



# Changing Volunteer Landscape

## Implications for clubs

Monday 5 June 2017

Regional Membership Plan, Zones 7B & 8



## Introduction

- Changing nature of volunteering
- How clubs are responding
- Things that keep us strong

- Rotary Club of Wendouree Breakfast
- Pro Vice-Chancellor (International) Federation University
- Research interests
  - Social entrepreneurship
  - Consumer behaviour



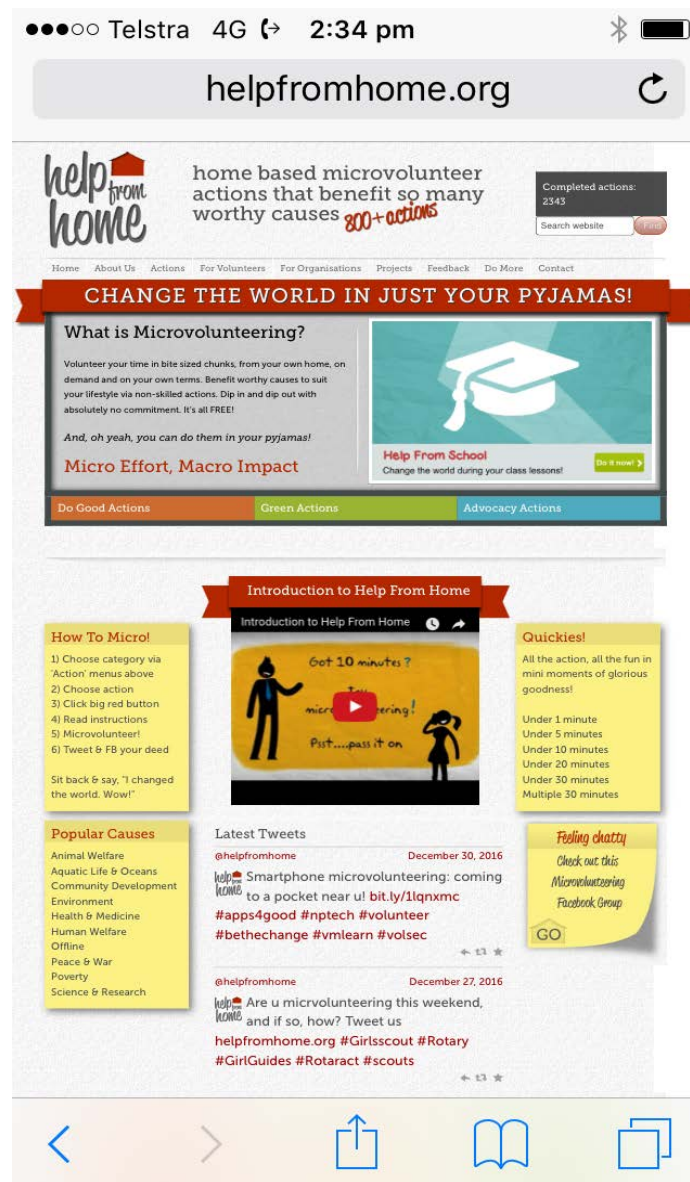


## Changing nature of volunteering

- **Five key trends**
  - Digital volunteering
  - Skills based volunteering
  - Workplace volunteering
  - Cause based volunteering
  - Episodic volunteering

# Digital volunteering

- Using internet and social media
  - Locate volunteering opportunities
  - A platform for volunteering
  - Giving and supporting causes





## Skills based volunteering

- Pro bono volunteering
- Donating special skills



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## Workplace volunteering

- **Develop skills**
- **Build teams**
- **Enhance reputation**

### **CSR Top 10 in Australia**

Abergeldie

Arup

Deloitte

Ebmpapst

Lexis Nexis

PWC

Tata Consultancy Services

Transurban

Water Aid

Yarra Valley Water

Source: 2017 Annual Review of the State of CSR in Australia and New Zealand

## Cause-based volunteering



Source: <https://www.livebelowtheline.com.au/>

- **Dipping ‘in and out’ of service**



## Other findings from the research

- Mismatch between people's interests and volunteering roles
- Lack of timely response to volunteers' enquiries
- Other deterrents
  - Lack of flexibility
  - Personal expenses
  - Burdensome administrative requirements



Driven by changing demographics and our busy modern lifestyles, people want ***more flexible opportunities for volunteering and more meaningful*** volunteering roles.



## Clubs increasing flexibility

- Reviewing rituals and traditions
- Changing meeting times
- Changing meeting formats
- Changing committee structures and operations
- Focusing on engagement, not attendance

## New ways of engaging with Rotary

- Corporate membership
- Associate membership
- Rotary Community Corps
- Friends
- Outwards facing service projects





## New types of clubs

- eClubs
- Hybrid
- Satellite
- Cause-related
- Youth-focused





- **Websites & Social media**
  - Club operations
  - Sourcing resources – e.g. people, funds
  - Promoting clubs and projects
  - Staying connected

# ideas.rotary.org

## Featured Projects



### 1000 Wheel Chairs to Disabled/Children

To Provide Wheel Chairs to 1000 eligible children/person all around India. This is a rotary global project and we require an international Partner. Please visit

<http://rotarywheelchairproject.com> for more information. Please contact: 0091-9895934444



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### PROVISION OF SAFE DRINKING WATER FOR BISHOP COMBONI COLLEGE - KAMBUGA

Bishop Comboni College – Kambuga, has a student population is 672 students. Safe and sufficient drinking water supply to the school is therefore a great necessity to the children and



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### Rotary Family Health Days 2014-Africa (April)

Rotary Family Health Days (RFHD) are a comprehensive, holistic offering of free health care services held over three days across Africa for all community members. This project is the signature program of the Rotarians For Family Health & Aids Prevention Inc (RFHAI).



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### Funding

Indicate the amount of financial assistance your project needs. Set suggested contribution levels to encourage donations.



### Volunteers

Define your project's need for volunteers. Allow volunteers to select their time availability online.



### Materials

Create a list of items that are needed to achieve your project's goals. Contributors can pick specific items to donate.



### Partners

Find local or international partners to help complete your project. Indicate the types of connections your project needs such as international clubs, subject matter experts, and more.

## Things that keep us strong

- Focus on vocational service
- Core values
- Emphasis on youth development
- Our Rotary Foundation





## Changing volunteer landscape





How is your club  
responding to the  
changing face of  
volunteering?



# Thank You

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