaboratively organize wellness activities for residents and host fun and interactive events.

Milestone Recovery - Info Session & Sandwich Making - Dates TBD

Learn about homelessness and substance use disorders while assisting the shelter. We will assemble nearly 50 PB&J sandwiches and discuss volunteer opportunities. Following students can sign up to lead a supply drive, shadow the HOME Team, serve dinner and/or help staff with other tasks.

Boys & Girls Club of Greater Portland - Mentoring, Tutoring & Special Events - Info & Orientation Feb 8 @ 12pm

Attend this required orientation, presented by club staff to learn about volunteer opportunities in and around the Portland Clubs.

Portland Schools STEM Expos - 3, 22, 4, 4, 4, 5 - 8:30-12:45

Gather some classmates and create an interactive and educational station that showcases STEM elements of your academic program.

Register using the QR code to receive more information including applications, deadlines, etc. for your top choices:

* Subject to change. Email: tmason2@une.edu with any questions. Follow us @uneservicelearning



Diversity Communication

WCHP OFFICE OF SERVICE LEARNING PRESENTS

GET INVOLVED IN SERVICE

SERVICE LEARNING MEET & GREET

12-1PM
29 JAN

ALEXANDER WING LOUNGE

GRAB SOME LUNCH & LEARN ABOUT THE WIDE VARIETY OF SERVICE OPPORTUNITIES AVAILABLE THIS SEMESTER

FMI: TRISHA MASON, TMASON2@UNE.EDU
WWW.UNE.EDU/WCHP/SERVICE

DINNER WITH FRIENDS

Good Company, Good Conversation and Good Food!

5:00-6:30PM

MONDAY, FEBRUARY 5TH
TUESDAY, MARCH 5TH
THURSDAY APRIL 4TH

CRAFTS & PLANTING HERBS-
THURSDAY MARCH 28TH
The Barron Center, 1145 Brighton Ave,
Portland

Join us at the Barron Center for dinner and get to know the residents! Share wisdom, share jokes, share stories and make a new friend. Sign up via Google Sheets





A Collaboration of the Office of Student Life
and WCHP Office of Service Learning
in Observance of the September 11
National Day of Service and Remembrance

Thank you to our generous sponsors:



Demonstrate
value to
each
constituency



**Connect multiple generations
with each other**



Engage
early...
and often

Be inclusive, flexible and adaptable





THANK YOU

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Who are we?

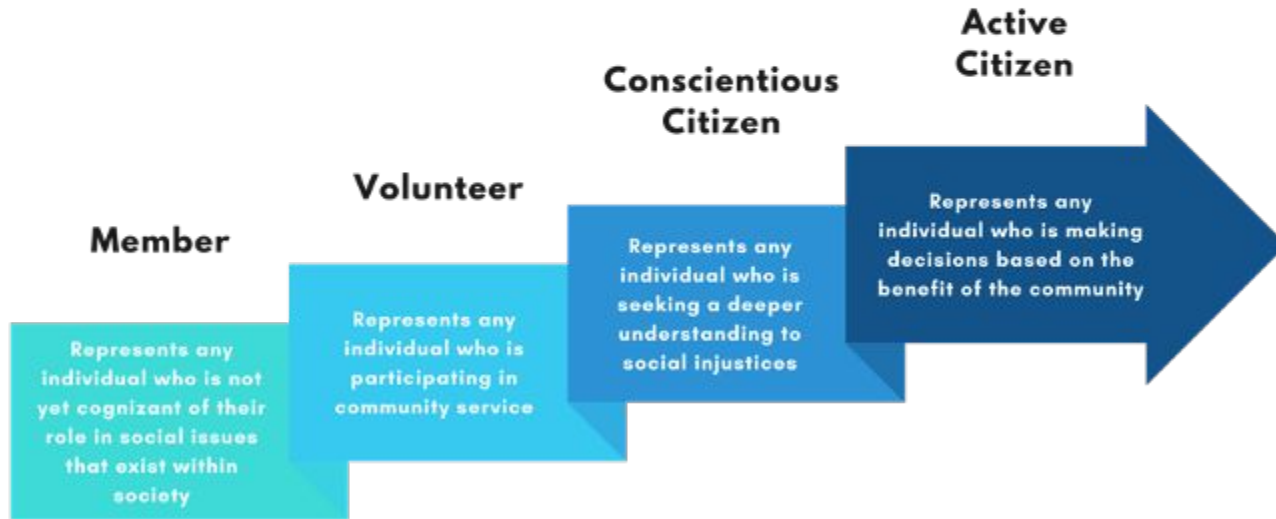
- Non-Profits
 - Educators (early childhood through HED)
 - Companies with lots of employees
 - Rely on volunteers
-
- Volunteered as a child (18 and under)
 - Serve on a committee or board
 - Volunteered with friends
 - Volunteered with family/children
 - Moved to a new State or Country



Creating a Lifelong Commitment to Service

ACTIVE CITIZEN CONTINUUM MODEL

Adapted from Break Away (2014)



Types of Volunteer Opportunities

Episodic/One Time vs Regular

Individual vs Group

Skilled vs Unskilled

Career vs Hobby

Direct Contact vs Indirect Contact

Family Opportunities

Barriers by Generation



Online advertising or signup, don't use email, transportation



Online advertising or signup (older), transportation, caring for grandchildren



Working full-time, families (younger)



Working full-time, families, time for dinner



Don't use email or social media as much, too many accounts, over committed, transportation, what about the ones that didn't go to college, immediate satisfaction, but less face-to-face



Variety
is the
spice of life!



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