

Engaging Gen Z Volunteers



Who We Are and Why We Love Volunteering

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Category

Slang terms

Social markers

Iconic cars

Iconic toys

Music devices

Leadership style

Ideal leader

Learning style

Influence Advice

Marketing

Builders

Born: 1925-1945



Baby Boomers

Born: 1946-1964



Generation X

Born: 1965-1979



Generation Y

Born: 1980-1994



Generation Z

Born: 1995-2009



Gen Alpha

Born: 2010-2024



World War II
1939-1945



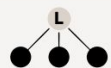
Model T Ford
Final, 1927



Roller skates



Record player
LP, 1948



Controlling

Commander

Formal

Officials

Print (traditional)

Moon landing
1969



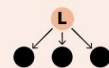
Ford Mustang
1964



Frisbee



Audio cassette
1962



Directing

Thinker

Structured

Experts

Broadcast (mass)

Stock market crash
1987



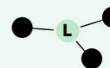
Holden Commodore
1978



Rubik cube



Walkman
1979



Coordinating

Doer

Participative

Practitioners

Direct (targeted)

September 11
2001



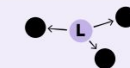
Toyota Prius
1997



BMX bike



iPod
2001



Guiding

Supporter

Interactive

Peers

Online (linked)

GFC
2008



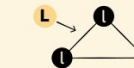
Tesla Model S
2012



Folding scooter



Spotify
2008



Empowering

Collaborator

Multi-modal

Forums

Digital (social)

COVID-19
2020



Autonomous vehicles
2020s



Fidget spinner



Smart speakers
Now



Inspiring

Co-creator

Virtual

Chatbots

In situ (real-time)

Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

1990

2000

2010

2020

Used to learn new skills (daily)



48%

TikTok



46%

Instagram



42%

YouTube

Gen Z

Born 1995-2009



Top hopes



Words used to describe themselves



51%

Independent



48%

Determined



46%

Creative

Qualities valued in a leader



58%

Approachable



57%

Clear communication



57%

Empathy

Most important when considering a new job



75%

Accessible and approachable leadership



69%

Learning and development opportunities



67%

Career progression opportunities

Top fears



Influential movies



Harry Potter



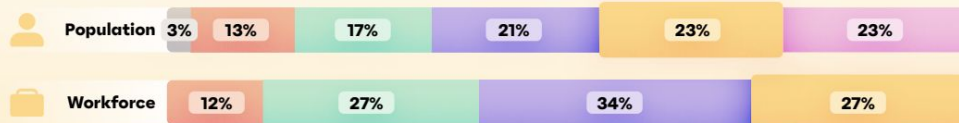
Shrek



Toy Story

Global population and workforce %

● Builders ● Boomers ● X ● Y ● Z ● Alpha



Gen Z Qualities

- “Focused on values, fulfillment, and making a difference in their lives,” (McCrindle)
- Lifelong learners (upskill for career)
- Solution-driven (Coery Seemiller, TEDx Dayton)

66%

“Generation Z is just as inclined to volunteer as other generations. For instance, 66 percent of Gen Z respondents say they have volunteered, compared to 66 percent of Baby Boomers, 57 percent of Millennials, and 54 percent of Generation X.”

(Gen Z Study from JA of Arizona)

**Gen Z is more
likely to volunteer
for causes related
to education and
the environment.**

(Gen Z Study from JA of Arizona)

United Way of the National Capital Area

“As a generation, Gen Z has proven to be more socially conscious and politically active than previous generations. They are using their voices and social media influence to bring attention to important issues such as climate change, gun control and equality.”

“51% of Gen Z’ers

have attended a rally or protest that supports a specific cause or social issue.”

(Activism Survey, United Way of the National Capital Area)

Motivators for Gen Z:

- Find fulfillment in volunteering for social issues they are passionate about
- Develop skills and gain experience
- Prioritizing mental health

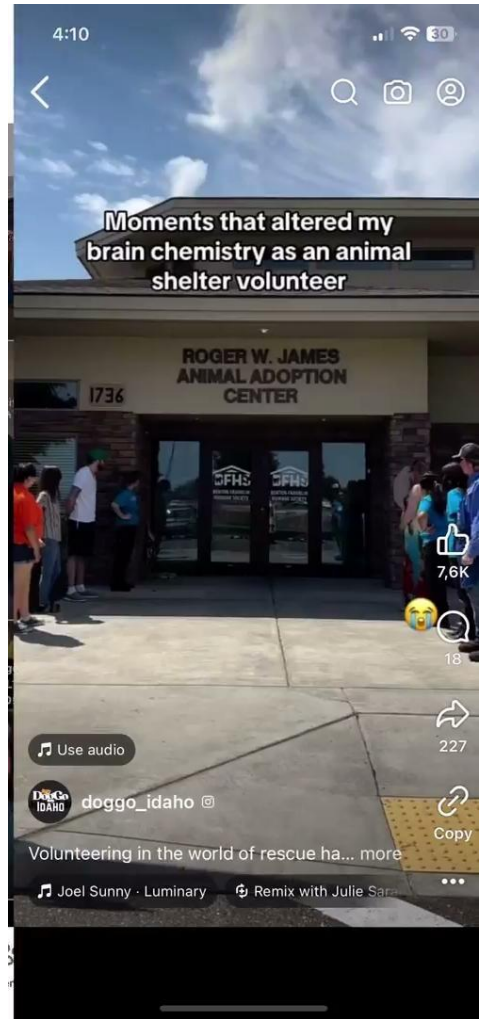


Discussion

- How could Gen Z'ers find fulfillment volunteering at your organization?
- How could Gen Z'ers develop skills and/or gain valuable experience volunteering at your organization?
- What steps might you take after today to engage this younger generation?



Lily



Use social media to showcase volunteering!

What you can do to engage Gen Z volunteers:

- Highlight what volunteers will get out of their experience with you.
- Market opportunities on social media (entertainment focused).
- Recruit at local high schools and universities (PFW, IT, USF, IvyTech, and satellite campuses). Target the departments relevant to your organization.

Sources

- <https://www.pewresearch.org/short-reads/2023/05/22/5-things-to-keep-in-mind-when-you-hear-about-gen-z-millennials-boomers-and-other-generations/>
- <https://www.jaaz.org/generation-z-and-perspectives-on-volunteering/#:~:text=While%20other%20generations%20tend%20to,causes%20related%20to%20the%20environment.>
- <https://mccrindle.com.au/article/topic/demographics/the-generations-defined/>
- <https://later.com/blog/gen-z-social-media-usage/>
- <https://pro.morningconsult.com/analyst-reports/gen-z-engagement-social-media-entertainment-tech>
- <https://unitedwaynca.org/blog/gen-z-social-issues/>