Happy New Year! What's Your Mantra for 2014?
Enter it in the chat box or tweet it.
#vmlearn

Future Forecast: Four Big Shifts that Will Change Volunteerism...for the Better
Tobi Johnson, CVA
VolunteerMatch Nonprofit Insights Series
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Tobi Johnson, CVA
Tobi Johnson & Associates
tobi@tobijohnson.com
206.799.9038
www.tobijohnson.com

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Future Forecast: Four Big Shifts that Will Change Volunteerism...for the Better

Then and Now …

Volunteerism is More Sophisticated than Ever

Maturing Profession

- CVA & Other Volunteer Management Competencies

Changing Society

- Increasing Demand for Tailored Solutions

Technological Advances

- Social Media & Smart Phones

Cross-disciplinary Thinking

- Psychology of Giving

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The BIG Challenge

• Utilizing volunteer administration practices that work with human nature not against it.
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**Shift to Using Brain Science**

**Now**
- Focus on legacy volunteer program policies and procedures
- Reliance on charismatic (and rare) volunteer leaders to maintain team morale
- Traditional volunteer reward and recognition activities

**Future**
- Use of human motivational triggers to develop leaders
- Focus on minimizing threat and maximizing reward in organizational cultures
- Team happiness cultivated through evidence-based practices and team traditions

**Poll:** Have you used brain science to deepen volunteer engagement?

**Trend #2: Discoveries in Human Performance & Talent Development**
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**The BIG Challenge**

- Designing volunteer training, teambuilding, and leadership models that make the most of volunteer skills and talents.

**Shift to Talent Development**

<table>
<thead>
<tr>
<th>Now</th>
<th>Future</th>
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<tbody>
<tr>
<td>Predominance of instructor-led volunteer training and orientation</td>
<td>Knowledge transfer fostered through informal volunteer-led learning networks</td>
</tr>
<tr>
<td>Continued turnover and churn of volunteer talent</td>
<td>Use of best practices in talent development, directly aligned with program goals</td>
</tr>
<tr>
<td>Extrinsic rewards used to recognize volunteer contributions</td>
<td>The deeper meaning of work reflected in volunteer recognition</td>
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</tbody>
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Poll: Have you updated your volunteer training or talent management practices to include informal learning?

Trend #3: Migration from Solely Virtual to Virtual and Mobile

The BIG Challenge

• Aligning organization and volunteer and communication media and methods.
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**Shift to Mobile**

**Now**
- Over-reliance on a single method of communication with volunteers
- One-way volunteer info blasts
- Virtual volunteering dismissed or undervalued

**Future**
- Volunteer communication strategies align with mobile lifestyles
- Two-way, social communication that fosters a greater sense of community
- Deliberate strategies to reduce perceived virtual distance

**Poll:** Do you currently use mobile technology to connect with volunteers?
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Trend #4: The Increasing Importance of Data

The BIG Challenge

- Analyzing data in order improve individual volunteer programs and the field of volunteerism as a whole.
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### Shift to Data Literacy

**Now**
- Minimal performance management of volunteer human resources management
- Organisational data silos
- Time and flexibility for experimentation, combined with reflection, unavailable

**Future**
- Common performance indicators and benchmarks used for program accountability
- Global collaborative data sharing to inform evidence-based practice
- Experimentation and failure embraced for what it can teach us

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**Poll: Have you recently changed how you measure your program performance or impact?**

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**Visit Us Today!**
Rather than solely the act of “helping out,” volunteerism is a kind of self actualization. It represents a profound and personal search for meaning.

Questions, Thoughts, Ideas?

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