



What the “Younger” generation needs to volunteer:

How to get them to WANT to volunteer for your organization:

1. Show them the WHY or the IMPACT or the PURPOSE
2. Accept that they may not have a lot of free time or big chunks of available time
3. Give them opportunities to volunteer in a variety of ways:
 - a. In small chunks – as little as 30 minutes at a time,
 - b. At multiple various times of the day,
 - c. The opportunity to WFH for the cause with a due date.
 - d. Different experiences – online, in person, manual labor, intellectual opportunities, organizational opportunities
4. Show what the end product will be. Make the experience GOAL driven.

How to get them be willing to CONSIDER a specific volunteer experience:

1. Meet them where they already are:
 - a. Videos on TikTok
 - b. Posting, REELS or Videos on Instagram – cross post to Facebook, but you will reach them through Instagram.
2. Use Catchy Videos to grab their attention:
 - a. Be sure that your request / post is authentic and not a time waster.
 - b. Appeal to a specific skillset
 - c. Target a specific demographic with your “ask.”
 - d. Don’t use “cringe worthy” posts to grab attention, that turns people away.
3. Remind them to consider their personal passions and skills and find experiences that use those passions/skills. Use key words in your “ask” that highlight specific ideas to spotlight this concept. (i.e. Helping combat food insecurities, building houses for the homeless, detailed online research, organizing events, baking, cooking, etc.)
4. Highlight that in-person volunteering can match them up with like-minded people working together for a worthy cause.

How to get an actual COMMITMENT to volunteer:

1. Provide a link to a way for them to sign up.
 - a. Use something like Sign-up Genius or Google Forms that has multiple choice options, not fill in sections that take too long.
 - b. Ask for Text number rather than emails.



COUNCIL

FOR MILITARY SPOUSE CLUBS

- c. Have a limited number of “clicks” to get to the heart of the information and limited “clicks” to sign up.
2. If you can capture their cell phone, use text messages to send quick reminders of upcoming commitments.
3. Offer a link in the text that will take them to an info sheet that gives more details if they want them.

How do they want to be APPRECIATED for their contributions?

1. Since they are volunteering because they feel passionate about the mission, purpose, or event, gift cards and trinkets are not the thank you they are looking for.
2. They prefer words or affirmation and appreciation via ways that show others HOW they feel.
 - a. Show others they think something is worthy.
 - b. Hope their peers might think about putting effort into the same organization.
 - c. Provide a letter of recommendation if needed for their records to use in the future.
3. At the event itself, as they finish volunteering, provide a selfie station that offers a “I just helped XYZ Club reach their fundraising goal” and capture those photos for your social media.
 - a. Ask them to share any photos they took while participating that you don’t already have.
 - b. Be sure to take your own picture of them in the selfie station for your use.
4. Set up Volunteer “Shout Outs” to highlight the efforts of the volunteers on your social media.
 - a. Pick a day that you will highlight a volunteer every week. Anytime you can use photos to illustrate the action of the volunteer is better.
 - b. Use their photos from the event to make things more interesting.
 - c. If you can provide data from the event, it will make more of an impact. (Helped XX children, raised \$XXX, provided XXX of food boxes for military families, etc.)
5. Give GenZers the opportunity to highlight their contributions so they can share their experience with their peers. They enjoy showing others what they believe in and how they assist those organizations that they support. Give them the tools to make it easy for them to SHARE Their work while they are SHARING yours!

Follow up Questions to ask of members of your community:

1. Do you have any alternative communication tools to the ones currently being used?



COUNCIL
FOR MILITARY SPOUSE CLUBS

2. What do you believe the younger age groups need from leaders to thrive and remain involved in the career and community?

3. What characteristics of younger age groups tend to be misunderstood that make you wish for more patience and understanding from older generations?

4. What are some of the more creative and successful strategies you have seen to reach young service members and their families?

Asking these questions will allow you to tailor your marketing approach and reach a wider range of potential members!

3246 Centennial Blvd. #360 | Colorado Springs, CO 80907-4077 | CouncilForMSC.org

The Council for Military Spouse Clubs is a Section 501(c)(3) tax-exempt charitable organization under the Internal Revenue Code and is a registered nonprofit corporation in Colorado. EIN 86-1552088.