**GEN Z: THE NEWEST GENERATION OF 4-H VOLUNTEERS**

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**IMPLICATIONS | Recruitment**
- Clearly articulate the mission and core values of the organization
- Highlight specific meaning and purpose of the experience, describe impacts and outcomes
- Describe the intentional, transactional relationship between the organization and the volunteer: dialogue experience expectations of both parties
- Develop and describe volunteer support systems, social capital, resources, tools

**IMPLICATIONS | Marketing**
- Highlight educational value of opportunity
- Focus on community building potential

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**IMPLICATIONS | Retention**
- Ensure there is a system for periodic check-ins that highlight experience congruence
- Communicate how contributions move the organization toward meaningful outcomes
- Use the values and language of “education” and “community building” when describing impact and outcomes

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**OBJECTIVES**

The research studies the characteristics of Gen Zers to inform volunteerism in 4-H. The objectives that guided the study are to
1) describe the characteristic of Gen Z
2) identify the social or core values that guide their choices when volunteering
3) determine the factors that influence their decision to volunteer or continue volunteering for an organization

**METHODS**

N=910; 4-H Volunteer Specialists from the Western Region developed a survey to address the research objectives. The questions in the survey focused on volunteering preference, social/core values, and factors that influence Gen Zers’ decisions related to volunteering, including demographic information. Before the survey was administered to the target sample, it was piloted with a small group of Gen Zers to improve question validity and readability. The target sample of the study includes 18 years and older born between 1995 and 2003. The study targeted 4-H alumni in California, Colorado, Idaho, New Mexico, Utah, and Wyoming. Survey data was collected from 910 individuals electronically, using emails and social media posts (weblinks) between December 2021 and February 2022.

**IMPLICATIONS | Recruitment**
- Recognize the reputation of the organization influences volunteer participation
- Preemptively equip yourself to address reputation or perception issues of the organization
- Develop and follow volunteer support system protocols

**IMPLICATIONS | Marketing**
- Highlight educational value of opportunity
- Focus on community building potential

**IMPLICATIONS | Retention**
- Ensure there is a system for periodic check-ins that highlight experience congruence
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**SOURCE**