



How to Recruit & Engage Younger Volunteers



Made for Kindful
by Madison Mikhail Bush
POINT Founder & CEO



Madison Mikhail Bush, CEO

Stephanie Page, Head of Partnerships

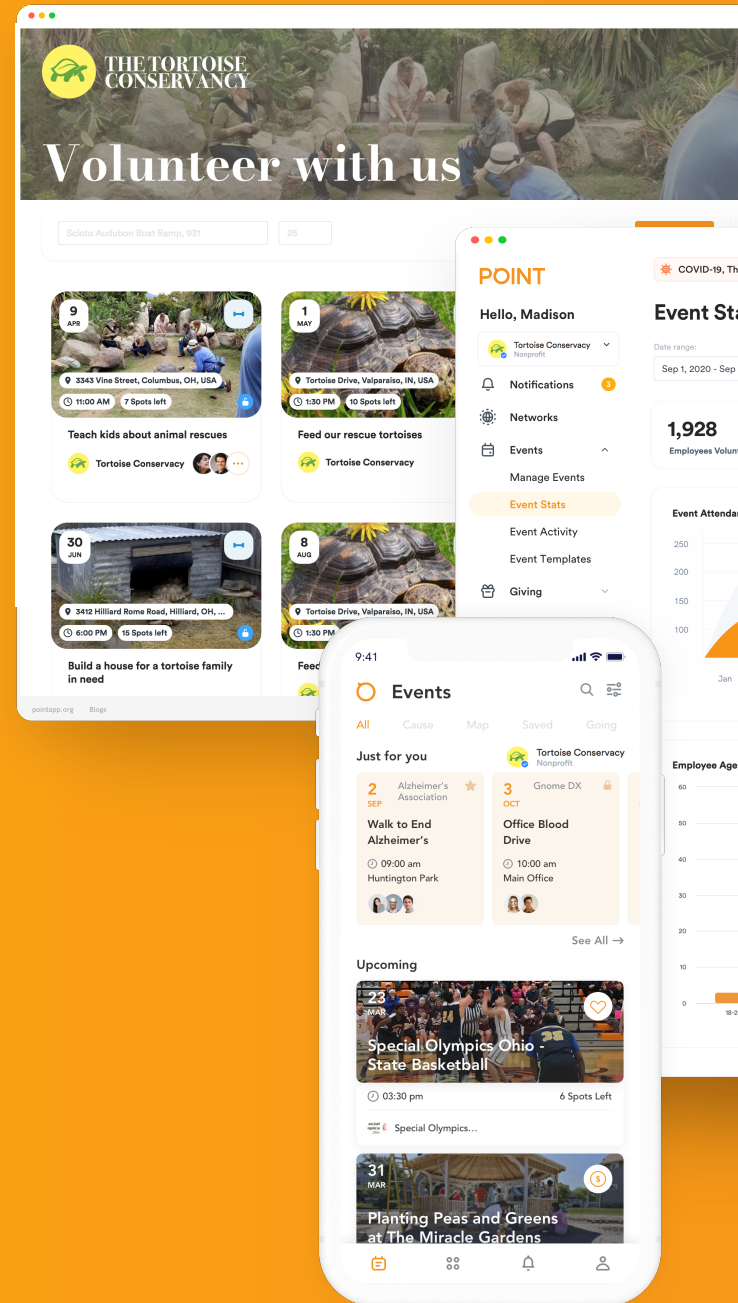


pointapp.org
stephanie@pointapp.org

What's POINT?

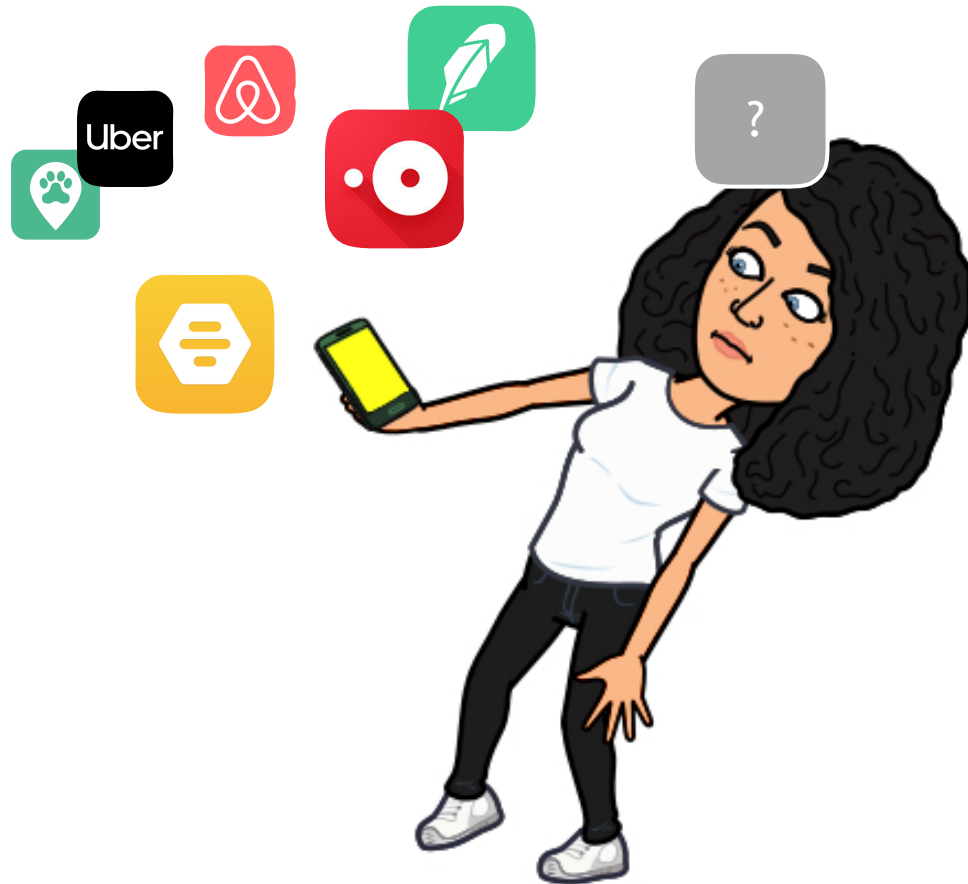
POINT is an all-in-one *free* volunteer management platform.

We provide the POINT volunteer app, website integration, and powerful admin dashboard for free to all local nonprofits.



Why POINT

We started with a volunteer app.

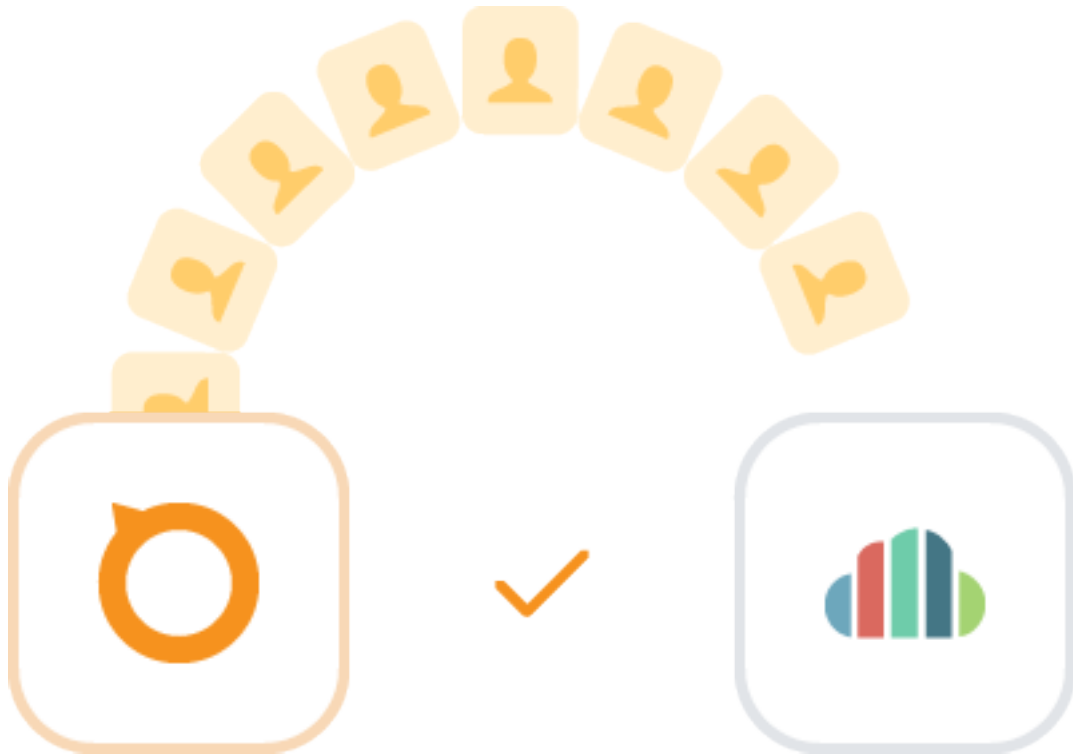


Create a starting point
for younger people to
engage with local
community nonprofits.

(There's an app for everything else).

Kindful + POINT Integration

Volunteer platform + Donation CRM



79 percent of volunteers also donate to the organization.

Volunteers donate 10x more than non-volunteers.



How to Recruit & Engage Younger Volunteers

Let's Get Started

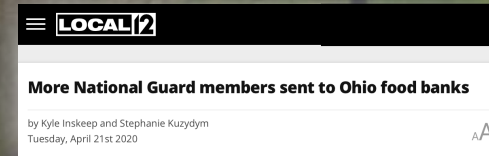
How to engage millennial and GenZ volunteers.

1. Why engage younger volunteers?
2. About the next generations
3. Volunteer trends
4. How to market
5. Why “Experience” Matters

Why Younger Volunteers Matter

1. Future of our organizations
2. COVID volunteer shortages

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The Washington Post
Democracy Dies in Darkness

**Food banks are seeing
volunteers disappear and
supplies evaporate as
coronavirus fears mount**

2. About Millennials and GenZ

2. About

The next generation: GenZ (1995– 2010)

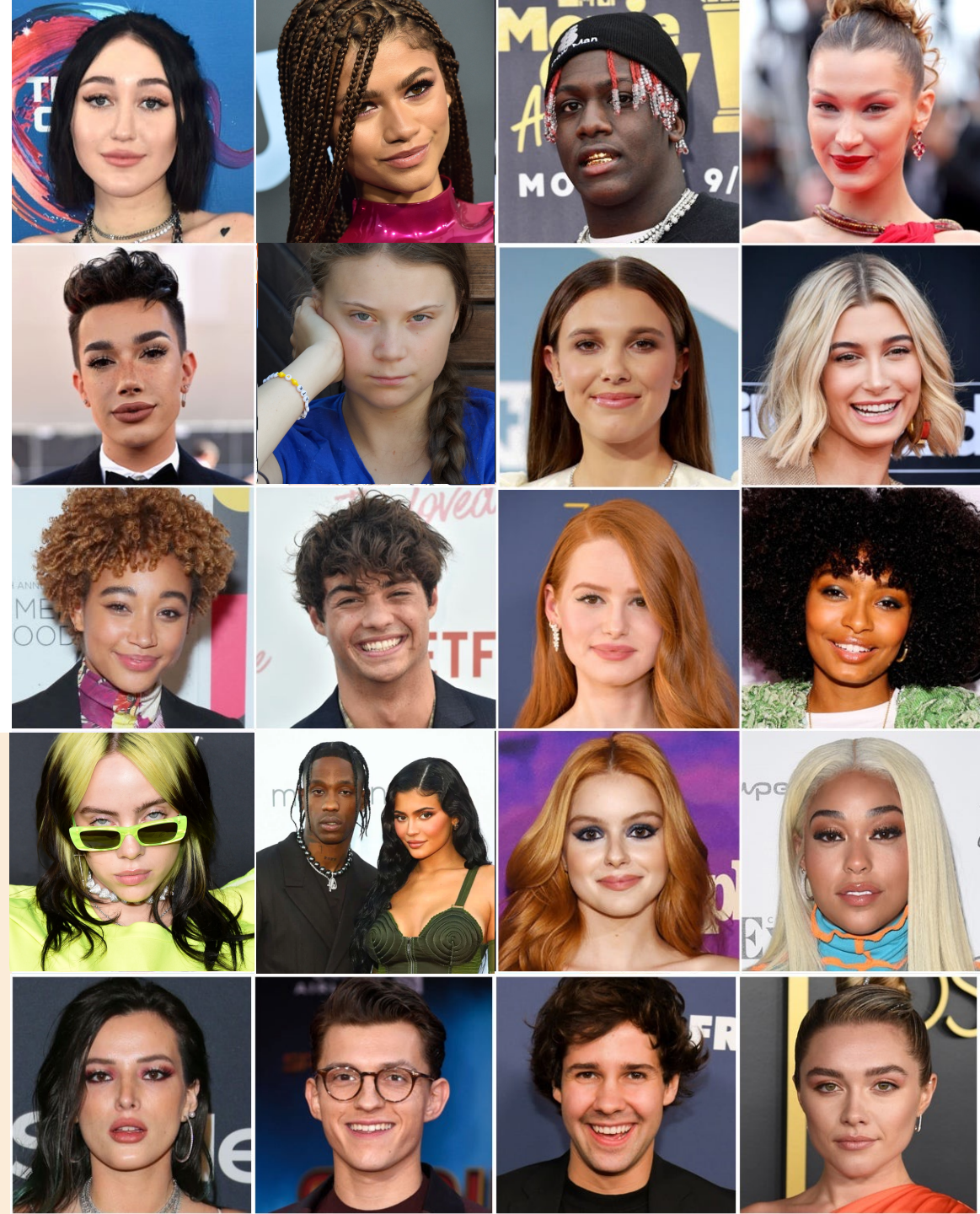
Authentic	Idealist
Anxious	Knowledgeable
Cynical	“Cancel Culture”

Why doesn't GenZ volunteer?

Anxiety, Online Activism, Digital Frustration

Why does GenZ volunteer?

Required, Resume, Experience, Personal Brand



2. About

What the next generation cares about



Equality



Education



Jobs



Health



Climate

“Passionate about issues, not institutions”

Millennials: Equality, Healthcare, Education, Employment, Environment

GenZ: Mental Health, Education, Economic Security, Equality, and Environment.

Sources: Case Foundation (150,000 Millennial Participant Study) and Annie E Casey Foundation

3. Millennials and GenZ Volunteer Trends

3. Volunteer Trends

Active Volunteers

Volunteers under the age of 24 account for 22.6% of all volunteers.

One-third of millennials volunteered 11 hours or more in 2017.

67% of people found volunteer opportunities online in 2014.

35% of millennials said one of the reasons they volunteer is to socialize.

(Sterling Volunteers)

54%



of users who have volunteered on POINT, volunteer more than once

14%



of users on POINT volunteer more than the national average

41%



of POINT users volunteer for more than one nonprofit organization

3. Volunteer Trends

Active Volunteers

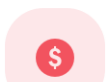


Climate



Conservation

Climate/Environmental volunteer opportunities are most popular



Poverty



Food

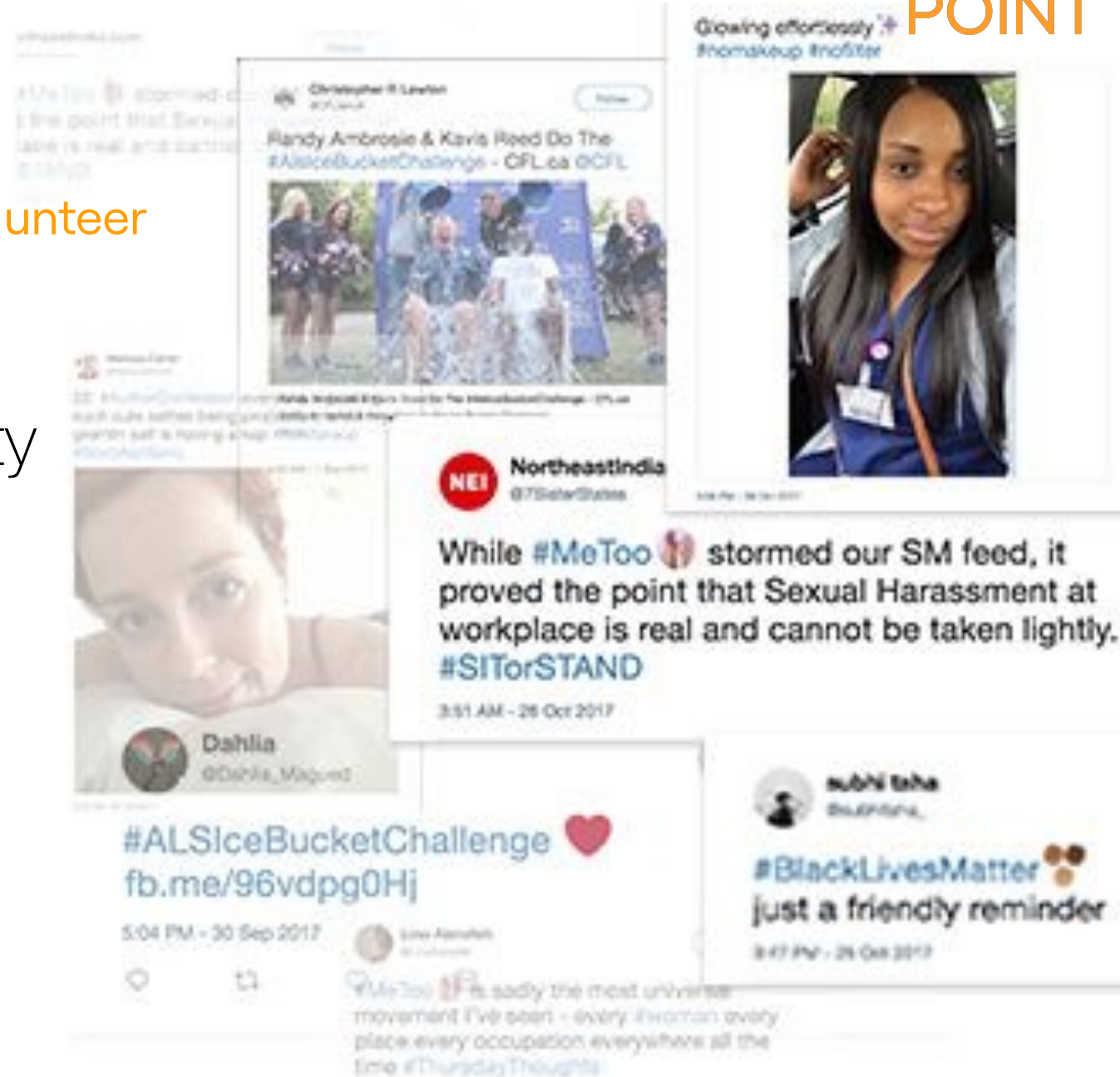
Traditional volunteer experiences are least popular
(Community Kitchens, Pantries, Fundraisers)

3. Impetus

What makes millennials and GenZers volunteer

1. Social Pressure/Opportunity
 2. Personal Invite
 3. School/Employer Pressure
 4. Ease of Sign Up
- * Anxiety

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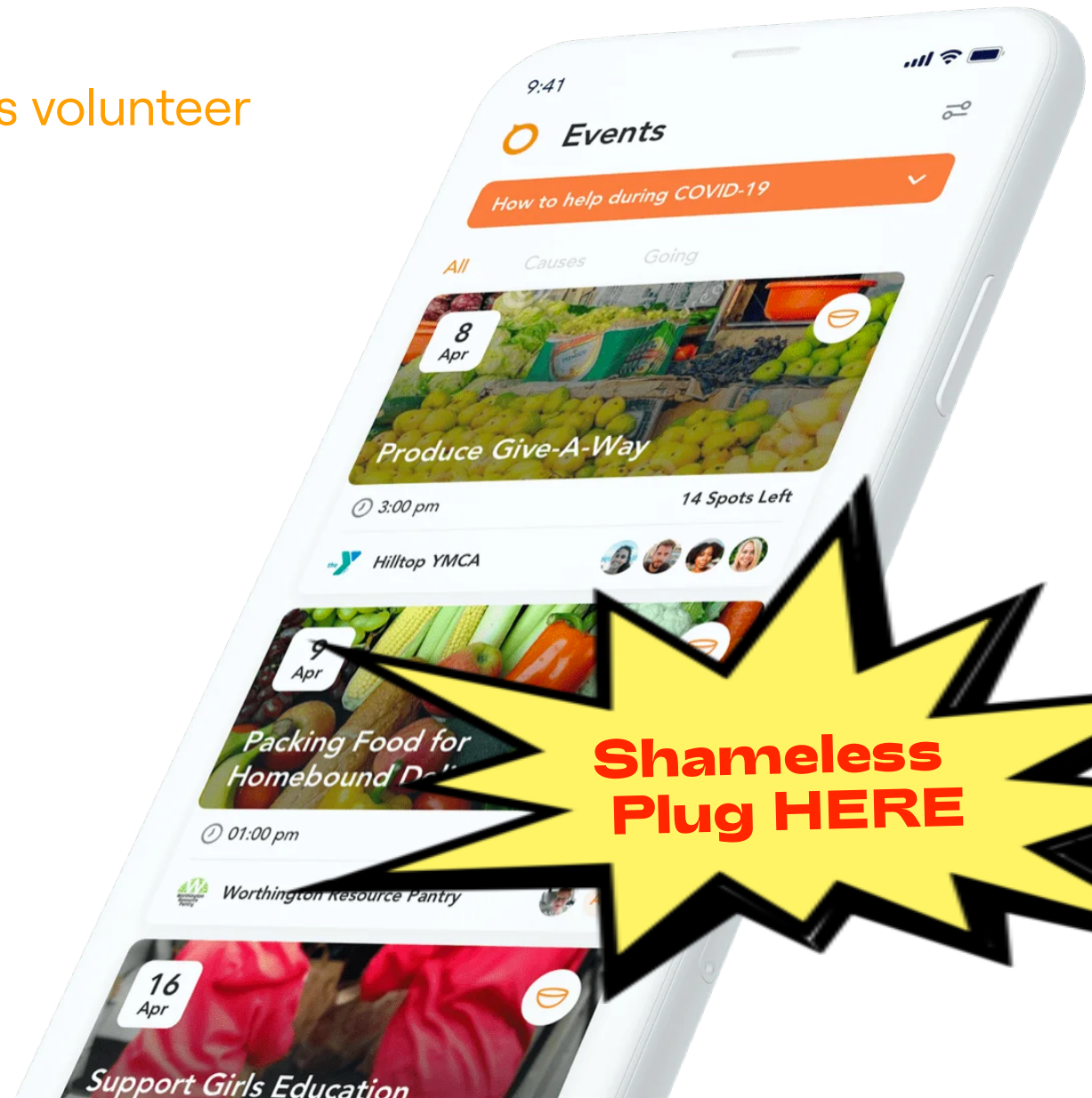


... Ease of Signup

What makes millennials and GenZers volunteer

Mobile volunteer signups meet younger generations where they are.

(Which is on their phones).



4. Marketing and Volunteer Recruitment

Think
Impact and Information
when marketing

impact

1,499 Posts 1.8M Followers 869 Following

impact Media
Follow us to stay updated... more impact.site/
Followed by [sendchinatownlove](#), [sa](#) and 30 others

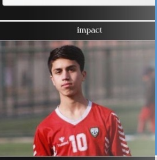
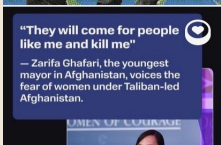
Fundraising for **Support Afghanistan**
\$52,701.99 raised of \$54,000

Follow Message

\$20,000+
for AAPF investigations
banned and disarming
violence reporting from
Afghanistan

SUPPORT INDIA'S COVID-19 CRISIS

Mutual Aid Fundraisers



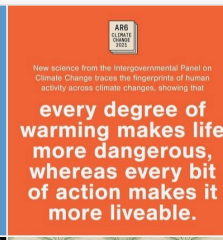
futureearth

857 Posts 314K Followers 619 Following

Nonprofit Organization
A climate club
Everyone's invited, our sources are always cited.
hello@futureearthcatalog.com
linkin.bio/futureearth
Followed by [kirstygodso](#), [julianasalazar](#) and 68 others

Follow Message Contact

Good News Follow Friday GWPA Articles Swipe Up Li...



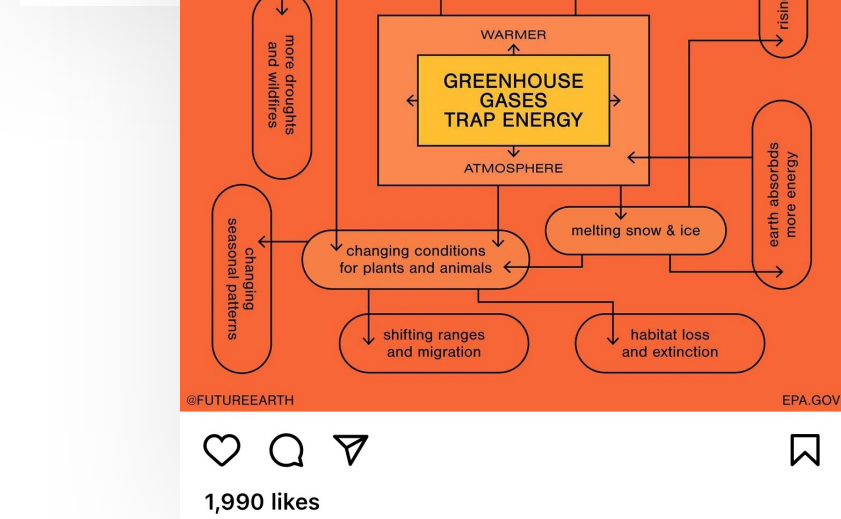
futureearth

LINE 5

LOCATION: WISCONSIN TO ONTARIO

STATUS: ACTIVE, LEAKING, ACTIVIST AND LEGAL OPPOSITION HAPPENING NOW

BIDEN HAS NOT TAKEN A STANCE
CARRIES 22 MILLION GALLONS OF OIL AND GAS A DAY
33 OIL SPILL GALLONS OF
BUILT IN 19
OUTLIVED IT
SIGNIFICANT
FARMLAND, F
FRESHWATER
IN JULY, FE
STATEMENT



futureearth
Paid partnership with aspiration

What makes a bank ethical?

SOCIAL AND ENIRNOMENTAL RESPONSIBILITY

Community Development/Investing Banks
Credit Unions
City-owned Banks

ices to economically marginalized individuals
bs, housing, and social services in

at to look for:
goals of the Paris Agreement
igenous People's rights
estments
on
anking on Values (GABV)

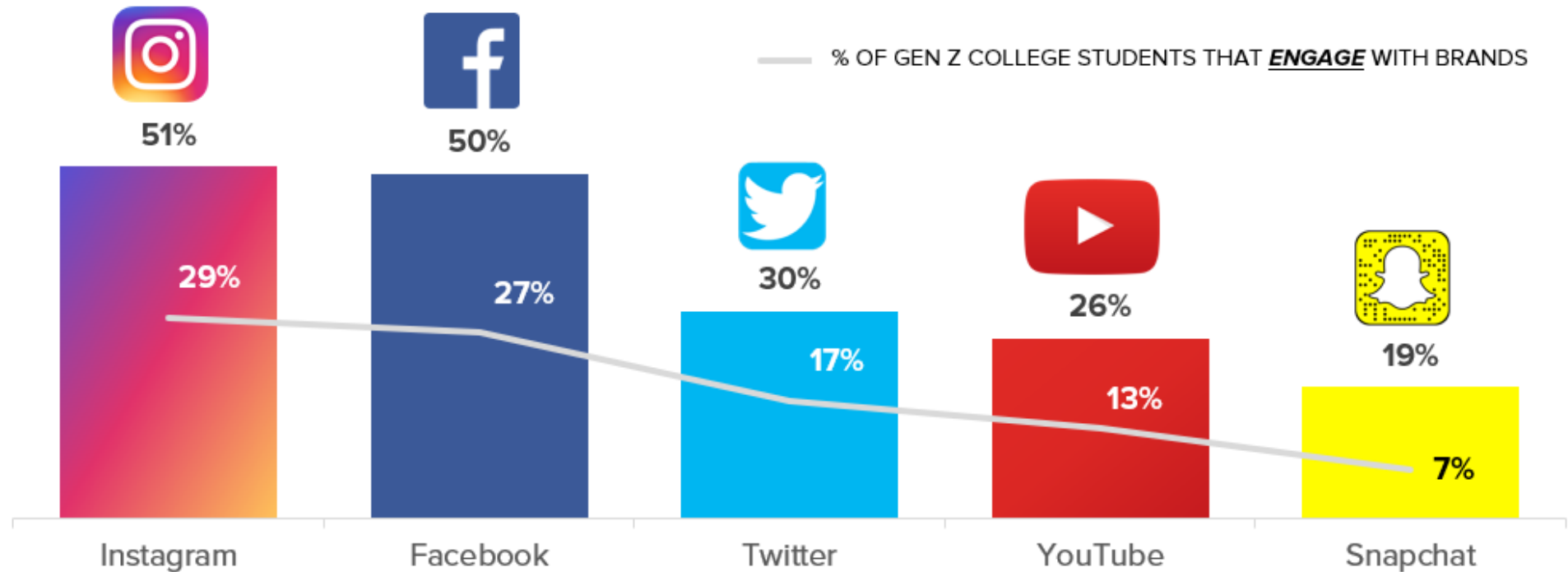
RAN.ORG, GREEN AMERICA

alker and 1,365 others

4. Social Media Channels

Marketing and Volunteer Recruitment

PERCENTAGE OF GEN Z COLLEGE STUDENTS THAT FOLLOW ONE OR MORE BRAND BY PLATFORM



Source: Barnes & Noble College Insights, 2018

**Think of young volunteers
as advocates and future
donors when recruiting**

4. Phrasing

Marketing and Volunteer Recruitment

When listing volunteer opportunities:

1. Start with a verb first
2. Include who's receiving help
3. Give them details

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Madison Mikhail
madison@pointapp.org

Community Development for All People

Create Event from a Template

Event Name

Name your volunteer opportunity for volunteers. Use short words, start with a verb and list who's being helped. E.g. "Cook Dinner for Seniors".

Event Name

Event Name

Info Action based titles like or "Teach Kids Soccer Skills" out preform general event names like "Columbus Soccer Clinic".

Privacy

Select who should be able to view your event.

☒ Public ☐ Private

Info If you selected "Private", pick who in your organization should see this event. If you do not select any of the boxes under "Internal Invitations", no one in your organization will see this on their app.

What is the minimum age requirement?

13 + -

Info Volunteers must be 13 or older to download the POINT app

Volunteers spots are open to:

☒ Anyone ☐ Male ☐ Female ☐ Non-Binary

4. Phrasing

Marketing and Volunteer Recruitment



A group of four volunteers, three women and one young girl, are standing in a warehouse. They are all wearing face masks and holding large packages of diapers. The background shows shelves with yellow storage bins.

30 Sep

Warehouse Volunteer

1:00 PM (CDT) 6 Spots Left

 Austin Diaper Bank



A group of four volunteers, three women and one young girl, are standing in a warehouse. They are all wearing face masks and holding large packages of diapers. The background shows shelves with yellow storage bins.

30 Sep

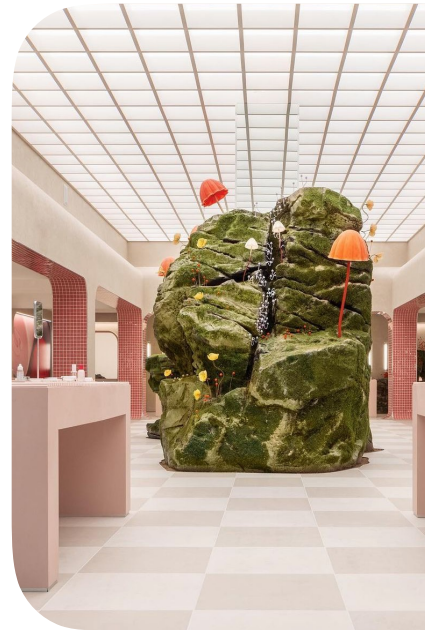
Pack Diapers for Single Moms

1:00 PM (CDT) 6 Spots Left

 Austin Diaper Bank

4. Visual Importance

Marketing and Volunteer Recruitment



4. Visual Importance

Marketing and Volunteer Recruitment



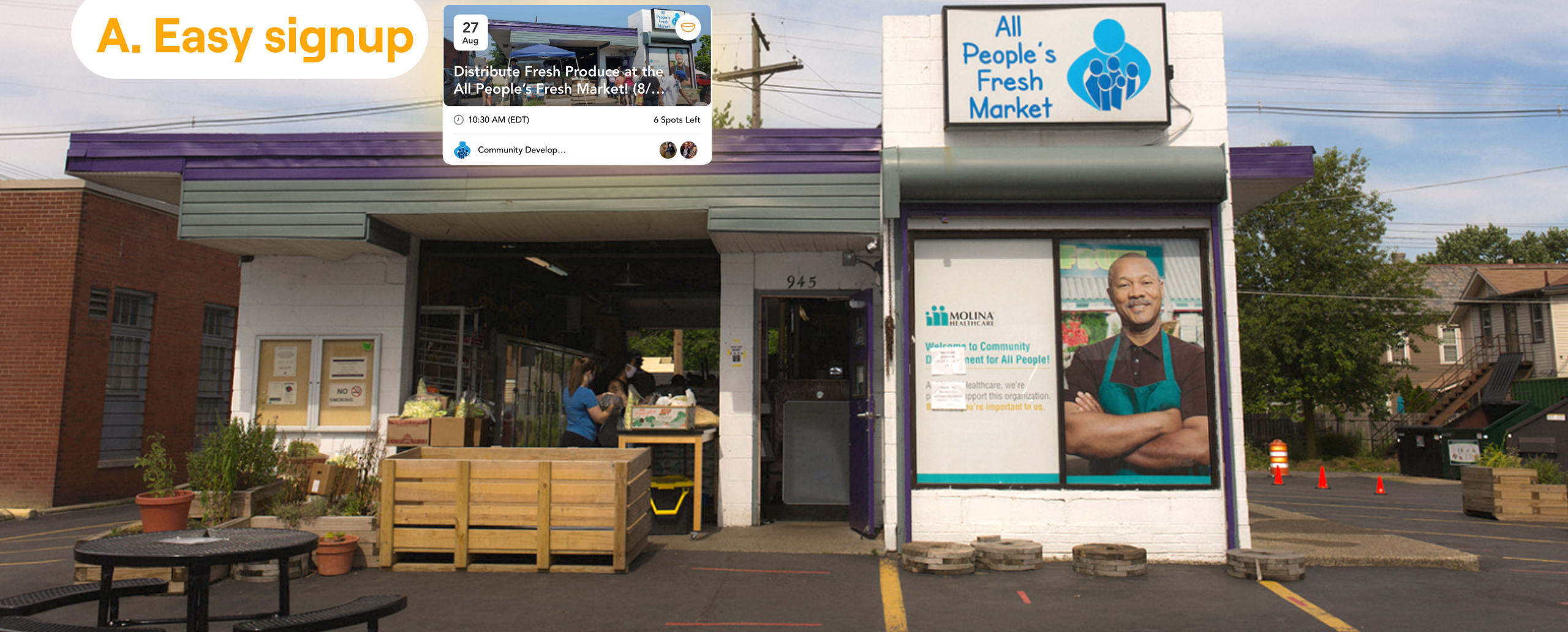
5. Why the volunteer experience matters

5. Experience



5. Experience

A. Easy signup



5. Experience

A. Easy signup



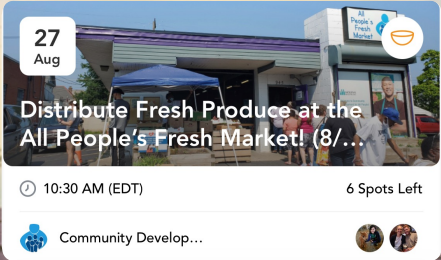
B. Authentic Host



5. Experience

C. Intro, Impact + Information

A. Easy signup



B. Authentic Host



5. Experience

C. Intro, Impact + Information

A. Easy signup



D. Efficiency/Enjoyment



B. Authentic Host



75% of working millennials say they would volunteer more if they better understood the impact they were making.

[@pointapp](https://pointapp.org/nonprofits)

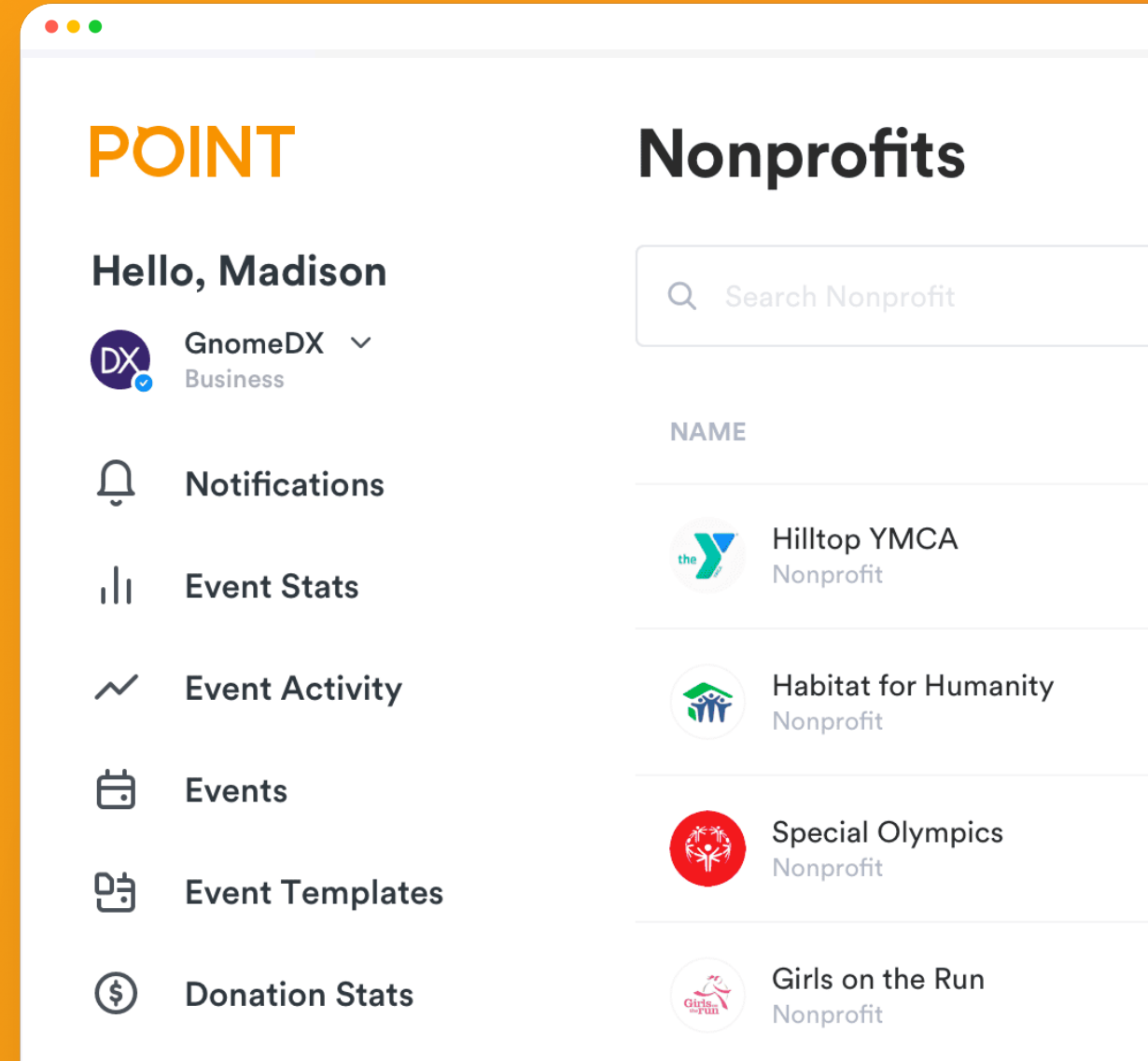
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Our Buy+Give Model

When a company buys a subscription to POINT, we gift the nonprofit POINT platform to registered 501(c)3 nonprofits for free.



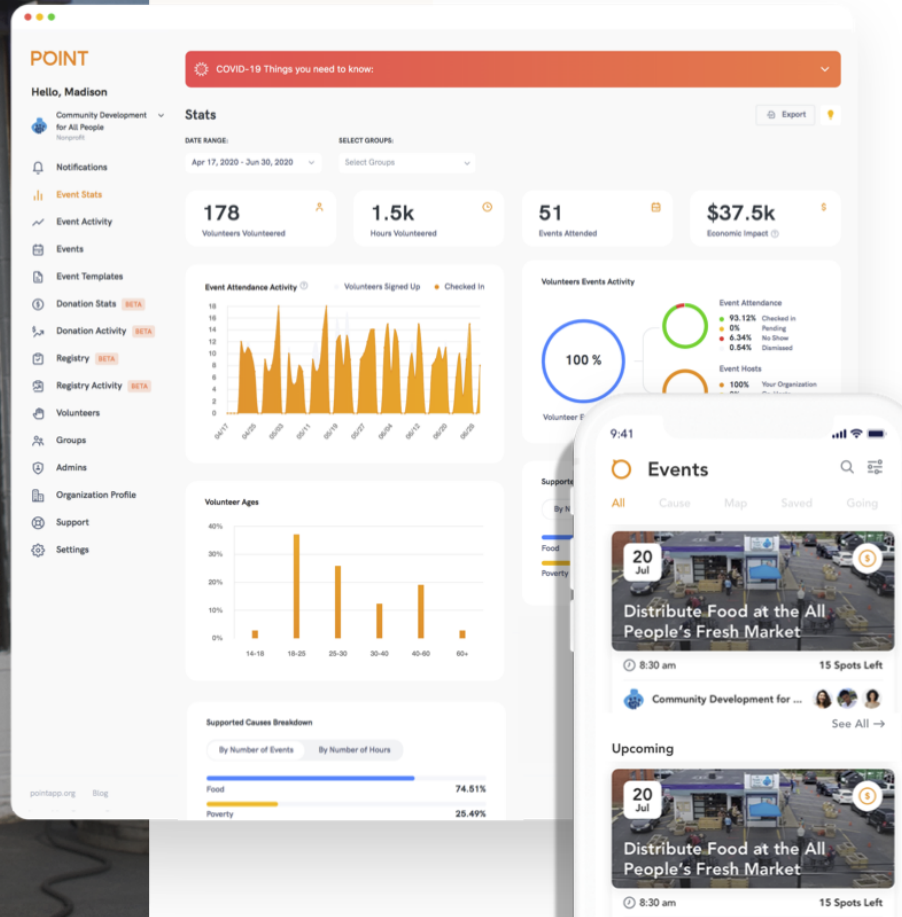
Case Study

"When the pandemic started, we needed 3 times the amount of volunteers we had previously needed in order to be able to serve community members safely and efficiently."
- Jess Grady

Community Development for All People
Columbus, Ohio

"Before I found out about POINT, volunteers emailed or called me to sign up for shifts and I kept track of the schedule in a spreadsheet. **POINT has saved me 15 hours a week on volunteer management.**

POINT is unbelievably simple for me and my volunteers to use and is the tool we needed during COVID to find low-risk volunteers."



106

▲ 12%

EVENTS



Courtney Barnes created event Distribute Food at the All People's Fresh Market
8:30 PM

Date	Donor	Amount
Sep 29th, 12:00 AM	Hui Yin huiyin@gnomedx.com	\$25
Sep 28th, 9:21 PM	Jamal Adams jamal_adams@gnomedx.com	\$15
Sep 27th, 10:12 PM	Angela Sparks angela_sparks@g	

DONATIONS



Food Safe Disposable Gloves

\$4.99

Gloves are an essential to our community kitchen for our staff and volunteers.

Fund Item

High