



Reframe and redefine what volunteering looks like to young people

When we spoke to young people
about volunteer marketing;
three barriers emerged

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Volunteers were the epitome
of a selfless 'saint-like' person

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You don't have to be
a saint to volunteer

Too many competitors for a
young person's time

① ② ③

**You can find connection
and community through
volunteering**



There are so many incredible ads vying for a young person's attention

① ② ③

Share stories that show what young people have experienced through volunteering



DEAR STORYTELLER



Recruiting Volunteers

CONTENT TO INSPIRE ACTION



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Challenges for volunteer organisations

- AIM FOR SURPRISE AND DELIGHT**
Today's audiences are hyper-sensitive. Make content that breaks them, and you'll be happy to get a new second of their time. Showing meaningful content is an opportunity that can help your brand cut through the noise.
- JOIN THE CONVERSATION**
This is about relevance, being seen and what your audience cares about when they post about it. Connecting your brand values to cultural conversations is how you can show your audience you're 'in on it'.
- COLLABORATE WITH CREATORS**
There are no people your audience won't follow. Partner with creators whose values align with your organization's values, and watch how their following could make up for the noise of volunteer roles.
- MEET THE AUDIENCE WHERE THEY ARE**
If you're not already in the space where your audience spends time, it's time to get back to them. Meet them on a new platform, like TikTok or Twitch, or connect with the creator's favourite online community.
- SHOW THE LASTING IMPACTS**
It's easy to get caught up in showing the immediate impact of your work. But it's worth highlighting the long-term benefits of volunteering to the people who are doing it for the world to see for the volunteers themselves.
- SEEK OUT VARIED SKILLS**
If you can directly pay your volunteers, you can attract a more diverse group of people. But if you're not, you'll need to focus on the value of the experience and the opportunity to learn new skills.
- MAKE VOLUNTEERING SOCIAL**
Life is better than ever - it's exciting and we're seeing record levels of social media growth. Finding a way to make volunteering social is how you can get the most out of your volunteers and help them stay together when they meet.
- SHARE THE VOICES OF YOUR VOLUNTEERS**
More consumers spend all day scrolling on their phones than they do on TV. They're taking about how great their service, products, or charity is. Using the authentic voices of your volunteers helps share your message in a new and more powerful way.



[Watch ColdNips x Volunteering WA Story](#)



[Watch VWA Volunteer Bingo](#)



Volunteering WA

Empowering people and communities to enrich Western Australia

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