



Decision to Volunteer

Findings from SNA's Project to Understand Volunteerism and Involvement



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Understanding Involvement

2008 ASAE Decision to Volunteer Study

- Study Objectives:
 - Understand the SNA volunteer experience
 - Understand the differences between:
 - SNA members who are involved in SNA
 - And those that are not currently involved
- Background:
 - Collaborative Project of 23 associations

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The "Typical" SNA Volunteer

Female, 52 years old
 Married, without children in the home
 From a family that volunteers
 Some College
 Full time employee, in the education sector
 In a mid-level career position, with 18 years experience

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SNA Involvement







SNA Members Volunteer in Various Ways

- Recruiting Members (57%)
- Serving on Local Committees (50%)
- Providing Professional Advice (43%)
- Raising Funds (40%)

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Motivations for Volunteering



- Motivations for Volunteering for SNA are similar to the Motivations for Volunteering for any Organization

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Rank	Motivation	Motivation Statements
#1	Personal Values	<ul style="list-style-type: none"> • I feel compassion toward people in need • I can do something for a profession or a cause that is important to me
#2	Personal Growth	<ul style="list-style-type: none"> • Volunteering allows me to gain a new perspective on things • I can learn new skills through direct, hands-on experience
#3	Social Respect	<ul style="list-style-type: none"> • Volunteering is important to the people I respect
#4	Personal Gratification	<ul style="list-style-type: none"> • Volunteering brings me satisfaction or recognition that I do not get at work • Volunteering makes me feel needed
#5	Career Growth	<ul style="list-style-type: none"> • Volunteering helps me to explore different career options • I can make new contacts that might help my career • Volunteer experience looks good on my resume

SNA's Volunteer Experience



- Most Satisfied with the Following Aspects of Volunteering:
 - Having opportunities to meet, work, and socialize with others in the profession
 - Working with others toward a common goal
 - Helping to feel that they are giving back to the profession
 - Using existing skills
- What are your experiences?

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Characteristics of SNA Volunteer vs. Non-Volunteers



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Comparison of Members



	Volunteers	Non-Volunteers
Age		Younger, more likely to be Gen Xers or Millennials
Career	More likely to work in Higher Level Positions More years of experience	More likely to work Part-time
Education		More likely to have High School education
Family Status		Less likely to have family members that volunteer More likely to have children living at home

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Why Not Volunteering?



- Top Reasons for Not Volunteering:
 - Lack of Information
 - Lack of Personal Invitation
 - Lack of short term or virtual volunteer opportunities
 - Other demands make these options critical
 - Multicultural workforce with different norms
 - Involvement in other organizations
 - Location
- What prompted your involvement?
- What reasons do you hear?

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Communication and Outreach



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Communication



Effective Communication of SNA Volunteer Opportunities	Rating on a 5-point scale
ALL SNA MEMBERS	3.05
SNA Volunteers	3.43
Past Volunteers	2.93
Never Volunteers	2.31

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Communication



- Current Volunteers Learned about volunteer opportunities:
 - At a meeting, conference, or other event
 - Through their local chapter or section
 - By being asked by another volunteer
 - Through an SNA staff person
- What are you doing or what can you do to improve communication about volunteer opportunities?

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Key Learnings...



Future Areas to Focus on:

1. Communication of Volunteer Opportunities to Members
2. Development of Volunteer Opportunities that meet different groups needs (time, location, flexibility)
3. Understanding Expectations of Volunteers
4. Sharing Your Best Practices or Specific Questions

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