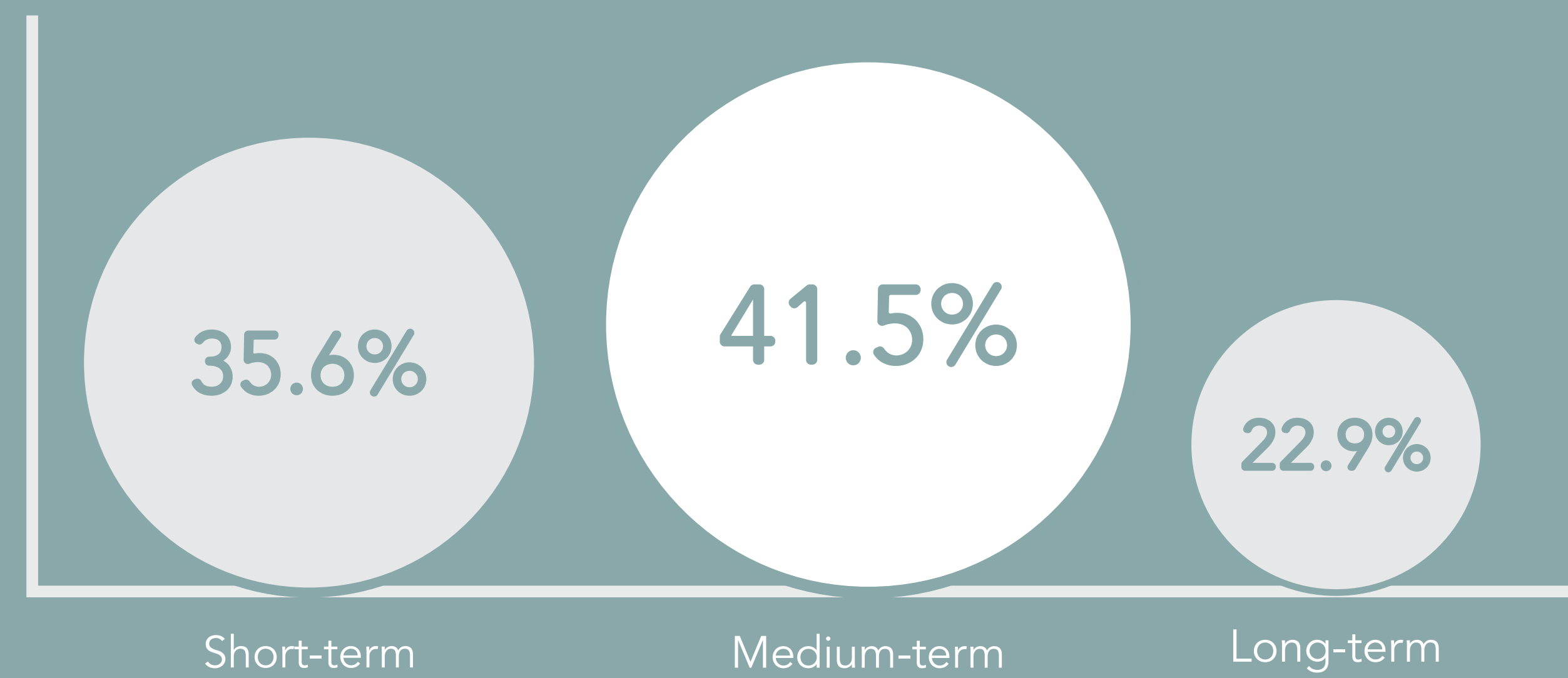


GEN Z: THE NEWEST GENERATION OF 4-H VOLUNTEERS

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Which type of volunteer opportunity do you prefer?



IMPLICATIONS

- Recognize that “medium-term” has different meanings to volunteers.
- Instead of defining what “medium” means to the organization, describe the opportunity and let the volunteer determine if the experience fits for them.
- Identify opportunities that are time-bound and make an impact.

QR Code

How much do these factors influence your decision when considering volunteering with an organization?

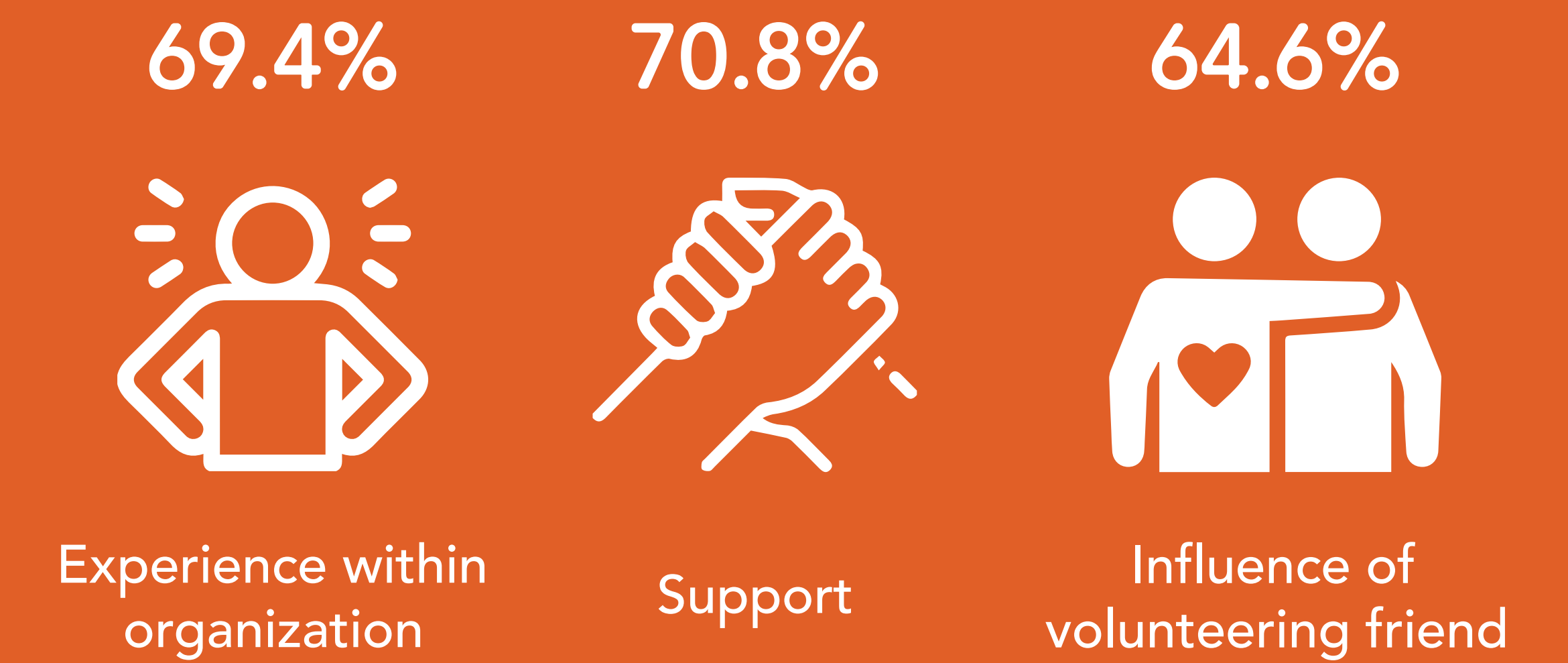


IMPLICATIONS | Recruitment

- 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

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How much do these factors influence your decision to NOT volunteer or no longer volunteer with an organization?

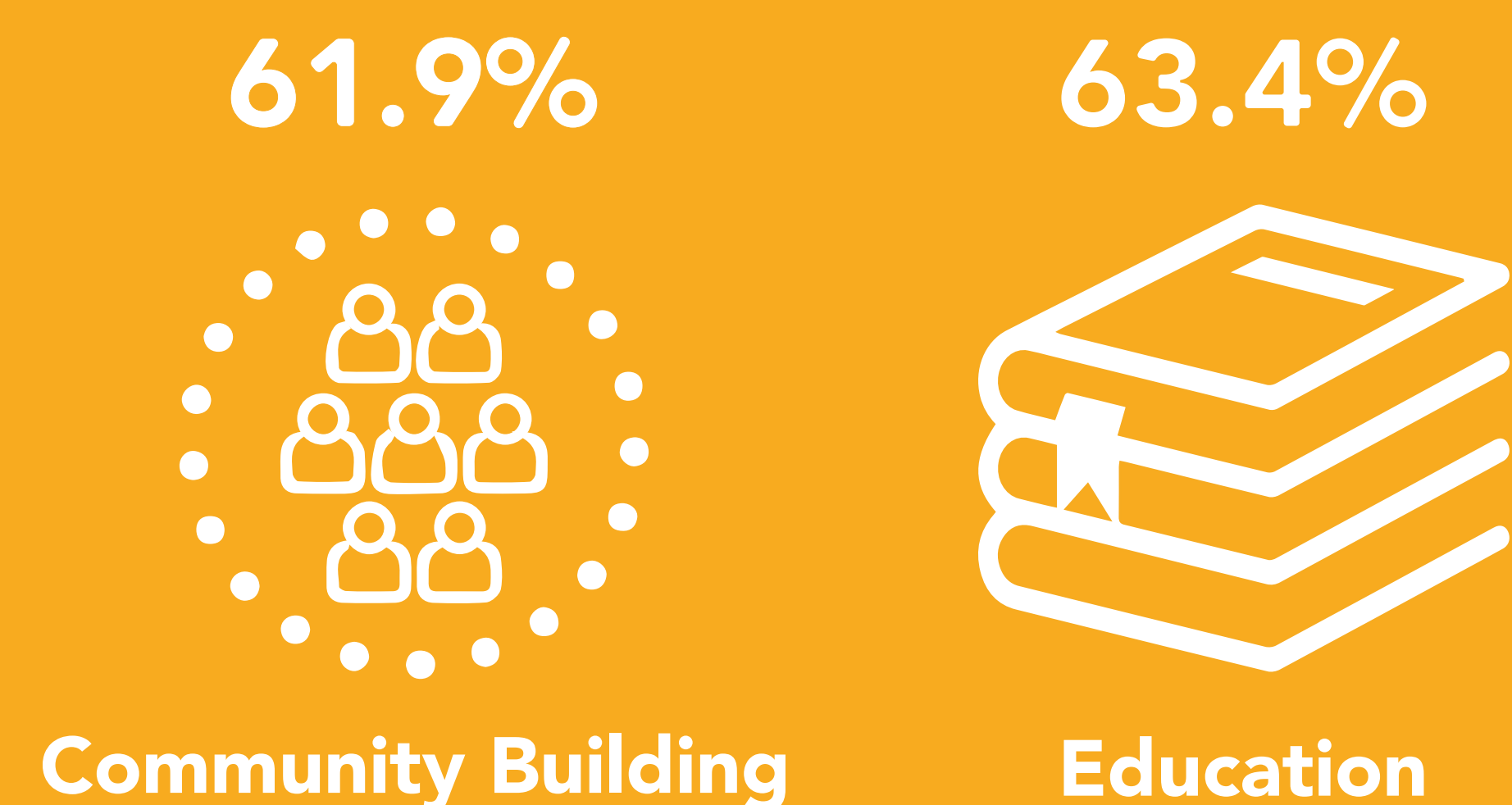


IMPLICATIONS

- 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

QR Code

What social or core values influence your choice to volunteer?



IMPLICATIONS | Marketing

- Highlight educational value of opportunity
- Focus on community building potential

QR Code

How much do these factors influence continuing to volunteer with an organization?



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

QR Code

INTRODUCTION

Gen Zers are individuals born after 1995 and their total percentage in the U.S. labor force is increasing. If youth-serving organizations such as 4-H aspire to use volunteers from Generation Z, they must understand the factors that influence Gen Zers' decision to begin and continue volunteering. The strategies used to recruit, support, engage and retain Gen Zers differ from the typical 4-H volunteer profile. However, limited research is available that explores the influences that contribute to the motivation of Gen Zers to engage in volunteerism (Howard, 2016).

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 Zers
- 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 survey 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.

SOURCES

Howard, T. (2016). Developing generation-based volunteer management practices. Retrieved August 24, 2022, from <https://scholarworks.waldenu.edu/dissertations/1970/>



Poster Research Questions