



In some ways the pandemic has merely emphasised the wonder of volunteering. When we have needed them most people have come forward, shared their time, skills and knowledge to help us through our darkest 21st century moments.

From foodbanks to mutual aid groups to vaccinators volunteers have reminded us of the power they bring and the strong, deep rooted sense of community spirit that exists in our society.

In other ways things are changing and we need to be able to respond...



But before I dive into how volunteering is changing I wanted to shine a spotlight on our existing volunteers. They have supported us through thick and thin and are the reason our organisations where they are today. So any conversation about the future must also include how we continue to support, engage and value the contribution of our current volunteers...

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Citizenship

People are tackling issues closer to home, supporting their local community economy, and making it work for them.



Nurture

Busy lives are opening new opportunities for escaping the noise and indulging in cultural and spiritual 'me time'.



Control

People are trusting less, questioning more, and demanding greater control, transparency and value.



Connection

We are more connected than ever digitally, but as social beings, we continue to strive for ways to connect in person.



Narrative & Identity

Identities are becoming more polarised, as people seek out extremes of opinion. Geographic identity is also changing with the increased mobility of work and home.



Automation

Technology was once seen as the antithesis to human interaction, but people are increasingly demanding tech with a more human touch.

National Trust Trends research 2030 from M&S Saatchi (2018)

Our Futures research in 2030 remains relevant

<https://www.youtube.com/watch?v=hB5S2UWYsVk&feature=youtu.be>

The pandemic has only served to accelerate these trends. I hope you have had a chance to review the video we will share the headline report following this event. Today I am going to centre my focus on a couple of these trends:

Citizenship

- How to we amplify local impact? If we are a national organization/brand how to we utilize that to demonstrate the difference you can make on your doorstep to the people in your community. The volunteering narrative is shifting.

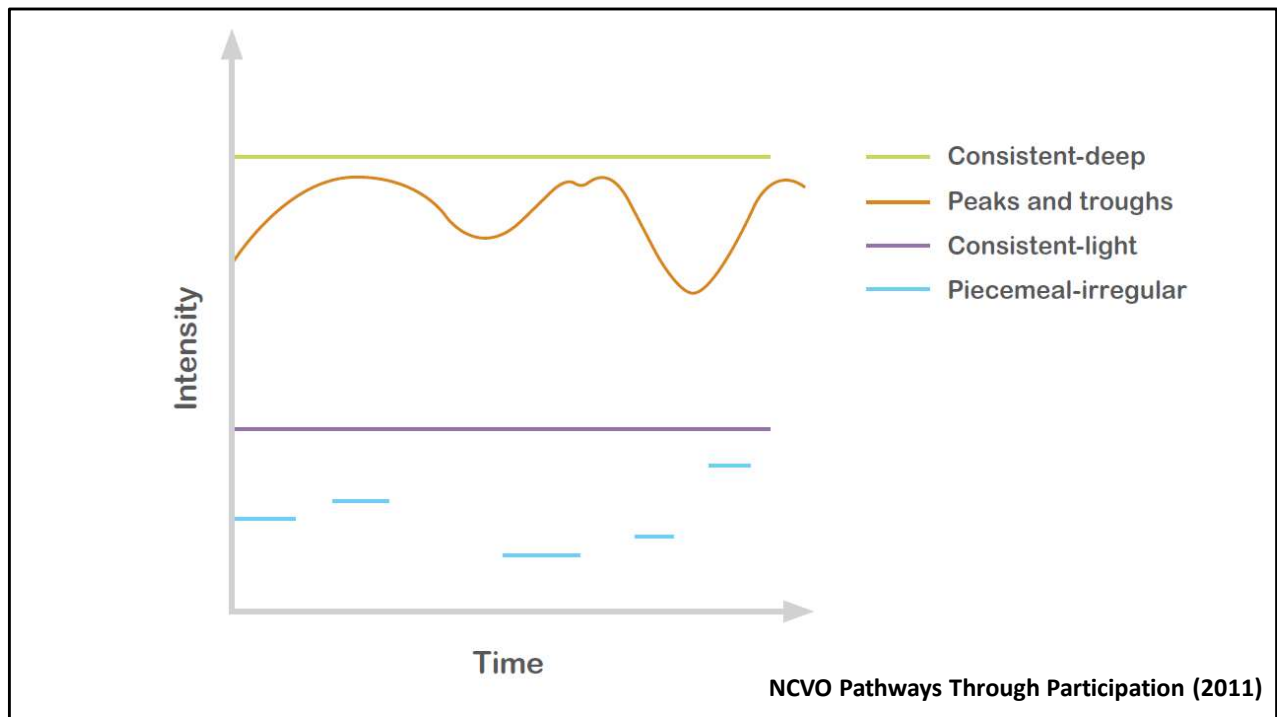
Automation

- How do we respond to the rapid advancements in technology to enable people to better manage their volunteering roles via their phones. It could be a great way for us to boost engagement, demonstrate impact and ramp up recognition for volunteer contribution. We must also transition from being possessive about volunteers recognizing people will want to have multiple volunteering relationships. The era of volunteering monogamy may be coming to an end...

Slide 3

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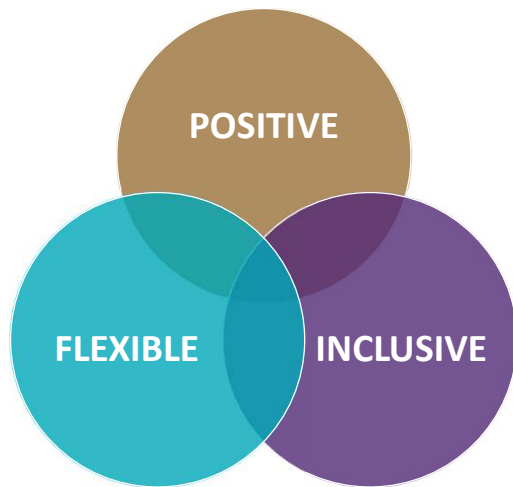
de Souza, Tiger, 01/12/2021



This is a really important report well worth a read. Much more depth of content but today I am going to focus on this model. Interesting aspect to consider is the four layers of intensity and how these can be viewed from both an individual and organisational perspective.

The level of intensity with which people are willing to give their time will shift through their lifetime and it is critical we consider this lifelong supporter journey instead of fixating on consistent-deep opportunities. Our data tells that there is a growing interest in Piecemeal Irregular type opportunities but our current traditional volunteering mindset centres on consistent-deep with a few consistent light roles. How do we broaden the variety of our offer to cater for this?

Changes we are making



More Positive

A commitment to champion volunteering; to have a clear, positive purpose and narrative around involving volunteers; to create a one team culture that celebrates the impact of volunteering

More Flexible

A commitment to innovate; to flex our volunteering offer so we're meeting the needs of the Trust and our current/potential supporters; making it easy for anyone to donate their time and skills.

More Inclusive

A commitment to value everyone; to listen and respond to the needs volunteers, ensuring they have an influential voice; to create an environment where everyone feels safe and welcomed.

Positive

- Volunteer principles
- Dashboard & role profiles
- Internal campaign
- Property leadership team

Flexible

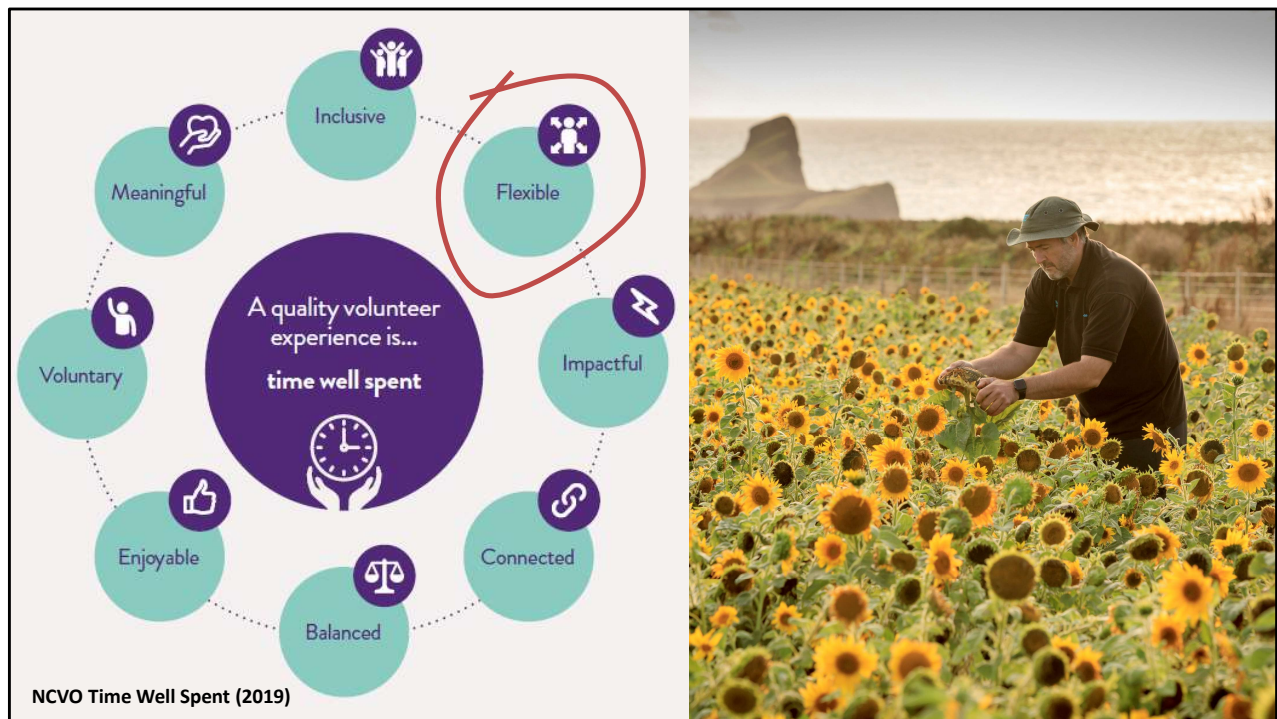
- Mass participation
- Off-property opportunities
- Reviewing our current roles
- Exploring corporate volunteering

Inclusive

- Safeguarding
- Values & Behaviours
- National online platform
- Variety of thank yous!



This slide is to reflect the importance of positivity about volunteering. We need to celebrate their contribution and recognize that there are benefits from involving volunteers that money simply cannot buy. Making the conscious choice to involve volunteers, equipping them and supporting them to deliver in their roles and then recognizing their contribution is a vital ingredient. This is also influenced by the internal narrative on volunteering – this must be positive or else attempts to engage volunteers will flounder...



Time well spent is a great report on volunteering and within it they highlight the 8 key ingredients to a quality volunteer experience. Flexibility is one of our focus areas.

Flexible volunteering

Among those interested in giving time over the next 12 months, a higher proportion are interested in dipping in and out of activities or getting involved in one-off events than giving time on a regular basis.

(Note, respondents could choose more than one)



Flexibility with the time committed is most likely (26%) to encourage people who have not volunteered recently or ever.



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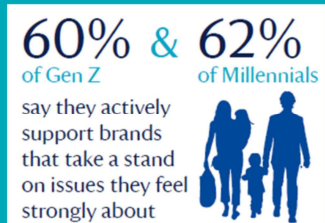
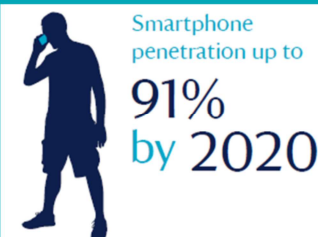
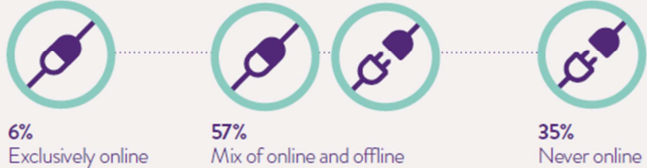
of recent volunteers unlikely to continue giving time say it's because of changing circumstances



NCVO
Time Well Spent
2019

National Trust
2030 Future Trends
2018

Volunteers are more likely to carry out their activities through a mix of online and offline.



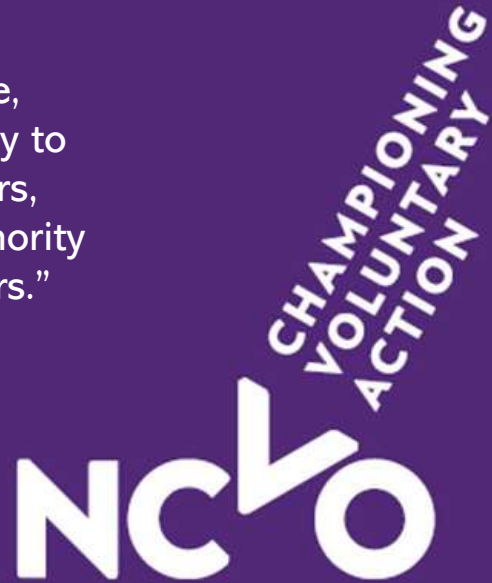
Blend of data from Time Well Spent and our own internal Futures research which holds up even post pandemic.

There is a greater and growing pressure on our civic core

Flexibility of time commitment MOST likely to encourage people who have not volunteered before
Nudge theory of how you may be able to engage someone in a light touch way and then once they have seen what volunteering with your organisation is like they might be encouraged to do more...

“For the great majority of people volunteering is a positive experience, however some volunteers are less likely to have a positive experience than others, including younger, Black, Asian and minority ethnic (BAME), and disabled volunteers.”

Priya Singh (NCVO Chair)
Time Well Spent Diversity & Volunteering



This quote is an important clarion call for our needs as a sector to think about how inclusive our volunteering opportunities and environment are. What changes could we make to make even more people feel welcome and a strong sense of belonging within our volunteering communities?

Summary

- The world has changed and yet remains familiar
- Consider behavioural shifts and trends data
- Identify your key priorities. Ours are
 - Positive – volunteers are the lifeblood of the charity sector
 - Flexible – volunteers will want opportunities that fit with their lives
 - Inclusive – how to we broaden our appeal and engagement?



