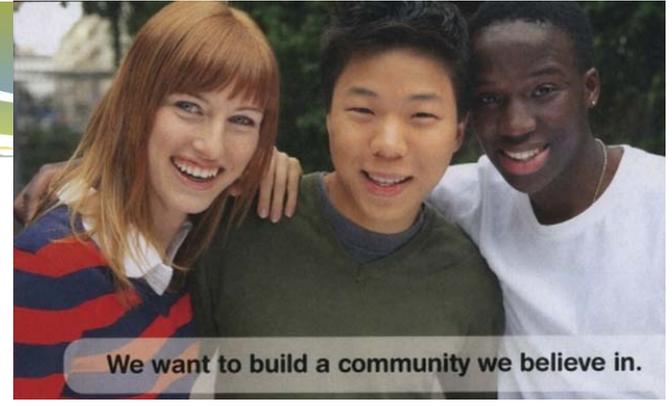




I'm needed.



It's important to preserve clean air and water.



We want to build a community we believe in.

Bridging the Gap:

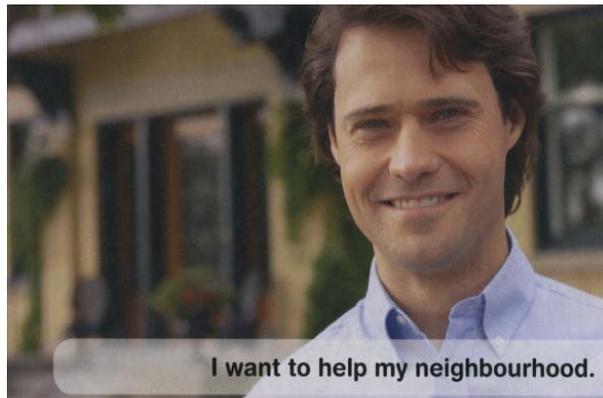
Enriching the Volunteer Experience to Build a Better Future for our Communities

Ontario Museum Association Conference

November 5, 2011



Kids are worth it.



I want to help my neighbourhood.



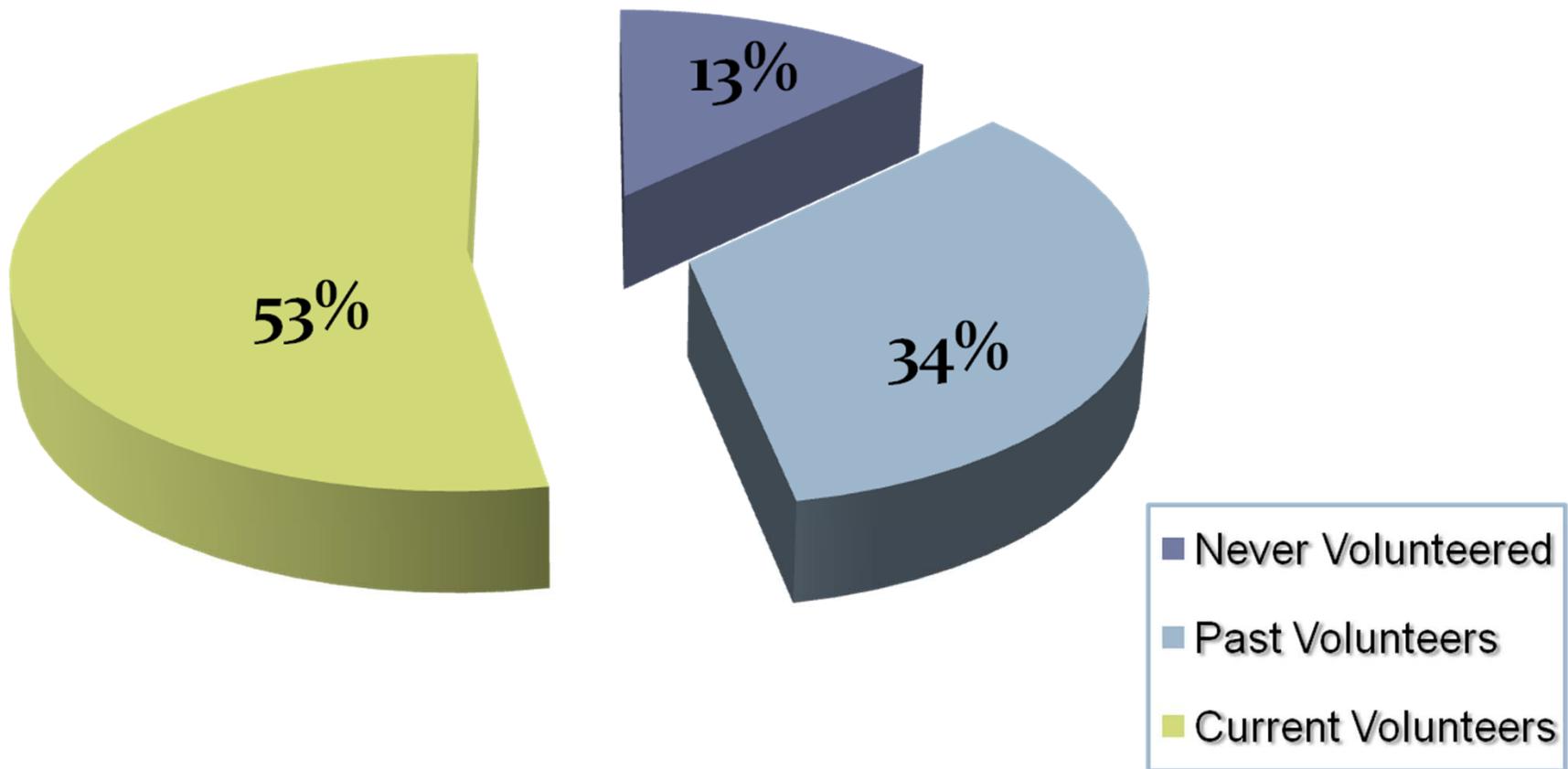
I want to gain Canadian experience.



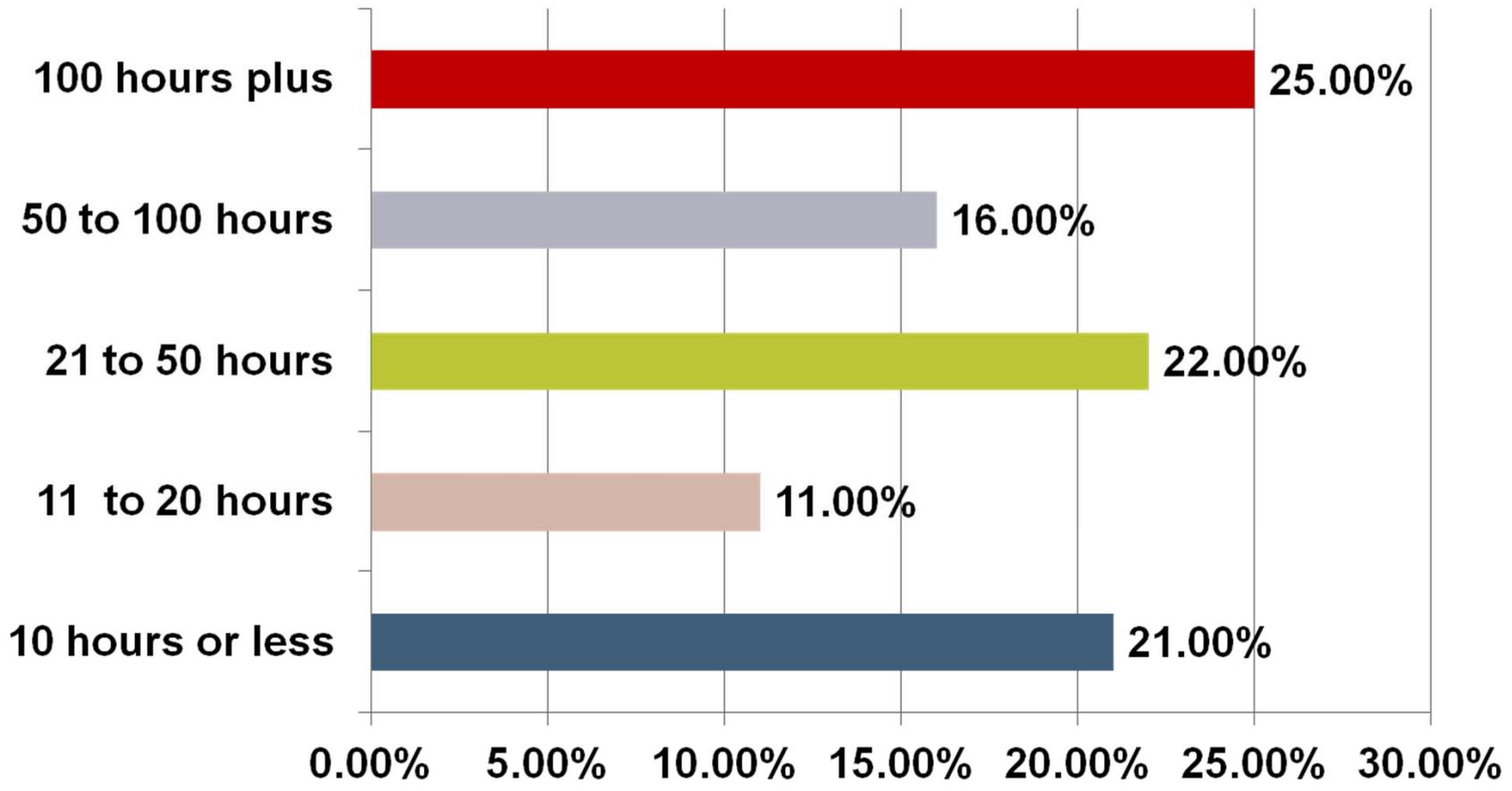
Learning Objectives

- Discuss today's active and potential volunteers.
- Review current volunteer trends.
- Gather insights, strategies, and models to engage youth, families, baby boomers, and employer supported volunteers.
- Explore tools available to organizations involve volunteers.
- [Volunteer Canada](#)

Volunteer Snapshot



Volunteer Contributions





Trends & Museum Volunteers

- Aging population.
- Seniors are reducing their contributions dramatically.
- Increased competition for volunteers.
- New volunteers are changing and challenging programs.
- Volunteers have very specific needs and goals.
- Fast response rates.
- Challenging positions.
- Professionally designed programs.
- Want to know they are making a difference!



Identifying the Gaps

People:

- Looking for group activities **BUT** few organizations have the capacity to offer them.
- Come with professional skills **BUT** want volunteer tasks that involve something different from their work life.
- Want a quick volunteer process **BUT** are met with bureaucratic processes.

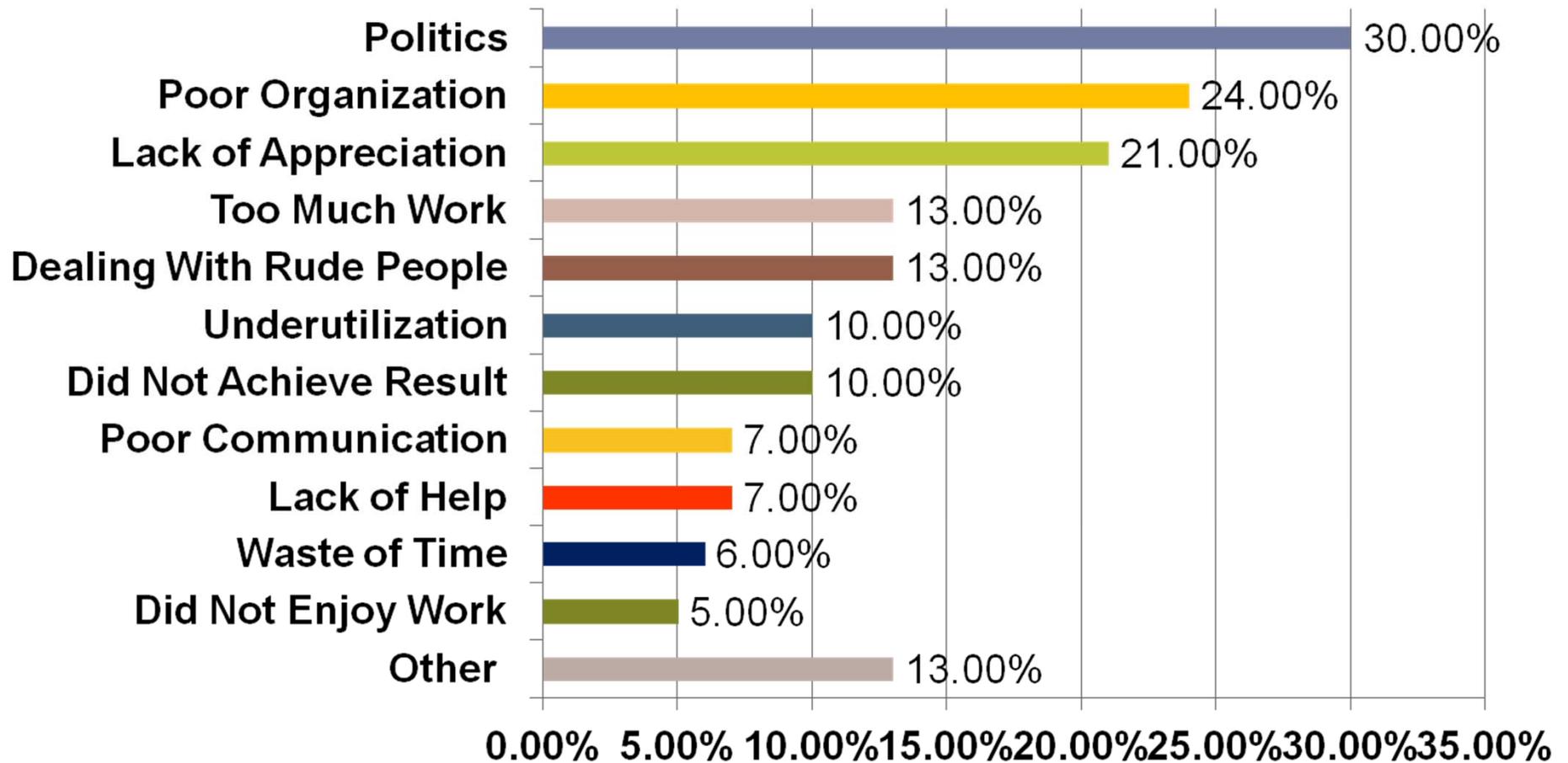


Identifying the Gaps

Organizations:

- Need to clearly define roles **BUT** volunteers want flexibility.
- Want long-term commitment **BUT** volunteers want short-term.
- Have needs **BUT** volunteers have personal goals to be met.

Why Volunteers Leave





Identifying the Gaps

Organizations are finding:

- Their volunteer base tends to be younger.
- Many of their leadership volunteers are older.
- More new Canadians are seeking volunteer opportunities.
- Museum audiences are changing.



Identifying the Gaps

Organizations are finding

- They do not have the capacity to involve groups.
- Traditional museum opportunities are not appealing.
- They do not have the tools, training, and strategies in place to engage youth, families, baby boomers, and employer-supported volunteers, using a skills-based approach.

Engaging Youth

- Flexible
- Open minded
- Energetic and enthusiastic
- Technologically savvy
- Peer camaraderie
- Mandatory community service
- Volunteering is a bridge
- Sensitive to discrimination



Engaging Families

- Busy schedules
- Family cohesion
- Generational differences
- Passing on values



Engaging Baby Boomers

- Clear leaders in participation
- Meaningful engagement
- Available time and flexibility
- Expectation of organization
- Loyalty



Employer Supported

- Results oriented
- Measuring progress
- Volunteerism as a hobby
- Flexible volunteering
- Structured volunteering





What Can Museums Do?

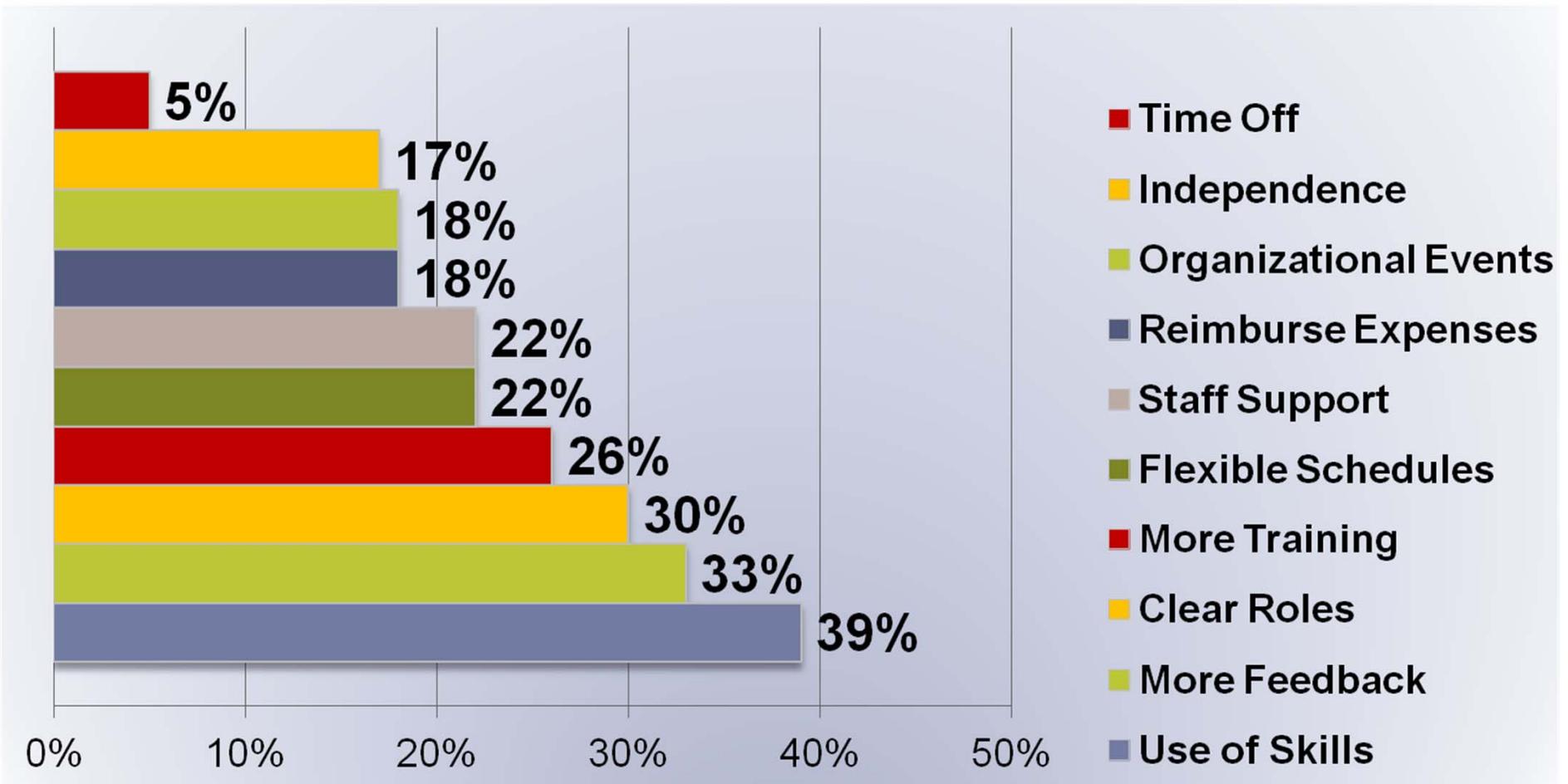
- Design specific, set volunteer roles.
- Being organized but not too bureaucratic.
- Match skills to organizational needs.
- Use technology.
- Establish networks and partnerships.



What Can Museums Do?

- Getting to know volunteer's unique needs & talents.
- Developing integrated HR strategies.
- Being flexible and accommodating.
- Be proactive and respond to trends!

What Can You Do?





Conclusions

- Realize it is not just a capacity issue, but also a strategic one.
- Evolve to meet the needs of both organization and volunteer.
- Design roles so volunteers determine the scope of what they can offer.
- Be well organized but not too bureaucratic.



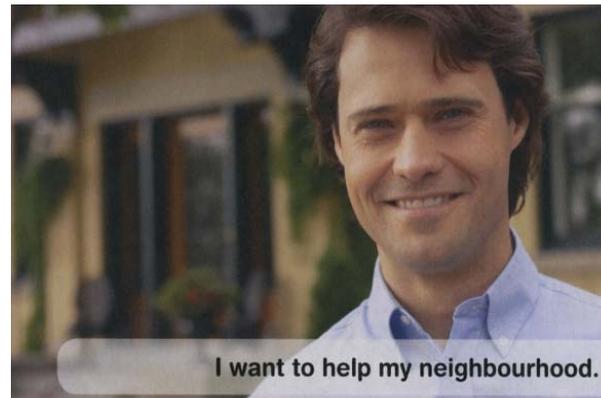
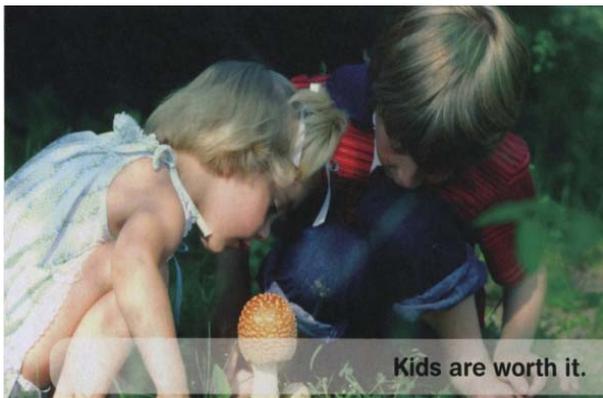
Panel Discussion & Questions

- Youth Volunteers
- Family Volunteering
- Baby Boomers as Volunteers
- Employer Supported Volunteering
- Engaging New Canadians

In conjunction with the public and private sectors, Canada's voluntary sector is an important third pillar of Canadian society and a major contributor to our nation's world-renowned ability to build quality communities.

As such, finding this balance as we aim to build a better future for our communities is essential. Ultimately, volunteering is an enriching experience both for the volunteers, as well as those who are beneficiaries of the contribution of volunteers.

Bridging the Gap 2011, Volunteer Canada



Bridging the Gap

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