## INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE 2018

## SESSION 4B MANAGING VOLUNTEERS

# They Lie to you Volunteers do they do not mean to but they do

Why Volunteers volunteer and why they say they volunteer. Implications for Volunteer Management, Recruitment, Reward and Retention

Jon Simpson TANZ





### Sydney Heritage Fleet









## James Craig







#### **Heritage Shipyard**







## Meaning

- voluntary (adj.)
- late 14c., from Latin *voluntarius* "willing, of one's free will," from *voluntas* "will,"
- volunteer (n.)
- c. 1600, "one who offers himself for military service," from Middle French *voluntaire*, "one who volunteers," also as an adjective, "voluntary," from Latin *voluntarius* "voluntary, of one's free will," as a plural noun "volunteers" (see voluntary).

## Meaning





## Why Sydney Heritage Fleet Volunteers say they volunteer

- 1. To put something back into the community 81%
- 2. Personal satisfaction 57%
- 3. To do something worthwhile 54%
- 4. Because my family or friends do 45%
- 5. For the social contact 35%
- 6. To be active 33%



## Volunteering in Australia

- ▶ 5.8 million 31% of population over 15 (2014)
- Couples with children more likely to volunteer than singles 38% to 25%
- Volunteering increase with household income
- ▶ 743 million hrs in (2014) mean approx. 1.5 days a month
- Women more likely to volunteer than men
- Volunteering declines from a peak of age 44 excepting 15 Year olds

#### Theories of Volunteer motivation

- Little consensus
- Studies tend to highly theoretical or specific to volunteers in particular associations or industries
- Theories can be grouped by the expertise of the researcher
  - Economist- Impure altruism
  - Sociologists Social cohesion and social welfare
  - Political Scientists Citizenship and democracy
  - Phycologists Prosocial personality
- Doesn't get us much further on



## Do you volunteer? If so Why?

- 1. To put something back into the community
- 2. Personal satisfaction
- 3. To do something worthwhile
- 4. Because my family or friends do
- 5. For the social contact
- 6. To be active



## Do you volunteer? If so Why?

- ▶ To have fun
- Other ideas?
- How do your volunteers experience your outcomes?



## Reasons for volunteering

Altruism

- VS
- Self Interest





#### **Altruism**

- Management
  - Kid glove approach the volunteer is doing us a favour by assisting us
- Recruitment
  - Help us to assist less fortunate people/save the ship
- Retention
  - There are more people we can help with more things and more ships to save
- Reward
  - The thanks of our clients







#### Self Interest

- Management
  - Agree what needs to be done and what the volunteer wants to do
- Recruitment
  - Come and learn new skills, indulge your need to make a difference
- Retention
  - What other opportunities would you like to try
- Reward
  - Public recognition of contribution



#### Conclusion

- Find out the real reasons people volunteer for your organisation
  - Be weary of false answers
- Design the Management, Recruitment, Recognition and Reward system to match it
  - Consult and test system with your volunteers
  - Review system according to the turnover of volunteers





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## Ever feel like this when managing volunteers?



#### This is Matilda

- 15 years of sail training
- 11 different tall ships
- Vice Chairman STIYC
- Business student
- Swedish



### This is where I have sailed



### This is why I think I volunteer

- Because I cannot stop!
- Because I feel like I want to give back
- Because I want the chance to improve things
- To keep things going



#### What does Sweden have?



Winter maintenance





### Why is this so smart?

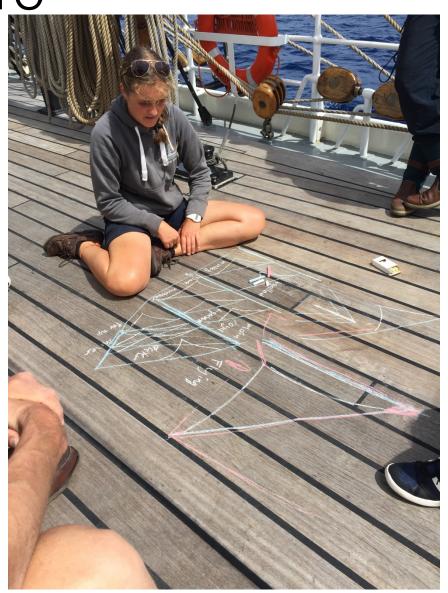
- Trainee retention
- Training
- More hands



## Managing volunteers for a boat show



Scholare



"The beauty of being a volunteer is that you need me more than I need you, I therefore have more power than I would in a job"





## Any questions?



### Keep in touch!

LinkedIn: Matilda Dagberg

Matilda.dagberg@gmail.com

Instagram: matildadagberg



